



## Case Study

# Service Beyond Manufacturer Warranty

## Improving Customer Service With Better Technology

Graham Tire serves communities across Iowa and Minnesota. With 12 locations, they aim to provide customers the best auto repair service through honest quotes, timely responses, and quality products and parts. Graham Tire wanted to improve its customer service, and they identified IT improvements as a way to enhance operations to allow them more time to do so.

Phil Christy, Operations Manager, reached out to partner with RDI in developing a comprehensive IT and technology plan that would help Graham Tire achieve their goal of improving customer service.

### The Challenge

Each of the 12 locations provides a variety of auto services to hundreds of customers every month. The majority of customers pay for the services with credit cards due to the costly nature of auto repairs. Along with credit card numbers, Graham Tire also files important customer information to be able to deliver

important customer services. With a high volume of customers each month, Graham Tire has no shortage of business data that needs backed up and secured. As their business continues to grow, the need for enhanced network and server support, increased security measures, and reliable data backups have become essential. With these needs in mind, RDI created a tailored solution to proactively address these technology requirements.

### Graham Tire Requirements

1. Update server capabilities to allow for seamless network and file storage
2. Continued support to scale and serve the needs of multiple locations at once.
3. Enhanced security measures to protect business and customer data at all times.
4. Affordable solutions that would factor in the lifetime of hardware and ongoing support.
5. Network monitoring and increase connectivity stability to keep their locations online 24/7.

## The Solution

- **Update Servers** - determine which servers needed upgraded and which/if any could be converted into virtual servers.
- **Data Backups** – redundant data backups for multiple locations to ensure that business continuity and disaster recovery is possible in the event that files need to be recovered.
- **3rd Party Software Updates for Computers** – to keep multiple PC endpoints up-to-date and secure across several locations
- **Manage Firewalls** – to protect and secure business critical operations over Graham Tire’s networks.
- **Break-fix for IT Support** – provide lasting support for managed services to allow staff to continue focusing on customer service.

## The Implementation

Once RDI identified the optimal set of solutions for Graham Tire, our engineers seamlessly integrated the solutions with minimal interruption to their daily operations. Their plan included both managed services and break-fix services to deliver on their goal of increasing customer service.

RDI’s managed firewalls give Graham Tire enhanced security features to safeguard the vast amounts of data on their servers. Through our partnerships with industry-leading technology providers, our firewalls offer the highest levels of security at competitive cost savings for Graham Tire.

RDI also implemented server management and data backups for Graham Tire. RDI now efficiently manages updates and maintenance to Graham Tire servers along with providing secure backups for those servers to keep data secure and plan for business continuity.



With all of these managed services bundled together for Graham Tire, RDI built a customized plan to maximize data security and recovery for Graham Tire. They are now prepared to prevent data breaches and easily recover their data in the event of a disaster situation that could potentially leave them without any of their critical data. Christy noted, “We highly encourage anyone needing these type of services to go with RDI.”

Our managed services aren’t the only reason RDI stood out among other competitors. With multiple locations, Graham Tire was looking for network monitoring abilities as well as backup Internet connectivity to keep Point of Sale (POS) systems online during Internet outages. RDI was able to deliver on this need as well by providing iStatus® network monitoring and RocketFailover® 4G backup Internet connectivity. Now Graham Tire’s customers truly have a seamless customer experience and management, like Phil Christy, are able to manage multiple store locations at once from the convenience of his smart phone.



## The Results

Since the implementation of Graham Tire’s comprehensive IT plan, they have experienced a high-performing solution that enhances their IT capabilities, resulting in easier management and satisfied customers. Christy said, “RDI has provided our IT support, network, security, and backup systems for several years. Their expertise in all these areas is tremendous. Their monitoring and prompt solution-based response time are better than any other company we have used.” RDI is proud to partner business like Graham Tire, offering them powerful technology solutions to assist them in better serving their customers.