



# SD-WAN improves network performance and the customer experience

As a leading John Deere equipment and tractor retailer, serving both commercial and residential customers, the company manages full-service equipment sales, rentals, maintenance, and part supplies through a network of retail centers spanning several Mid-Atlantic states. Due to their rapid growth and increased bandwidth needs, network performance became a challenge.

## Industry

Equipment retail sales and service

## Customer

50+ full-service retail stores

1,500+ employees

100+ field service vehicles

## Challenges

Current network could not support growth

Network performance negatively impacted customer experience

Lack of in-house resources to address issues

## Solutions

SD-WAN Concierge™

MPLS

## Results

Increased bandwidth

Increased network uptime

Improved application performance

Improved cost structure

Readiness for cloud migration/e-commerce

## Evolving needs for bandwidth and uptime

Ten years ago, the company converged its voice and data services onto a single MPLS network, which was then state-of-the-art. Over the years, however, corporate growth and increasing bandwidth demand meant that the network could no longer keep up. The company strives to connect every incoming customer call to a live representative during business hours, while also ensuring that applications are highly responsive to bolster employee productivity. Both the customer experience and the internal user experience were beginning to fall below expectations.

Under the direction of the IT Manager, they initially undertook a do-it-yourself approach to upgrading network performance with SD-WAN, but quickly learned that DIY upgrading would require a great deal of resources, manpower, and learning. Even though their staff of seven IT professionals was highly capable, they were certain they needed some assistance to do it as effectively and efficiently as possible. Windstream Enterprise was already providing their converged MPLS network, so it was natural to have a conversation about a newer solution, SD-WAN Concierge.

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“We tried implementing SD-WAN ourselves, and realized we needed help. Windstream Enterprise made the transition simple and relatively pain-free, and their ongoing day-to-day network management frees my staff to focus on strategic initiatives.”

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## Building on an existing relationship and infrastructure

A long history of customer satisfaction gave the company the confidence to proceed with implementing SD-WAN from Windstream Enterprise. Windstream Enterprise representatives worked with the company’s IT team to plan an SD-WAN implementation that would run “over the top” (OTT) of existing MPLS and bring-your-own broadband circuits. This approach preserved the company’s existing network investments and enabled a far smoother and more efficient implementation than would have been possible otherwise. Migrating MPLS and broadband circuits from current devices to SD-WAN edge devices typically required only 15 minutes of downtime per location.

## Customer and user experiences enhanced

The company has worked for years to deliver an excellent customer service experience. This includes a combination of responsive voice services that immediately deliver live connections for customer calls, and applications that enable employees to further enhance the customer experience such as rapid ERP product look-ups for fast location and retrieval of in-store inventory during customer visits.

The relatively painless network upgrade to SD-WAN has improved the customer and internal user experiences to the company’s complete satisfaction. Application speed has increased dramatically because of additional bandwidth; they experience far fewer temporary outages; and their customers are able to connect with live representatives on every call, to every location, during business hours. Moreover, because Windstream Enterprise delivers SD-WAN as a fully managed service, the company’s IT staff can spend more time on strategic initiatives rather than focusing on the day-to-day tasks of network monitoring.

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“As a strategic partner, Windstream Enterprise delivered a smooth transition to SD-WAN, and I know I can count on Windstream Enterprise to help us continually improve our network to support new initiatives. We already have a great head start with the high bandwidth and reliability we enjoy today.”

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Windstream Enterprise’s customer service and expertise was a game changer. The staff recognized that a move to the cloud was inevitable to better support e-commerce. The IT Manager said, “As a strategic partner, Windstream Enterprise continues to proactively recommend enhancements by presenting opportunities to deploy new technologies. They delivered a smooth transition to SD-WAN, and I know I can count on Windstream Enterprise to help us continually improve our network to support new initiatives. We already have a great head start with the high bandwidth and reliability we enjoy today.”

### About Windstream Enterprise

Windstream Enterprise collaborates with businesses across the U.S. to drive digital transformation by delivering solutions that solve today’s most complex networking and communication challenges.

To learn more about Windstream Enterprise, visit [windstreamenterprise.com](http://windstreamenterprise.com)

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