

# CASE STUDY

CSTORE

RETAIL

RESTAURANT

FINANCIAL

HEALTHCARE



*"With Cybera, we feel we have a partnership we can count on as we grow. They work with us to take care of what we need."*

*- Alison Hulcher, CIO*

## **Cybera's SmartNetwork solution provides PCI compliance and proactive management.**

### **OVERVIEW**

Marvin's Building Materials & Home Centers installed frame relay in the mid 1990s to support data processing functions such as polling for 18 store locations in two states.

But frame relay was a costly approach to networking, and when adding new stores, the company wanted a highly reliable solution at a lower price. When CIO Alison Hulcher came on board in 2000, she was proud to join a team that made it their mission to "make it easy" for their customers and associates, and wanted to find a managed private network services provider that would support the company's growth cost effectively while maintaining reliability and protecting customer data.

The new network had to support Marvin's existing data communications, including data transfers to and from stores back to company headquarters in Alabama. Marvin's also required remote monitoring and technical support access to their stores. In addition to the bandwidth needed for speedy and secure transaction processing, Marvin's needed plenty of bandwidth for new cost-saving projects such as:

- HR recruitment and training access
- Ease in managing store security (i.e. video streaming for security cameras)
- Remote utility monitoring of HVAC system and lights
- Direct connections to vendor web sites

Hulcher sought a broadband network that complied with PCI and CISP requirements would and meet Marvin's standards while providing additional bandwidth for enterprise applications.

### **BROADBAND OPTIONS**

Marvin's considered several national vendors and determined that Cybera's SmartNetwork provided security that Internet VPN could not offer. SmartNetwork's intelligent network core offered flexibility to use MPLS/T1 alongside DSL in a completely private architecture.



### **Company Name: Marvin's**

#### **SmartNetwork Solution:**

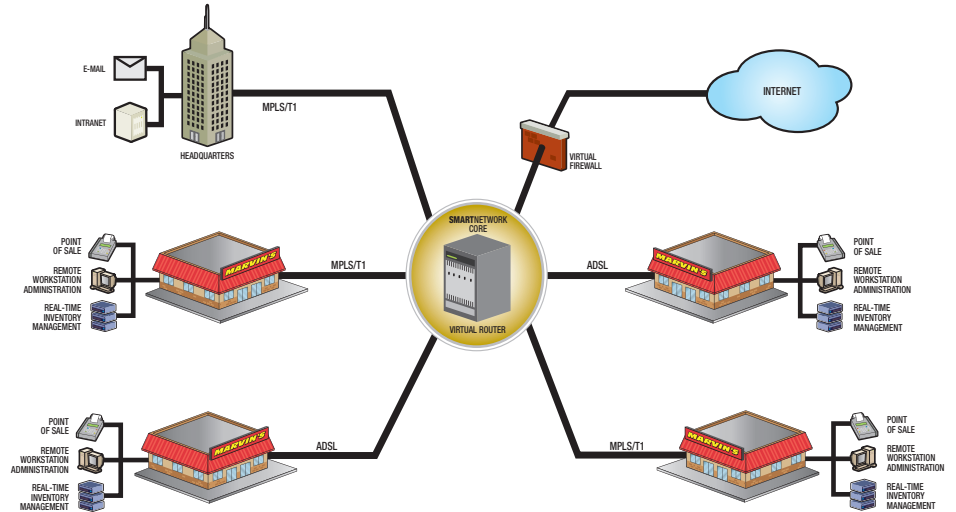
Hulcher commissioned Cybera to design a SmartNetwork solution to support all Marvin's locations. The comprehensive service includes:

- Guaranteed security and reliability, including PCI/CISP compliance
- Affordable, reliable connections for all locations
- 24/7 monitoring and notification of all network elements, including customer premise equipment
- Capacity at each location to enable current and planned applications
- A single, simple monthly bill itemizing the company's locations using Marvin's own custom identifiers

#### **SmartNetwork Results:**

Hulcher found that Cybera's SmartNetwork was exactly what she had been looking for. "The fact that Cybera proactively achieved PCI/CISP compliance is tremendous," Hulcher said. "The Cybera account team knows our goals and is able to address our needs and respond very quickly." Hulcher views Cybera's SmartNetwork as a vital infrastructure investment. She said that Marvin's has been able to reduce costs. Because of Cybera's clear billing, the company now has detailed visibility into those costs. "I couldn't ask for better service. Cybera jumps on issues immediately. It's just part of their proactive management."

## SMARTNETWORK ARCHITECTURE



## TECHNICAL DETAILS

### Customized Network Design Equipment and Carriers

- Cisco, Netopia, Qwest, Covad, AT&T

### Interlata Transport Technologies

- ATM PVCs
- No Internet transport

### Local Loop Technologies

- ADSL
- MPLS/T1

### IP Functionality

- RFC 1918 Private IP addressing
- Static routing for efficiency and clean troubleshooting
- DNS for name resolution and Intranet use
- DHCP to support roaming regional managers using laptops
- DHCP relay from HQ to enhance IT control and tracking

### Management Protocols

- Telnet, ICMP, SNMP

### Application Enhancements & Advances

- Secure, web based connectivity for credit, debit, check, and gift card processing.
- Real-time access to inventory and store detail reports
- Remote administration of work stations
- Secure Internet access
- Secure e-mail communications between retail, wholesale and corporate organizations
- Network Migration
- Fully project managed based on Marvin's phases and building needs
- CPE installs managed and executed based on Marvin's requirements
- Designed an IP scheme based on Marvin's application needs

**SECURITY AND NETWORKING MADE SIMPLE**