



From Cable Jungle to Driving Excellence

BMW, the prestigious German car marque, is known world-wide for precision and high performance. These values have helped define Coastline BMW, a dealership founded 22 years ago by Karl Kurz at Caloundra on the Sunshine Coast. Three generations of Kurz men have made Coastline BMW one of the most awarded BMW dealerships in Australia's history.

In 2008, the \$60 million Coastline BMW dealership became the first Australian franchise to install the cutting edge Auto-IT UNITS™ dealer management software system (DMS). The upgrade was designed to boost productivity, profitability and customer service.

The demands of the powerful software meant it would quickly outgrow the existing server and connectivity infrastructure. The incumbent system was starting to slow and impede productivity, and over the years the network switching had become an inefficient mess of cables and patches.

NETGEAR's high performance switches were a natural solution for a thriving business looking to drive excellence.

Dealer Principal, Tristan Kurz, knew the time had come for Coastline BMW to upgrade its IT infrastructure and emerge from the cable jungle.

"We love the new software but needed the hardware to support it," said Kurz. "The NETGEAR range of switches offered features designed specifically for a business our size at a price that was attractive."

Switching to a stronger foundation for 50 active users

Coastline BMW engaged its IT service provider, Xceed IT, to design an integrated solution to provide sufficient, scalable processing resources and the back-end switching capability to manage a 50-user network.

The result is a five-server, virtualised environment complete with four NETGEAR ProSafe™ GS748T 48-port Gigabit Smart Switches. While it marks a substantial investment in a complete IT infrastructure overhaul, the backbone of the system – NETGEAR Smart Switches – were less than 10% of the overall budget.



Simple to install, configure and manage

Jonathan Allen, Director at Xceed IT, said "The NETGEAR switches maximise bandwidth and density and provide secure, robust and reliable connections. The switches are really easy to manage because they have an accessible GUI rather than a command line interface."

"We found the switches very easy to install and configure," said Allen. "We were just under a week into the twelve week deployment process, and the switching was already installed."

"Switching is the vital component that links up the entire solution," Allen explained. "We removed the existing switching tangle and restructured the rack and patch panels with cable minders and properly linked the network. We built the rest of the solution from there."

Coastline BMW access complex vehicle information across the system, which can be quite data intensive. The throughput of the NETGEAR switches ensures there is never any delay.

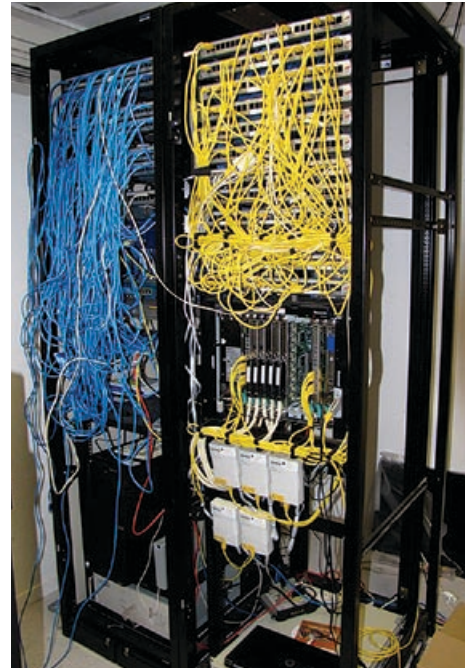
With 48 gigabit ports, each capable of powering 2000 megabits per second of data throughput in full-duplex mode, plus four optional fiber ports, each Smart Switch provides a 96 gigabit per second backbone and connects servers and power users, delivering large amounts of information in no time at all.

All the right stuff, and a price that makes sense

According to Allen, "Xceed IT chose from NETGEAR's range of Smart Switches because of their diverse features to service the gigabit network requirements. A complex, full Layer 2/Layer 3 management implementation would have been three or four times the cost. We needed a smart switch that would support the overall solution, and give us the best feature set for the best price point."

As the hub of the infrastructure solution for a bespoke software system, NETGEAR's Smart Switches deliver immense benefits to the organisation and its customers. Every department of the Coastline BMW business benefits from the infrastructure overhaul on a daily basis, with enhanced performance of the dealer management software system applications.

Coastline BMW is now raring to go and is well placed to continue winning awards and driving excellence.



Before



After



COMPATIBILITY

Netgear's business solutions are standards-based, ensuring seamless integration with current and future network requirements.



SECURE



EASE OF USE



LOW COST OF OWNERSHIP



ENTERPRISE LEVEL FEATURES



HIGH PERFORMANCE