



CIRRUSWORKS

Case Study: Iowa 80

CirrusWorks Governor Improves Performance of Limited Bandwidth Internet Circuit

Iowa 80 Truckstop needed to improve the performance of their limited bandwidth Internet circuit during peak periods to provide a better Internet experience for their guests. The plug-and-play CirrusWorks Governor, which requires no configuration or ongoing management, made it easy to install, a breeze to maintain and quick to take effect, resulting in better internet performance and a dramatic reduction in customer complaints.

About Iowa 80

Iowa 80 is the world's largest truck stop, located along Interstate 80 off exit 284 in Walcott, Iowa. Set on 220 acres, the facility receives 5,000 visitors daily. The 500 employees that staff the megaplex are committed to making their location a "go-to destination" on Interstate 80. They maintain the highest standards of cleanliness, appearance, safety and fast, friendly and competent service. Iowa 80 provides pleasant and unique places to refuel, refresh and relax – where customers will receive more than they expect with enthusiasm from the Iowa 80 team.

Overview

Iowa 80 Truckstop began serving truckers out of a small white enamel building in 1964 before Interstate 80 was completely built. Today, after 28 expansions and remodels, it includes the Iowa 80 Kitchen, a 300-seat restaurant, a gift store, the Super Truck Showroom, a dentist, barber shop, chiropractor, workout room, laundry facilities, a 60-seat movie theatre, a trucker's TV lounge, a Verizon store kiosk, 24 private showers and a Food Court. It also boasts a convenience store, a custom embroidery and vinyl shop, 10 gas islands, 16 diesel

lanes, a fuel center, a 7-bay truck service center, a 3-bay Truckomat truck wash, a CAT Scale, a Dogomat Pet Wash, and the Iowa 80 Trucking Museum. "Dependable Internet access is as important to our customers as good quality food and clean, comfortable places to relax. We believe fast, reliable Internet access differentiates Iowa 80 from our competition and is an important service offering that customers expect to find at the World's Largest Truckstop," said Mike Hutchison, General Manager, Iowa 80.

Challenges

Iowa 80 needed to improve the performance of their limited bandwidth Internet circuit. Iowa 80 found that during peak periods, Internet activity was crawling along like an LA freeway at rush hour. "Drivers, whether they are on extended layovers or just fueling up, rely on mobile devices to talk to the office, log in and work with dispatch software systems, as well as engaging personal and entertainment apps like videos, streaming music and accessing social media," said Burke Strand, IT manager, Iowa 80. "The explosive use of tablets and smart phones was generating a tidal wave of data traffic that consistently



SUMMARY

Industry

- Travel Centers

Number of Users

- 200+ unique users daily
- 150 to 200 simultaneous users peak load

Challenges

- Improve Internet performance for Truck Drivers and Travelers
- Control IT costs by improving efficiency of existing Internet connection

Solution

- Optimize existing 10 Mbps circuit and reduce impact of data congestion
- Manage Internet traffic during peak network utilization
- Dynamic adjustment of bandwidth utilization in real time

Results

- Faster, more reliable Internet
- Unfettered access to the Internet across all users
- Improved customer satisfaction

exceeded our available bandwidth.” Strand determined that managing bandwidth usage was becoming a mission critical IT function driving customer satisfaction. Mr. Strand emphasizes that “our customers now expect fast, reliable Internet service at their travel destinations. It is key to delivering value to our customer’s experience.”

Solution

While researching bandwidth management solutions, Strand found the CirrusWorks Governor through online testimonials. The Governor met his criteria because of its plug-and-play nature, which requires no configuration, making it easy to install and quick to take effect. In addition, the Governor operates without complex rules or policies, so it doesn’t need ongoing adjustments and expensive configuration. He was impressed by The Governor’s AutoAlgorithms, CirrusWorks’ proprietary technology that dynamically adjusts bandwidth allocation in real time and optimizes circuit utilization for the entire population of Internet users. In this way, no single user can spoil the Internet experience for the rest.

Results

Immediately upon installation of the Governor, Iowa 80 noted improved network performance. By examining the Governor’s user interface data, they were able to see that the Governor had

smoothed out and virtually eliminated the usage spikes that had previously impacted the network.

“The Governor has really improved Internet access for our customers at Iowa 80,” said Strand. “Customer complaints about slow Internet have stopped and customers have commented that page loads are faster and they don’t get network drop outs anymore.” Strand went on to say that “The ability to stream video is a ‘must have’ for drivers laying over with us. Before the Governor, the inability to stream was our number one Internet complaint.” According to Strand, since installing the Governor, “We don’t have a huge circuit and the Governor has definitely improved the efficiency of what we have.”

ABOUT CIRRUSWORKS

CirrusWorks™ is the leader in dynamic bandwidth management. The CirrusWorks Governor™ optimizes traffic during peak congestion periods to ensure fast and reliable Internet performance for all users. Only CirrusWorks employs AutoAlgorithms™ that adapt to unpredictable traffic patterns in real time, without the need to pre-configure static rule sets or policies. CirrusWorks enables organizations to reduce network congestion and provide fast, reliable internet while maximizing their existing infrastructure. For more information, visit www.cirrusworks.net.

“The Governor has really improved Internet access for our customers at Iowa 80. Customer complaints about slow Internet have stopped and customers have commented that page loads are faster and they don’t get network drop outs anymore.”

“We don’t have a huge circuit and the Governor has definitely improved the efficiency of what we have.”

—BURKE STRAND, IT MANAGER, IOWA 80