

CASE STUDY

# O'Reilly Auto Parts

## Managed SD-WAN provides security, protection, resiliency and redundancy.

O'Reilly Auto Parts required improved connectivity, Wi-Fi, and increased bandwidth services at all stores throughout the U.S. The company wanted to update its entire telecom infrastructure with a system that would meet today's standards as well as tomorrow's new demands. It would need to provide uninterrupted business continuity by avoiding outages even in the most remote locations.

### Customer

Headquartered in Springfield, Missouri, O'Reilly was founded in 1957 by the O'Reilly family. As one of the largest specialty retailers of automotive after-market parts, tools, supplies, equipment and accessories in the United States, it serves both the do-it-yourself and professional service provider markets. The company currently operates 5,000+ stores in 47 states.

### Challenge

Like many companies undergoing continuous growth, O'Reilly had a disconnected, tangled telecommunications system resulting in inconsistent communications services at each location. Stores often faced voice and internet outages which resulted in revenue losses. O'Reilly needed reliable cloud-based voice and internet service and for it to be deployed without interrupting business at its stores. Additionally, O'Reilly wanted visibility into telecom spend by each location and improving operational efficiencies.

For more info, contact your MetTel agent or visit [mettel.net](http://mettel.net).



### Summary

#### COMPANY PROFILE

- Large retailer of automotive parts
- 5,000+ stores in 47 states
- Client since 2013

#### CHALLENGE

- Business continuity: Weather caused voice and internet outages
- No consistent approach for deploying communications services at each location

#### FEATURED SOLUTION

- Managed SD-WAN with 4G Backup: Broadband bonded with MPLS provides increased network resiliency, throughput, and higher bandwidth at a lower cost
- Line of Sight Broadband: Provides broadband in remote locations where regular broadband isn't available
- VoIP: Replaced traditional phones with IP telephony to introduce savings and reliability
- Monitoring and Management: 24/7/365 NOC staffed by certified engineers
- Bruin Platform: Manage inventory, usage, spend, reporting and repairs

#### KEY RESULTS

- \$1 million+ in annual savings due to consolidation and network upgrades
- New telecom ecosystem with redundancy, security and reliability



## Solution

First, MetTel consolidated 5,000+ analog lines into one account and invoice, improving transparency and control over inventory and spend. Utilizing a template-based roll out, MetTel delivered a VoIP and Managed SD-WAN solution, which addressed O'Reilly's need for avoid downtime, even during implementation. MetTel upgraded O'Reilly's network and increased available bandwidth at all locations by aggregating various types of connections, including MPLS. 4G wireless service provides a backup in the case that the primary circuit has an outage. Even remote sites have the highest uptime with MetTel's Line of Sight Broadband. Additionally, O'Reilly's SD-WAN is monitored and managed 24/7/365 by certified engineers at MetTel's NOC. O'Reilly personnel now focuses on the automotive parts industry while MetTel focuses on keeping their internal business continuity systems operating at the highest levels possible.



### ABOUT METTEL

MetTel is a leading global provider of integrated digital communications solutions for enterprise customers. By converging all communications over a proprietary network, MetTel enables enterprise companies to easily deploy and manage technology-driven voice, data, wireless and cloud solutions worldwide. MetTel's comprehensive portfolio of customer solutions boosts enterprise productivity, reduces costs and simplifies operations.

For more info, contact your MetTel agent or visit [mettel.net](http://mettel.net).  
© 2018 MetTel. Other product and company names mentioned herein may be the trademarks of their respective owners.

## Results & Impact

### CONTROL & PERFORMANCE

With centralized control at 5,000+ locations, O'Reilly has a cost saving plan, which is in effect year after year at a discounted rate for the life of the contract. MetTel provides high-speed internet to all stores nationwide, even in the most remote locations. The network is completely managed by MetTel so O'Reilly employees can focus on their stores.

### OVERALL ECOSYSTEM UPGRADE

MetTel built a completely new telecom solution design for retail locations by adding SD-WAN with broadband bonded with MPLS and 4G wireless backup. This provides business continuity for PoS and overall store operation and lessens skyrocketing legacy connectivity costs.

### INCREASED AVAILABILITY & IMPROVED PERFORMANCE

The retail chain now has real-time monitoring and reporting for all its telecom systems at all 5,000+ locations with greatly improved telecom performance. And, because of MetTel's system redundancy, the network is more reliable than ever and it operates completely within their own parameters under their control.

### BRUIN PLATFORM

Because of MetTel's easy-to-use communication management platform, O'Reilly now receives one invoice for their entire telecom ecosystem, has complete visibility into all inventory, can easily order/change services and has the support of a dedicated customer service team.

