

CASE STUDY

CSTORE

RETAIL

RESTAURANT

FINANCIAL

HEALTHCARE



“Cybera has a great team, we are a happy customer and we are glad that they delivered the service at the cost we required.”

*- Cy Fenton,
EVP Operations*

Cybera's solution gives Books-A-Million minimal up-front expense and affordable per site connections

OVERVIEW

Managing IT Infrastructure for four different brands and over 200 stores in 19 states can be a challenge. Especially when the company's application requirements began to outpace the available bandwidth of the 56 Kbps frame relay network. Overburdened with new services such as employee Intranet including time clock, customer service enhancements, email for managers, polling and a gift card program, the network was no longer efficient. Cy Fenton, EVP of Operations had one objective: provide store personnel and customers with the same type of broadband experience common with household PCs.



BROADBAND CHALLENGES

Books-A-Million already believed in the tried and true nature of frame relay as a WAN solution. But after realizing that upgrading to a 256 Kbps frame network would have resulted in four to five times the existing network cost, frame was quickly ruled out as a viable option. The retailer considered VPN using DSL but wanted a private network, due to concerns about security and configuration issues at the store level.

“Cybera's SmartNetwork was not DSL to the Internet; it essentially acts like frame relay but with the pricing benefits of DSL,” said Fenton. Cybera delivered on the Books a Million requirements for:

- A secure network that doesn't rely on the public Internet for transport
- At least double the bandwidth of the existing network
- Minimal capital requirements for upfront hardware and installation

SMARTNETWORK RESULTS

- Guaranteed security and reliability
- Adequate connection speeds at each location to enable current and planned applications
- Support for existing and planned applications
- Improved customer experience and satisfaction

Company Name: Books-A-Million

Key Requirements:

- Improve response to customer requests
- Enhance corporate communications
- Lower total data communication costs

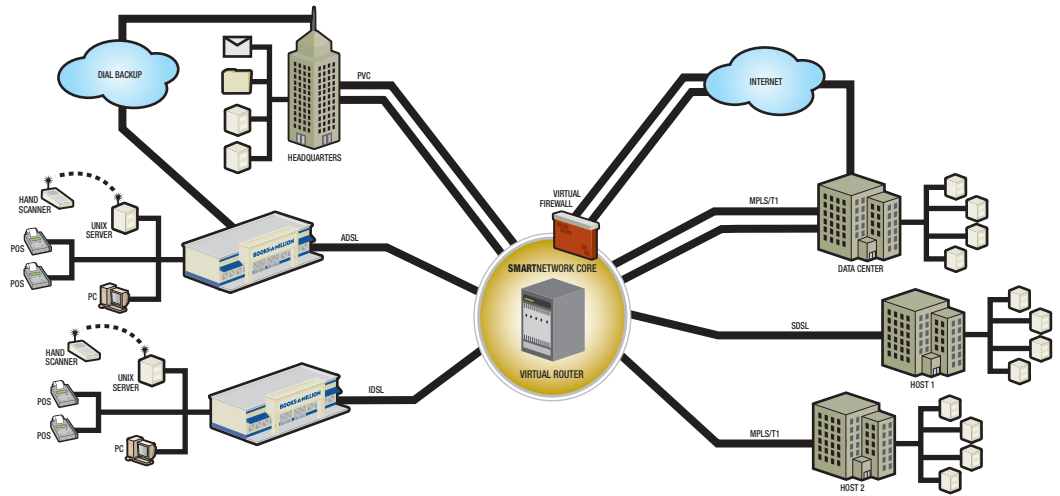
SmartNetwork Solution:

Cybera proposed an integrated SmartNetwork solution incorporating primarily DSL, with some MPLS/T1. Along with minimal up front expense and very affordable per site connections Cybera was able to:

- Incorporate the existing dial backup infrastructure into WAN architecture at the corporate host
- Customize routing of store-level data to four host locations per Books-A-Million requirements
- Deliver 24/7 monitoring and notification of all network elements, including customer premise equipment
- Present a single monthly bill itemizing locations using Books-A-Million nomenclature

Cybera also supported several customized requirements for protected Internet access to training facilities and special port routing for credit card transactions. With 25% of the SmartNetwork rollout complete, Books-A-Million is beginning to realize the savings of transitioning from frame relay.

SMARTNETWORK ARCHITECTURE



“Cybera is great. The SmartNetwork architecture does not lock us into DSL, but rather offers a heterogeneous network architecture allowing the company to integrate any last mile connectivity option. It’s a win/win for the retailer. This is how you want things to work!”

- Cy Fenton,
EVP Operations

TECHNICAL DETAILS

Customized Network Design Equipment and Carriers

- Cisco, Netopia, Efficient
- Covad, AT&T, Verizon

Interlata Transport Technologies

- ATM PVCs for DSL, MPLS/T1 & IMA

IP Functionality

- RFC 1918 Private IP addressing
- Dynamic routing for redundancy & automatic updates
- DNS for name resolution and intranet
- DHCP to support roaming regional managers using laptops
- Active Directory
- RIPv2 & OSPF

Management Protocols

- Telnet, ICMP, SNMP

Application Support

- Secure e-mail communication between retail, wholesale and corporate organizations
- Remote administration of work stations
- Real-time inventory and store detail through new software application
- Secure Internet access

Implementation

Network Migration

- Use of existing IP schema for seamless migration
- CPE installs managed and executed based on BAM’s requirements
- Migration from Frame Relay network

THE ONLY NETWORK YOU WILL EVER NEED