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New ADTRAN Network Delivers Improved Efficiency and Reliability For Realtors

Prudential Carruthers Realtors is a full service real estate company with over 800 world-class professional sales associates. The company services Maryland's Eastern Shore, District of Columbia, and Virginia. An affiliate of Prudential Financial, the company is committed to helping people successfully meet their real estate needs by providing superior, professional real estate services.

The Challenge

A regional real estate office with multiple branches in three states needed a consistent solution to handle voice and data traffic, ease troubleshooting, diminish downtime, and provide better services to sales agents.

The Solution

NetVanta 1224R switch-routers were installed to handle quality of service for voice applications and enable safe and secure access to agent and admin VLANs within their sales offices.

The Benefit

The ADTRAN NetVanta 1224R switch-routers offer a reliable product that is easy to configure, and use. Prudential Carruthers is now able to roll out applications from a centralized location, replicate IP schemes from office to office, receive toll-quality voice between offices and reduce costs. Because the ADTRAN implementation has been so successful, Anderson notes it will be a standard for all offices going forward.

In addition to sharp sales skills, real estate sales associates need reliable technology at their fingertips to produce results for their organization. Recognizing this, Prudential Carruthers Realtors has committed to be on the cutting edge of technology, offering their agents the best solutions available to enable them to effectively do their job.

Realizing their current infrastructure was no longer meeting the needs of the agents across their 26 offices, the company replaced a hodge-podge of service providers and broadband access solutions with a unified managed network solution from ADTRAN.

Prior to moving to a unified solution, over a dozen service providers delivered Internet services to their various offices and with multiple methods of connecting online, the lack of consistency proved challenging from both an organizational and operational standpoint. When service went down, the company had no leverage to expedite response from their service providers. Without a consistent network, troubleshooting was problematic and usually required sending a person to the physical location to resolve network issues.

"Internet and telephone services are the lifeline for our agents and delivering them in a timely manner is a priority for our organization," said Pete Anderson, RCDD, telecommunications specialist

at Prudential Carruthers. "We were having a lot of Internet service outages and agents were frustrated that they were unable to look up or create new real estate listings."

"Our infrastructure was also very labor intensive and when issues arose, they were time consuming to resolve. When

we began looking at installing firewalls at our 26 offices, which were approximately \$2,000 each, I knew we could save money and improve our processes by building a managed network."

With an inconsistent network and an IP scheme that varied from office to office, Anderson knew a centralized management scheme would

allow use of a single firewall, save the organization money, and improve operational efficiencies.

"I knew about ADTRAN products and when our vendor suggested taking a look at the NetVanta 1000 series, I knew it made sense," said Anderson. "We were able to come up with a managed network solution that will save us \$70,000 a year."

Anderson purchased 30 ADTRAN NetVanta 1224R switch-routers, a unique all-in-one network access solution that combines the functionality of a 24-port managed Layer 2 Ethernet switch, IP access router, firewall, VPN, and WAN interface all in a single 1U-platform. Anderson was especially intrigued by the stateful inspection firewall, optional VPN, and backup capability.

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*Pete Anderson
RCDD, Telecommunications Specialist
Prudential Carruthers*





NetVanta 1000 Series

The NetVanta 1000 Series is a family of full-featured, managed Layer 2 Fast Ethernet, Power over Ethernet (PoE), and Gigabit Ethernet switches and integrated switch-routers. This lineup features the NetVanta 1224R and 1224STR—unique, all-in-one access platforms that combine switch, router, modular WAN interface, and firewall in a single 1U chassis, with optional VPN, PoE, and dial backup. Based on the ADTRAN Operating System (OS), these industry-standard devices offer an extremely high level of functionality at a price point normally associated with low-end switches. Perfect for enterprise-class deployment in branch offices or in multi-site networks, these powerful, cost-efficient switches redefine branch office connectivity, and introduce a new level of value into network operations. These products are also excellent for use by carriers in bundled service offerings.

“We chose ADTRAN because we needed a solution that would handle Quality of Service (QoS) for voice applications,” said Anderson. “We also gained the ability to have VLANs within our sales office enabling agents to work securely from remote locations. Because we have agents that bring in their own equipment and plug into the network, we needed to have security at the sales office level and the NetVanta switch-router allowed us to do that.”

Working together with the company’s network administrator, Anderson developed a thorough plan for rolling out the network over the course of one year.

“A methodical roll-out of two offices a month, with voice and data, made the transition very manageable” added Anderson. “The NetVanta switch-router has a very good GUI interface, which enabled us to easily program and deploy all of the devices ourselves.”

Once operational, Prudential Carruthers immediately began experiencing the benefits of an integrated network. Not only did they gain a solution that would support voice traffic between offices, but they also gained the ability to securely manage the entire network from their corporate headquarters—without going across the Internet. Plus, the solution allowed them to adopt one office IP scheme, making problem resolution and adding new offices to the network easier.

“We picked one of our slower offices where interruption would not be a big issue and that’s where we came up with our IP scheme,” explained Anderson. “We went in there with the old provider still up and running, installed the new circuit side by side and transitioned the network at that office over to the WAN.”

“Once that occurred and everything went smoothly, we put in a disconnect order with the provider at that office. By the time our third office was complete, we had a ‘cookie-cutter’ to follow for additional offices,” he noted.

Having a model to follow was important to the organization’s future in terms of their growth plan and standardizing on the ADTRAN solution. Anderson credits the ADTRAN solution with delivering the ability to streamline their network and notes having products from a single vendor in every office eases maintenance issues and allows them to easily deploy new solutions. Now, Prudential Carruthers is able to roll out applications from the main corporate office without having to travel to each office location.

As a result of the network upgrade, the company is now able to take advantage of file sharing between agents. Agents can now share photos, worksheets, and other business documents making their jobs more efficient. They also have the ability to back up data from the regional offices and store it at the corporate office.

“The ADTRAN solution offered us a wealth of benefits. It combines the functionality of multiple products into a single, simplified chassis, costs 50 percent less than comparable products, offers a five-year warranty and has free ADTRAN Operating System upgrades,” said Anderson. “It has allowed us to increase productivity, decrease downtime, and save money while providing our agents with the best technology possible.”