

Case Study

Industry: Higher Education

Private University

Project: Network/wireless expansion

Major benefit: Personalized service
Up to 50% cost savings



The demand for bandwidth and mobility.

A small, private liberal arts university enrolls approximately 4000 students, and has five colleges with more than 100 programs and various masters-level programs. With the explosion of mobile devices and the ever-growing demand for network bandwidth and wireless access across campus, the director of IT for the university faces the same challenges as IT directors across the country: how to provide more network capacity on a budget.

The IT plan called for expanding and upgrading the university's Cisco networks in staged deployments, tackling different departments one at a time. Also to accommodate the increased use of personal mobile devices—phones, tablets, etc.—by students and staff, the University's IT director knew he had to upgrade the campus's wireless network.

The need for personalized service.

The network at the university is based on Cisco equipment. The IT director was pleased with the equipment and wanted to continue using it for his upgrades. Being budget conscious, he usually bought his Cisco network switches and equipment through a large, on-line reseller. Although the products were fine, the service wasn't. The problem was that every time he placed an order, he talked to a different rep. The IT director felt like just another number. And when he had problems with his order being delivered late or back-ordered, he had a difficult time getting someone to track it.

One-to-one service and 50% savings on Cisco Certified refurbished equipment.

To keep up with the latest in technology, the director attended an Association for Information Communications Technology Professionals in Higher Education (ACUTA) conference. There he met Charlie Wade,

a Cisco Specialist from Black Box. The director knew of Black Box's reputation for superior telecommunications services, but he didn't realize that Black Box also carried Cisco network switches and equipment. Desiring better service, he asked Mr. Wade for quotes on Cisco PoE switches, SFPs, and access points. Mr. Wade also suggested that he take a look at Black Box's Resale Services, which specializes in Cisco Certified Refurbished Equipment.

"I wanted to give him different price options on the equipment," said Mr. Wade. "This way, he has choices depending on his budget."

With refurbished Cisco-certified equipment, the director could reduce his equipment costs up to 50%. In addition, the refurbished equipment comes with a same-as-new warranty, SMARTnet service, proprietary product upgrades, and Cisco-certified quality to provide peace of mind, performance, and especially value. And because Black Box is a Cisco Gold-Certified partner, the company is held to the utmost standards of quality.

A satisfied customer.

The IT director, impressed with the cost savings and the warranties, tried the refurbished equipment and was pleased with the performance. He is now a satisfied Black Box customer ordering a mix of new and refurbished Cisco equipment, which greatly reduces his equipment costs and stretches his budget considerably.

In addition, the director is extremely impressed with the one-to-one, personalized service he receives at Black Box. "We developed a really good working relationship," said Mr. Wade. "Now every time he calls, he talks with the same person who knows his account and needs. And if he needs specialized shipping and tracking information, or assistance in ordering, he gets it, no problem. No more jumping through hoops and talking to five different people to get answers."

"I like being able to offer customers the option of saving money with refurbished Cisco-certified equipment. It's a great way to stretch the equipment budget by up to 50%. Better yet, it comes with the same warranty, service, and upgrades as new Cisco equipment." — Charlie Wade, Black Box Cisco Specialist



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