

## CASE STUDY

# WITH AN ARUBA WLAN SOLUTION, FESER, GRAF & CO IMPLEMENT A NEW, MODERN AND SCALABLE NETWORK.



New requirements on the part of the Volkswagen Group necessitated a modern WLAN infrastructure in the 40 locations of the Feser-Graf Group. In order to find a simple and scalable solution, Oliver Liersch went in search of a provider who could fulfill all requirements.

“We need three separate WLAN networks for our 40 locations – simple, future-proof and fast,” explains Oliver Liersch, IT Manager of the Feser-Graf Group.



### THE DESIRE FOR FLEXIBILITY AND FUTURE-PROOFING

For two months an inventory was made, estimates and projections compiled and offers compared. With Aruba, a Hewlett Packard Enterprise Company, Liersch quickly found the right partner to meet all the requirements: “Everything from one source – that was important to us. The offer convinced us above all in the areas of flexibility, security and scalability. The price-performance ratio was also right and we have the opportunity to expand at any time.”

### THE START: WLAN PROJECT WITH HIGH REQUIREMENTS

There were two main requirements that needed to be met. On the one hand, the customer wanted to implement

### REQUIREMENTS

- Create customer experience across all branches
- Meet all the manufacturer’s brand experience criteria
- Scalable solution, enabling future innovations
- Mobile and productive work environment
- Efficient and responsive customer engagement
- Meet manufacturer’s data and network security regulations

### SOLUTION

- 210x 802.11ac Wave 2 indoor Aruba APs
- 40x Aruba outdoor APs
- Aruba Mobility Controllers
- Aruba AirWave Network Management
- Aruba Campus & Branch switches

### BENEFITS

- Access to business data anywhere in the branch
- Faster service acceptance process for customers & efficiency for staff
- Workshop diagnostics via WLAN
- Rapid, mobile vehicle data analysis
- Three separate networks for security of data and appliances
- Easily deployed, scalable, flexible and future-proof network solution
- Simple management of the systems

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**OLIVER LIERSCH**  
IT MANAGER OF THE FESER-GRAF GROUP

three separate WLAN networks – and that for all 40 locations. And on the other hand, the specifications of the manufacturer VW had to be met: “All in all, we are always connected via our main data center with the Volkswagen Group. All data goes first to us and then to the group,” adds Liersch.

### Three separate networks

The most important goal and therefore the biggest challenge was the implementation of various networks.

A free network, one for the PCs and laptops and another network, for mobile terminals for dialogue acceptance and sales support.

### Mobile service acceptance and vehicle registration must be possible

The VW group requires that certain brands of cars (such as Skoda) are registered online, upon delivery. Data from the individual car is networked directly with the dealership. Even more decisive, however, is the MSA, the mobile service acceptance process, triggered when an insurance claim needs to be registered. "Inspecting the car with the customer through dialog adoption, taking photos of damages, making an instant quotation, and networking with our dealer management system in real time. The offer can be immediately signed on the tablet and goes out directly by mail," says Liersch.



But it is not just the services aspect which comes into play here. The mobile sales support is gradually being introduced by the manufacturer. With the help of tablets, the entire configuration of a new car can take place and this car can also be shown directly to the prospective client. "Our salespeople no longer have to sit at a PC station, but can relax on the sofa with the clients to configure the car of their choice," says Liersch.

All workshop diagnostic devices have now been switched from Bluetooth to WLAN: flash memory, reset specific items, read out vehicle reports – all on wireless. The goal is that the dealership clients will eventually be able to retrieve the status of repair of their vehicle via an app at any time. Locating their car on the service premises will also be possible. So the vehicle can be picked up immediately after the repair. A robust and scalable WLAN network is essential for these operations and experiences.

### HISTORY: SEAMLESS ROLL-OUT

After the decision was made to select Aruba in May 2017, the installation of the various appliances and the establishment of the networks started directly in June. The rollout has been running since August and is now almost completed. 40 car dealerships must be supplied with access points and the network is to be configured appropriately.

### We're making a no-compromise WLAN

Above all, a quick implementation of the requirements was important. "We have received specifications from the manufacturer and we now implement these with Aruba. There were no established metrics or anything like that. Our motto was: We make the WLAN that must work," says Liersch. This included high availability as well as the easy installation of different networks.

### FAST PROJECT SUCCESS

"In a few days, the first project will be completed. But we can now foresee that we have just got the infrastructure that is needed for efficient business," says Liersch. "With 50 outdoor and 210 indoor access points spread over 40 locations, three separate networks, all in line with the manufacturer's requirements, this project was quite extensive for us. But with Aruba as the professionals by our side, everything went smoothly." For those responsible for the Feser Graf Group, it was also particularly important to be able to grow the infrastructure. Wait to see what the future holds.