CASE STUDY: WADE Incorporated

April 2018

In the early spring of 2017, WADE Incorporated began investigating a string of complaints fielded by IT support staff regarding Internet speed, telephone line quality and intermittent connectivity to their online John Deere parts catalog and ordering system. Facing the start of planting season, the director of IT services, Mike Hanson was frustrated with the high pricing and low level of support received from his current phone and Internet vendor. Time was a precious commodity that was slipping away from sales and support staff at every dealership owned and operated by WADE. Mike knew he needed to act, so he began the process of acquiring quotes from new local, and national carriers. Several providers issued quotes and discussed their service offerings, but one stood out from the rest. Only one solution provider was willing to utilize multiple circuits (Fiber, Cable, LTE, and Fixed-Wireless) from various carriers, provide seamless data and voice failover, and integrate a mix of hybrid PBX technologies that would allow WADE to plan the retirement of each location's existing PBX system. All while implementing requested features and providing competitive pricing sought by management.

In 2017, TecInfo Communications was charged with bringing fiber-optic Internet, Voice over IP (VoIP) and hybrid-analog services to each of the twelve stores in Mississippi. This endeavor would not be without its new service integration hiccups, but Mike leveraged TecInfo's responsive support team for 24/7 assistance with the project. As the new fiber-optic Internet circuits were installed, the existing voice lines were transferred to TecInfo's geo-redundant phone switching platform. This platform in conjunction with cellular connectivity in each store resulted in a robust voice delivery mechanism that survives "hard line" Internet outages and seamlessly transitions store Internet services to the always available LTE data connection. Combine the high-availability data and voice connectivity with 24/7 Network Operations Center monitoring, and Mike was satisfied that the TecInfo support staff had his back. The unfamiliar feeling of trust between customer and vendor was achieved and agricultural support staff could concentrate on their main focus – the customer, not technical issues. With harvest fast approaching, Mike Hanson and WADE Incorporated were ready – for their best year yet.

Technical Issues Addressed:

✓ *Implementing multiple, diverse connections to each store utilizing a mix of Fiber, LTE, Fixed-Wireless, and Cable circuits*

✓ *Creating an auto-failover system that allowed for "hard line" connection failure while retaining critical Voice, Internet, and VPN connectivity*

✓ *Deploying a hybrid cloud and existing premise based PBX structure that allowed for new features such as queuing of calls, dynamic hold music, and online CDR access*

✓ *Utilizing TecInfo's Network Operations Center for centralized hosting of WADE's critical Microsoft Exchange platform.*