

CUSTOMER

Schroeder-Manatee Ranch (SMR)



Executive Summary

Customer

Schroeder-Manatee Ranch (SMR)

Account executive:

Tiffany Cameron

Business challenges

- Several geographically dispersed sites
- Multiple VPN links connecting those sites - making things hard to manage
- FiOS links with no SLAs
- Client wanted to elevate their IT service levels
- Network hardware was getting old and needing to be replaced (more than \$50,000 budgeted)

Solution sold

SD-WAN, bundled with 12 FiOS links with a 99.5% availability SLA, two 100 Mbps circuits, several 50 Mbps and 25 Mbps circuits connecting their multiple sites

Customer profile

Schroeder-Manatee Ranch (SMR) is the parent company of Lakewood Ranch, a 31,000-acre master-planned community, located in Manatee and Sarasota Counties in Southwest Florida. Lakewood Ranch is home to over 30,000 residents and over 14,000 workers. The community features a vibrant town center, A-rated schools, the Lakewood Ranch Medical Center, the Lakewood Ranch Golf & Country Club, their Premier Sports Campus and the Sarasota Polo Club. Schroeder-Manatee Ranch, Inc., is one of the state's most successful land management and agri-businesses.

Why is this so important?

Our contract with Schroeder-Manatee Ranch was one of the first SD-WAN deals we won and is a testament to the importance of maintaining close relationships with our clients.

Customer challenges

Schroeder-Manatee had been a Frontier FiOS client for a long time. We provided more than 12 links to help connect their administrative offices within the Lakewood community.

The 12 administrative sites house 283 employees, all of whom need to stay interconnected. Lakewood Ranch was reliant on a couple of server rooms situated at key sites (each hosting different applications) and their headquarters (where most of their IT services were concentrated). Although they were not fully integrated into the cloud, SMR was looking to elevate their IT service levels and were asking for an SLA on their network. They were also pushing for a 4-hour mean-time-to-repair commitment...

Deal details

MRR: \$3,448 USD
TCV: \$124,128 USD
Contract Length: 36 months

Our offer / our solution

Tiffany and her team started by working within the boundaries of the existing network. They were constricted with the current infrastructure to optimize their WAN, while also coming up with creative alternatives to improve connectivity without breaking the bank.

The first solution presented to SMR consisted of a replacement network using Ethernet. The team tested a few circuits at a couple sites, but there was a concern that as these were more expensive links, they would have to make a tradeoff to ensure SMR stayed within budget - guaranteeing performance, at the expense of bandwidth.

While conducting tests, our team noticed that SMR's managed security service, run by SonicWall, was eating up the majority of the bandwidth, putting a smaller circuit out of the question. However, while this presented a problem to the first solution, it opened a new opportunity to further review their networking and security strategy.

During the process, two things happened:

1. Tiffany and her team found out that SMR intended to revisit their security infrastructure and replace some old firewalls. They had set aside \$50,000 USD to do this.
2. Frontier Connect -- WAN launched - with a 99.5% uptime guarantee over broadband.

This enabled Tiffany to pitch a new offer, which bundled access, security and management to the SMR team and within just three weeks the deal was complete, and the contract was signed. Our offer included a 100 Mbps circuit for the site's headquarters and several 50 Mbps and 25 Mbps (13 in total) for their administrative sites. The team categorized SMR's different sites into either Gold or Silver service plans, depending on the specific site requirements, and provided a host of security services that eliminated the need for additional hardware purchases.

Adding SD-WAN allowed us to deliver the SMR team a scalable, reliable and secure network they could count on, at a cost that made them happy.

Three key sales take aways

- Engage regularly with your clients. Build a close relationship at all levels that allows you to keep track of their needs.
- When prospecting, keep an eye out particularly for young, expanding companies that have yet to invest in firewall or network management technology AND clients reaching 'end-of-life' on their hardware.
- Approach potential clients as a united front: from sales manager to engineering manager to network operations - we work better together.

The Future of Real State

The industry is changing, although not fast due to its complexity.

Big Data, Artificial Intelligence, Smart Mobility and new ways of connecting people will have a huge impact on the future of real estate. Besides, social innovations (smarter working, dynamic management and flexible organization), mindset and culture will be big challenges for corporate organizations. Innovation starts with getting people to start using the technology for the better, so energy and readiness for action are the most important drives for success. The ones who excel in these soft topics, will be amongst the winners of the future. The technology is already out there and will create new opportunities even faster in the future.

Further Reading

KPMG: Real Estate Innovations Overview:

<https://assets.kpmg.com/content/dam/kpmg/nl/pdf/2018/advisory/real-estate-innovations-overview-2018.pdf>

Have the conversation today and become your customer's digital transformation expert.