



Caffyns improves communications with Impetus and NetServices

When car dealership Caffyns needed a common communications infrastructure to tie all branches together it turned to leading network distributor and managed service provider, NetServices and Impetus for a solution, saving time and money and ultimately providing better customer service.

Established in 1904, Caffyns has over 29 branches nationwide. It is committed to providing high quality service to both customers and manufacturers alike.

In the highly competitive dealership industry, companies such as Caffyns are under great pressure to constantly improve efficiency and are consistently using IT to achieve this.

Challenges

A car dealership is a complex business, combining new and used sales with servicing, repairs, parts sales and arranging finance. It requires links to many trading partners, particularly manufacturers.

Few dealerships are actually owned by automotive manufacturers, but their influence and demands on the franchisee have always been very strong. As manufacturers have automated their procedures for ordering vehicles and parts, processing warranty claims or providing technical information, dealers have had to become more technically sophisticated.

Traditionally Caffyns had separate communications systems in each branch. With no common tie in between branches; phone and email systems had to be managed and run completely separately.

“We wanted one network covering all of our branches that would encompass all of our communications requirements, combining inter-branch communication as well as to manufacturers and our dealer management system (DMS) partners. We needed a cost-effective, scalable network that could easily accommodate any future networking requirements.”, explained Christopher Fullalove, IT Director, Caffyns.

Caffyns needed a reliable network that would also adhere to manufacturer’s standards. It needed to be able to demonstrate that its new communications infrastructure met and exceeded each manufacturer’s individual security and protection standards. The network also needed to be easily adapted during a new business acquisition situation or re-franchising opportunity.

CHALLENGES

- Disparate and separate communications infrastructure for each site
- Requirement to meet stringent manufacturer standards
- Adapting the network as the business changed

SOLUTION

- Single network with applications hosted centrally to ensure availability and eliminate the need for a firewall at each site

RESULTS

- Centrally accessed system at all sites nationwide
- Improved disaster recovery plan
- Centrally managed, eliminating need for skilled personnel at each site

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*Christopher Fullalove,
IT Director, Caffyns.*

Caffyns' previous network was a mix of leased lines and dial-up connections, which had been added on an ad-hoc basis over the years. Users were in need of greater bandwidth and the cost of the BT kilostream connections was becoming increasingly expensive. Applications were traditionally hosted at various sites, requiring users to connect to their ISP and then into the head office to reach the application servers.

Solution

Caffyns already had a long-standing relationship with Impetus, and turned to the company for advice. Following detailed discussions, Caffyns teamed up with Impetus and leading managed service provider NetServices for the provision of a wide area network (WAN).

Eliminating the single point of failure, application servers are now hosted in the NetServices data centre, also eliminating the need for costly firewall and hardware services.

Impetus worked closely with Caffyns to understand what its core requirements were, and with NetServices designed and implemented a bespoke infrastructure underpinning these business needs.

Benefits

Through the consolidation of the network, Caffyns now has a centrally accessed main phone and email system linking all 29 sites nationwide. Previously disparate systems are now easily managed and manufacturer communication has also been improved.

Future plans

Through its relationship with Impetus, Caffyns has the opportunity to further improve its communications set up by taking advantage of NetServices fully converged voice and data offering.



"Connecting multiple company sites on a wide area network is now fundamental to doing business. Effective working between employees, customers and partners is totally dependant on its network working effectively and efficiently."

Graham Brimage, NetServices.

"Caffyns now has in place a resilient and secure infrastructure, future-proofed for its immediate and future business requirements. As well as the improved inter-site communication aspect, Caffyns also benefits from an effective and always on disaster recovery plan.

Both Impetus and NetServices took the time to understand our particular business and its complexities, taking into account both technical and business requirements. This understanding coupled with past experience made the project a complete success."

Don Mascal, Impetus.