

# DEDICATED HIGH-CAPACITY, SECURE CONNECTION DELIVERS MILLIONS OF CAR LISTINGS 75% FASTER



## SITUATION

- Vehix ([www.vehix.com](http://www.vehix.com)) delivers a one-stop automotive experience
- Millions of car listings on Vehix.com at any given time
- 40 technologists on staff to support Vehix's multiple platforms
- Move to a new HQ location presented opportunity to improve communications capabilities, speed and service
- Advanced solution required to support critical functions

## CHALLENGE

Vehix needed to drastically improve network and communications capabilities to protect data on Vehix.com. Relocation of the company's headquarters afforded an opportunity to start fresh with a provider that could deliver a robust solution within an aggressive timeframe.

## SOLUTION

- Comcast Business Ethernet Private Line Service

## RESULTS

- Data transfer speed improves by 75 percent
- Increased bandwidth boosts efficiency of Vehix.com traffic
- Reliable, dedicated connection improves productivity
- Aggressive installation deadline met successfully

## THE BUSINESS CHALLENGE

Vehix is a business founded on technology. More than 40 percent of the company's staff are technologists who are committed to keeping Vehix.com as the premier destination for the car shopping experience. To ensure Vehix staff members can perform to the best of their abilities, they require a high-capacity, high-speed telecommunications infrastructure.

In early 2010, Vehix relocated its suburban Utah office to downtown Salt Lake City, presenting an opportunity for the company to upgrade its communications capabilities. The incumbent provider's service was inadequate for handling huge volumes of data required to support the millions of listings on Vehix.com. The slow connection impeded communications with Vehix's data center, and information uploads were often disconnected midstream due to insufficient bandwidth.

A new provider needed to compete on network capabilities, speed, and price. To ensure that the Vehix team was connected upon the opening of its new office, the provider had to deliver a fully functional, upgraded solution within eight weeks.

## SOLUTION REQUIREMENTS

- **Performance:** The new network and communications solution must handle huge volumes of data required to support the millions of car listings on Vehix.com
- **Security and flexibility:** It must provide the bandwidth needed for successful communication with Vehix's data center where Vehix.com information is securely housed
- **Aggressive deadline:** The new solution must be fully functional within eight weeks

## THE COMCAST BUSINESS SOLUTION

Vehix maintained a stringent checklist to ensure its requirements were met in its communications infrastructure upgrade. Comcast was the only provider to meet all of the criteria on the basis of speed, reliability, dedicated connection, support, and price. Vehix deployed Comcast's Business Ethernet Private Line Service, a dedicated 100 Mbps point-to-point connection.

"Simply stated, Comcast's point-to-point functionality has just been incredible," said Derek Mattsson, CEO of Vehix.

## THE RESULTS

### *Data transfer speed improves by 75 percent*

The company noted that within days of implementing the Comcast high-speed, enhanced fiber-optic connection, data transfer speed improved by 75 percent. With the previous provider's solution, large files sent point-to-point took more than eight hours. With Comcast's 100 Mbps dedicated service, the same file took only two hours.

COMCAST  
BUSINESS

***“We needed a telecommunications solution that would drastically improve our capabilities and speed. Since we’ve selected Comcast we’ve seen a 75 percent improvement in network speed and a jump in productivity.***

***Beyond the technical specifications, we’re most impressed with the Comcast Business team that exceeded our expectations for support and service. They went above the call of duty to work with our data center to ensure a smooth transition.***

***Plus, we had an aggressive implementation schedule to support our relocation. On all fronts – Comcast nailed it.”***

***– Derek Mattsson,  
CEO, Vehix***

### ***Increased bandwidth boosts efficiency of Vehix traffic***

With a dedicated line, Vehix isn’t encumbered by traffic generated by other providers. It has the bandwidth it needs when it needs it. Before, a large file would require nearly 50 percent of available bandwidth. With the Comcast Business Ethernet Private Line Service, network capability and utilization reports reveal 98 percent utilization of available ports, thereby improving the efficiency of Vehix traffic.

### ***Reliable, dedicated connection improves productivity***

Reliability has also dramatically improved with the Comcast solution. A Vehix Quality Assurance director notes a significant improvement in network capabilities. To perform his duties, he initiates up to 20 sessions at a time. When the prior provider’s network would stall, all connections were lost resulting in considerable downtime and more time required to reinitiate those sessions. Comcast’s reliable, dedicated connection has greatly reduced this frustration and has boosted productivity.

### ***Aggressive installation deadline met successfully***

Vehix put Comcast to the test during its corporate headquarters relocation. The company needed to be fully operational and online within eight weeks of executing its service contract with Comcast. In addition to conducting a full site walkout, Comcast installed 500 feet of fiber to the 10th floor of Vehix’s new location.

Equally vital, Vehix required Comcast to connect its point-to-point connection to its data center where all data for Vehix.com is stored and protected. “Comcast did all the heavy lifting and coordinated activities with our data center to ensure a smooth and seamless cutover,” Mattsson said. “In our experience, most people say ‘that’s not my responsibility.’ Not Comcast. They are technical experts who are committed to ensuring complete satisfaction. It was a relief to know that we could rely on Comcast during our relocation. We had a clean, professional installation within a tight timeframe. Comcast nailed it.”

## **ABOUT VEHIX**

Whether car buyers are looking for the latest convertible or a used, dependable truck, Vehix.com helps them find the right vehicle. Launched in 1996, Vehix displays more than one million new and used car classified listings from across the United States. Add car reviews, video test drives, informative articles, top ten lists, and best-in-class research tools to the mix, and buyers have a proven place to “find your ride.” Vehix car-shopping tools are available online, on mobile devices and through on-demand video.