

CASE STUDY

CSTORE

RETAIL

RESTAURANT

FINANCIAL

HEALTHCARE

TITLEMAX

“When there are issues, Cybera is super responsive. I know that it’s going to be handled.”

- Gary Young
Director of I.T.

Cybera SmartNetwork gives TitleMax turnkey design, installation, management and support

OVERVIEW

TitleMax is one of the nation’s largest title loan companies with roughly 550 stores currently and growing. The accelerated growth explains why Gary Young spends a lot of time in the air as one of the company’s key drivers.

It also explains why he spends a lot of time worrying about technology in his primary role as director of information technology.

SUPPORTING GROWTH STRATEGY

TitleMax made the strategic decision to put its technology infrastructure in place before launching on a significant growth path. Young and other executives recognized that infrastructure was vital if they were to achieve the operational efficiencies and security improvements in current and future office locations.

The company operates in large regions with three to four districts. Each district is responsible for eight to ten offices. The geographic dispersion made a wide area network a top priority. Prior to Cybera, the company had no network in place. Each office purchased its own Internet access to connect to a national data center.

“There was no [network] security to speak of, so security became a big concern,” Young said.

In addition to security, the company hoped to achieve operational efficiencies via networked applications such as an auditing system, paperless communications, and other productivity improvements.

TIME TO GROW

“I am very pleased with our relationship with Cybera,” Young said. “We’ve had some bumps in the road, which were expected, but things are going well.”

Young said WAN infrastructure will help support the launch of CheckMax, a new service that will be co-located with TitleMax offices. “Outsourcing IT has worked very well for TitleMax. It has given us the ability to focus on finding the right locations for our businesses and growing the organization successfully,” Young said.



Company Name: TitleMax

SmartNetwork Smart Choice:

TitleMax planned from the outset to outsource its WAN. The key was finding a vendor who could provide turnkey network design, installation, management, and support for all TitleMax locations.

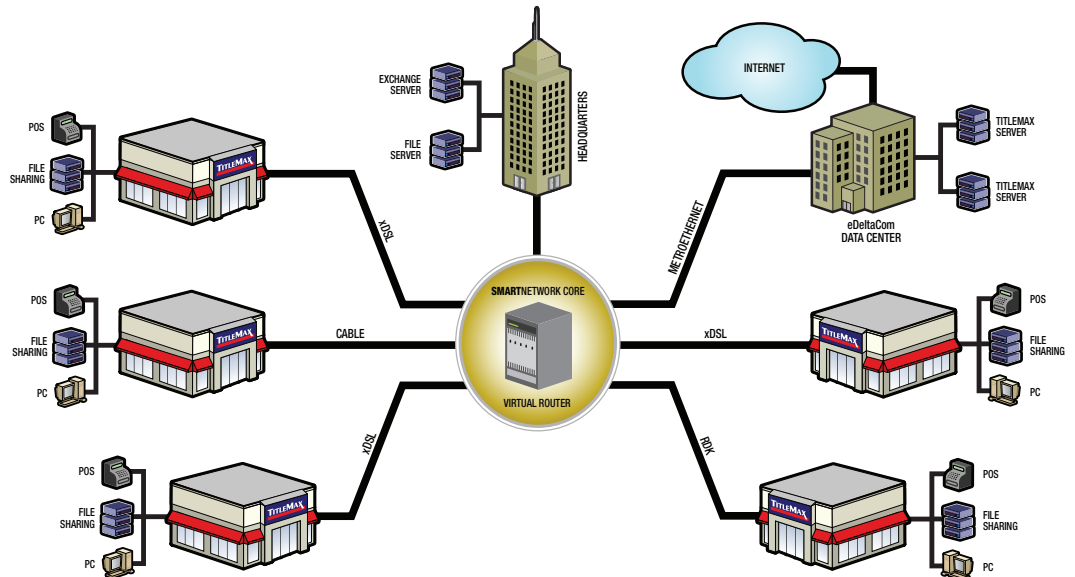
Young immediately saw that Cybera’s SmartNetwork offered all of the technology benefits important to TitleMax, including:

- Guaranteed security
- Bandwidth that could expand with the company’s needs
- 99.5% reliability
- Support for IP-enabled applications to improve operations and security

In addition to the right technology, Cybera provided the right complement of managed services to support the network, including:

- Wireless Broadband Rapid Deployment Kits to meet quick opening deadlines
- Proactive, 24/7 monitoring, and troubleshooting with Telco providers
- A single customer service contact for district and office managers when they had a network problem
- A simple bill using TitleMax office location numbers

SMARTNETWORK ARCHITECTURE



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TECHNICAL DETAILS

Customized Network Design

Equipment and Carriers

- Netopia, Cisco, Efficient, Comcast, Covad, AT&T
- Charter, Time Warner Cable, Sprint

Local Loop Technologies

- ADSL, Frame Relay, Metro Ethernet, SDSL

Interlata Transport Technologies

- Private ATM PVC for DSL and Frame Relay, VLANs for Metro Ethernet

IP Functionality

- Standard Static Routing for efficiency and clean troubleshooting on remote locations
- RFC 1918 Private IP Addressing
- Disaster Recovery program in process
- DNS for name resolution and intranet
- DHCP to support roaming regional managers using laptops
- Active Directory

Management Protocols

- Telnet, ICMP, SNMP

Application Support

- Proprietary loan processing solution
- Microsoft Exchange for internal communications
- Electronic ordering for all maintenance and supplies supported by national contracts
- Centrally stored document imaging and management
- File sharing
- E-mail
- Remote access for high-speed management/administration of workstations and POS devices

Implementation

Network Migration

- Existing IP scheme on the TitleMax Network
- CPE installs managed and executed based on TitleMax requirements, while working with preferred IT integrator
- Migration from Frame Relay/VPN Network, with custom procedures for cutover migration processes.
- CPE installations managed and executed based on TitleMax requirements

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