



Case Study: Lee Hi Travel Plaza

CirrusWorks Improves Internet Experience for Long Haul Truckers and Family Road Trippers

Lee Hi Travel Plaza is focused on providing the best Internet experience to help their guests check in with their job and connect with family, friends, and entertainment. Needing a quick, effective solution to manage network congestion during peak periods, Lee Hi turned to the CirrusWorks Governor, which dynamically adjusts bandwidth allocation in real time, improving Internet speed and reliability for all users to enhance customer satisfaction.

Overview

Established in 1959, Lee Hi Travel Plaza is one of the oldest and largest truck stops on the East Coast. Owner Bobby Berkstresser has developed Lee Hi into a full service travel center with every service a trucker or traveler requires. According to The Travel Channel, Berky's restaurant makes Lee Hi "Hands Down the Tastiest Truck Stop in America." Mr. Berkstresser is always looking to improve Lee Hi to better serve his customers, and decided the time had come to provide truckers and travelers with fast, reliable Internet access.

Striving to have the very best travel centers in the county, Mr. Berkstresser offers his truck and car driving customers much more than fuel when they pull in. Services at his centers include a barber shop, laundry facilities, a chapel, a great store with unique merchandise, and the best restaurant in town.

Historically, Lee Hi offered public Internet access for purchase, but Mr. Berkstresser recognized that high quality, reliable Internet "free of charge" would be an added service and give customers one more reason to stop at Lee Hi. "We strive 24/7, 365, to give our customers the highest

level of service, the best product, and the most convenience in the business," said Mr. Berkstresser. "Our trucking customers are constantly away from home and we realize a great Internet connection allows them better communication with their families. It was time to focus on providing the best Internet experience available." Mr. Berkstresser added, "Fast, reliable Internet on the road is not just a 'must have' service, it's now a 'must work' necessity."

Challenges

Travelers need to stay connected... personally, professionally and by law. The amount of time a trucker can spend behind the wheel is mandated by the Federal Motor Carrier Safety Administration. Drivers can drive 11 cumulative hours in a 14-hour period, following a rest period of no less than 10 consecutive hours. While resting at the truck stop, they utilize their mobile devices to check in on the job, view videos, listen to music, and use social media to stay connected with work, family and friends.

The ever growing use of tablets and smart phones has generated an explosion of data traffic that often exceeds available bandwidth. Being able to manage and



SUMMARY

Industry

- Travel Centers

Number of Users

- 500 to 600 unique users daily
- 40 to 50 simultaneous users daily

Challenges

- Improve Internet performance to attract truck drivers and travelers
- Control IT costs by improving efficiency of existing Internet connection
- Minimize cost and complexity of installation

Solution

- Optimize existing 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

control bandwidth usage isn't just an important part of doing business at Lee Hi, it is mission critical. Maintaining solid Internet performance ensures customer satisfaction and adds one more incentive for truckers and travelers to stop at Lee Hi.

Solution

The Lee Hi Travel Center needed a quick, effective solution to manage network congestion during peak periods. Rate capping didn't work, because it indiscriminately limits performance resulting in data backloads and slow transmissions. Lee Hi needed a simple, straightforward and easy-to-manage solution that would dynamically adjust bandwidth allocation in real time to optimize utilization and improve performance across all users. That's when they turned to CirrusWorks and the Governor product.

Results

Immediately after installation of the Governor, Lee Hi saw increased network performance. By examining the Governors' user interface data, they were able to track usage spikes that had previously impacted network performance were now smoothed out and eliminated. The data throughput was smoothed by the Governor's

bandwidth allocating AutoAlgorithms. This resulted in a tremendous decrease in user complaints.

"The Governor optimized Lee Hi's network performance and made their Internet connection more efficient," said Matt Connor, Lee Hi's systems integrator. "Rather than complaining about slow Internet, customers are now actually thanking us for providing a consistent experience without page reloads and drops," said Connor. "The Governor flat out improves the customer experience when using Lee Hi Internet."

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.

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—MATT CONNOR, SYSTEMS INTEGRATOR FOR LEE HI