



# Customer Focus

## John Eagle Automotive Dealerships

**John Eagle Automotive Dealerships connect their employee base in multiple states using the Codian video conferencing infrastructure**

### A growing dealership with hands-on management

One of America's largest privately owned car dealerships, John Eagle, has been serving customers for over 45 years. The company, headquartered in Dallas, Texas, owns 13 dealerships representing over 10 automotive brands. Today, the company employs over 1,000 people in nine store locations. Owner John Eagle is actively involved in the business and has a reputation for being a goal-oriented, hands-on manager who enjoys mentoring his employees. Mr. Eagle holds monthly video conferences with the company's sales and finance departments at the satellite dealerships to personally review activities and track performance against company goals.

### The challenge

John Eagle Automotive Dealerships needed in-house video conferencing capability that would deliver the functionality and quality they were achieving through a service provider — without the headaches and costs associated with outsourcing the service. They wanted a solution that would allow them to control their internal multipoint meetings without the burden of detailed logistics management. In addition, the equipment needed to be intuitive, reliable and easy to maintain.

According to Craig Oliver, Director of Communications at John Eagle Automotive Dealerships, "We found it frustrating working with outside vendors to manage and maintain our internal video conferences. We spent hours every month working with the service provider to achieve consistent meeting layouts, but we were never able to get any kind of standardization. All of the setup requirements were distractions that ended up truncating our meetings."

### The solution

After a careful review of several products, John Eagle Dealership selected the **Codian Multimedia Conference Unit (MCU) 4205**, the first video bridge to maintain its port count, regardless of how a user connects to the video conference, the speed of the connection, the layout chosen, or equipment used.



**Customer:** John Eagle Automotive Dealerships

**Challenge:** A high-performance, reliable video conferencing solution for the company's Dallas headquarters with capacity to serve all nine store locations.

A solution that was less costly than using an outside service provider.

**Solution:** The Codian MCU 4205 with 12 ports for audio, 12 ports for video and built-in streaming server.

**Results:** John Eagle Automotive Dealerships can now hold monthly video conferences without the costs, preparation time and dependability issues associated with relying on a third-party service provider.

**"Now that we have implemented the Codian solution, I can monitor our meetings remotely on my computer, instead of sitting outside the conference room with my finger on the redial button of the service provider, waiting for something to go wrong. The reliability of the equipment enables me to spend more time on important matters that impact our business."**

Craig Oliver, John Eagle Automotive Dealerships



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### Why Codian

According to Oliver: "Video quality was a priority for Mr. Eagle, and he expected the same performance from in-house equipment that we were receiving from the large service providers. After reviewing several products, we thought that the picture quality from the Codian MCU was superior to all the others. Because the Codian team allowed us to evaluate and demo one of their units free of charge before committing to a purchase, we were able to confirm that the video quality met our expectations. The demo also introduced us to features built in to the Codian MCU that we hadn't even considered or seen with the hosted solution, including the integrated web server and the streaming capability."

John Eagle Automotive Dealerships did not want their costs to increase as a result of bringing video conferencing capability in-house. In fact, they found that the Codian MCU was more cost effective than hosting services: "We calculated the hourly cost per site per month and realized that, with our new locations, we would be spending more if we continued using service providers," Oliver commented. "Those savings, when coupled with the time we save every month, made purchasing and migrating to the Codian MCU a smart business decision."

"We were extremely impressed with the level of customer service we received from Codian," Oliver added. "Without a doubt, deployment of our Codian system was the quickest and easiest communications or network device installation we've ever experienced. The degree of personal attention and support we've received makes it clear to us that Codian puts its customers first. Automotive dealerships are in a position to understand and appreciate world-class customer service."

### About John Eagle Automotive Dealerships

Find out more at <http://www.johneagle.com/>

#### Key advantages:

Each participant receives an individual video conference connection, ensuring the best possible audio and video quality for the bandwidth.

Participants have control of their video conference, including the layout, making meeting preparation more efficient.

Unrivaled customer service and support.

Intuitive to manage and use; reliable and easy to maintain.

Cost effective when compared to service provider fees.

### Future expansion of John Eagle Automotive Dealerships

While John Eagle plans to expand his operation to include 15 dealerships across four states, he still plans to stay in touch with his store locations with the hands-on management style that has been so successful for the company. Frequent video conferencing with the satellite dealerships will be an important part of that communication, and the Codian MCU 4205 enables the dealership to easily expand the reach of its video conferencing capability beyond the nine locations currently served. "As we continue to grow, we keep in mind the importance of getting together with our people face to face," Oliver noted.

### About Codian

Codian designs and manufactures the most advanced video conferencing infrastructure products available. Codian supports enterprise and service provider customers worldwide from its main offices in San Jose California, London UK, Germany and Hong Kong. Codian's customer base includes Fortune 500 corporations, telecom service providers, educational institutions and government agencies.

Find out more at [www.codian.com](http://www.codian.com).

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