



Case Study The Richard's Group



The Richards Group in Dallas, Texas is one of the largest independent branding agencies in the nation with a portfolio of marquee brands such as The Home Depot, Chick-fil-A, Hyundai, Red Lobster, Motel 6 and Fruit of the Loom. With over \$1 billion in revenue, The Richards Group cannot afford any interruptions in IT services and network availability.

CHALLENGE

The Richards Group has two buildings within a mile of each other in Dallas that require a gigabit-speed connection. The company had been using a Free Space Optics (FSO) wireless solution, however it was no longer functioning consistently. According to Ray Lovett, The Richards Group's Senior Network Engineer, "I needed a suitable replacement that could be installed quickly to provide a LAN extension to mirror data from my primary facility to my remote facility servers for disaster recovery requirements." Mr. Lovett considered a fiber service from SBC to provide the necessary bandwidth, but he realized that an installed BridgeWave solution would have a payback period of less than five months, compared with a \$5,500 per month fiber service. Furthermore, the SBC service could not be provisioned in a timely manner, leaving his data assets vulnerable to disasters for an extended period of time. He had to quickly eliminate their connectivity problem with a robust, reliable solution that was within his budget.

"I needed a suitable replacement that could be installed quickly to provide a LAN extension to mirror data from my primary facility to my remote facility servers for disaster recovery requirements."

- Ray Lovett,
Sr. Network Engineer, The Richards Group

SOLUTION

The BridgeWave GE60 product was evaluated against Mr. Lovett's demanding specifications - the BridgeWave GE60's performance, price, and reputation for reliability were the deciding factors. Lovett reported that, "the GE60 was easy for my VAR to install and align, and he had the link up and running online in less than two days. The performance is great and I am running a full duplex GigE LAN connection for offsite backups. The link has been very reliable and has never gone down, even in the heavy summer rain storms."

Johnston Technical Services (JTS) was the Value Added Reseller (VAR) who provided site survey, engineering, and installation support. JTS is a premier BridgeWave VAR, having installed more than ten BridgeWave high performance links. Jim Johnston, JTS's President, commented that, "BridgeWave really made a concerted effort to design its products to make it very easy for an experienced wireless VAR to install, align and activate a link. I work with a multitude of wireless products and BridgeWave has differentiated itself with high quality, affordable products that perform beyond the expectations of my customers. BridgeWave also excels at customer service, going the extra mile to promptly address my issues and needs, working in-concert with Hutton."





BridgeWave



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JTS purchased the BridgeWave link from Hutton Communications, one of BridgeWave's leading distributors. Hutton maintains inventory of all BridgeWave products and typically ships the same day that purchase orders are received. Hutton maintains a team of knowledgeable sales representatives and technical staff to assist customers in developing a complete solution using their extensive inventory of thousands of products from hundreds of best-in-class suppliers.

ABOUT JOHNSTON TECHNICAL SERVICES

JTS is a full service company involved in all aspects of building network infrastructure to support voice, data and video applications. With over 16 years experience in electronic system integration, JTS provides services to help you quickly and economically reach your networking and system goals. Visit JTS at www.jts.net or call 972-620-1435.

ABOUT HUTTON COMMUNICATIONS

Hutton Communications, Inc., headquartered in Dallas Texas, is a distributor of commercial wireless communications and related equipment. Hutton serves cellular and radio communications dealers, wireless communications carriers and self-maintained end users of communications systems. In addition, Hutton provides its customers with power systems solutions for emergency backup, alternative energy sources, or out-of-grid power requirements. With multiple sales and warehouse facilities, Hutton provides local sales support and fast delivery to your location. Hutton currently has warehouses in Dallas, TX, Charlotte, NC, Joliet, IL, Toronto, CAN and Calgary, CAN. Contact Hutton at www.huttoncom.com or 877-648-8866.

ABOUT BRIDGEWAVE COMMUNICATIONS

BridgeWave Communications, Inc. is the leading supplier of gigabit wireless solutions. Setting the standard for product quality, BridgeWave employs Highly Accelerated Life Testing (HALT) during design and Highly Accelerated Stress Screening (HASS) during production to ensure the highest levels of product reliability and customer satisfaction. BridgeWave has achieved ISO9001 certification for over five years running. For more information, please visit <http://www.bridgewave.com>.

CASE STUDY



BridgeWave



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CUSTOMER:

The Richards Group

INDUSTRY:

Enterprise

RESELLER:

Johnston Technical Services
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CHALLENGES:

- Acquire FSO replacement to provide a LAN extension to mirror data from primary facility to remote facility servers for disaster recovery requirements.
- Avoid reoccurring service fees associated with fiber.
- Need for quick deployment solution so not to be left vulnerable to disaster events.

SOLUTION:

- BridgeWave's GE60 Gigabit Ethernet solution.

BENEFITS:

- Redundant disaster recovery connectivity.
- Quick and easy link installation.
- Avoided the costs of installing or leasing metro fiber connection.
- Less than 5 month break even.

CASE STUDY



BridgeWave

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