



## Case Study

Effective Use Of Technology Enables San Leandro Ford To Sell More Cars And Provide A Best in Class Customer Experience.

San Leandro Ford, a leading Northern California auto dealership founded in 1991, contacted Intivix to help architect the corporate network, PC, and Internet infrastructure for their transition to Internet-based computing. San Leandro Ford realized early on that the Internet emergence had dramatically changed the way companies run their operations and wanted to make a strategic move to leverage this shift.



For several years, San Leandro Ford had been using a mainframe/terminal network architecture maintained by a large Dealer Management System vendor. In order to enable Internet connectivity to the desktop, while retaining connectivity to the mainframe, a major architectural redesign was needed.

Following Intivix's recommendations, San Leandro Ford purchased needed equipment, including new desktops, Windows servers, and E-mail messaging server. Intivix engineers methodically configured and installed the new equipment, and created comprehensive documentation for the end users.

For security and disaster recovery, Intivix installed a stateful inspection firewall, centralized Antivirus software, and backup software. Intivix also integrated and centralized several third party automotive applications, easing the sharing of critical inventory and pricing information among multiple users.



San Leandro Ford employees are able to seamlessly access information on the Dealer Management System mainframe while reaping the benefits of an Internet-connected, networked client/server Windows infrastructure. Intivix worked closely with the Dealer Management System vendor to ensure a smooth integration process.

Intivix engineers have taught several computer classes to San Leandro Ford employees, walking users through everyday tasks using applications like Microsoft Word, Excel, E-mail, and the Internet Explorer web browser. These classes successfully enabled users to become more familiar and comfortable with the capabilities of their new computer network.

## Current Status

Since 1998, Intivix has been serving San Leandro Ford with scheduled weekly maintenance visits and on-call support, San Leandro Ford's network has grown at a tremendous rate. During this time, Intivix has helped San Leandro Ford double the number of networked PCs, added two additional Windows servers for automotive applications, desktop management software and extensive Web site logging. The Wide Area Network (WAN) has grown to link together a remote branch office and telecommuters via Virtual Private Network (VPN), all with Intivix's knowledgeable support. Intivix engineers have kept the San Leandro Ford network working smoothly, avoiding all of the worm and virus-related troubles that have befallen other networks. Using a combination of off-site testing and timely automated installation methods, Intivix keeps San Leandro Ford's network up-to-date with the latest security patches and fixes on desktops and servers. Intivix engineers also monitor network performance, answer employee computer questions and train users on how best to use the computing resources. At San Leandro Ford's request, Intivix has also created specialized spreadsheets, databases and forms to ease the input and transmission of registration transmittals and other data.

San Leandro Ford began using iPads for its Sales team which allowed sales professionals to navigate the lot with customers to provide real-time inventory, quoting, and CRM functions. Intivix deployed Mobile Device Management software in order to fully manage these devices from a central administrative console. This enables the Intivix help desk to locate a lost iPad using GPS technologies, remotely wipe a stolen device (this has occurred), and push approved apps to all managed iPads. A central file distribution mechanism allows the Sales Manager to push the latest price lists to all managed iPads from his desk.

In 2015, San Leandro Ford decided to replace legacy servers to leverage Virtualization technologies found in Windows 2012 R2 Server and consolidate server infrastructure. San Leandro Ford wanted to lower power consumption, improve utilization, and leverage the latest replication technologies available in Windows 2012 R2 Server to provide off-site business continuity options.

**Chuck Oliver**  
Controller  
San Leandro Ford

**Contact Intivix right away at (415) 543-1033 or [info@intivix.com](mailto:info@intivix.com) to benefit from our expertise and strategic IT support services.**