

Dr Pepper/Seven Up, Inc.

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The Challenge

Dr Pepper/Seven Up, Inc., the largest beverage division of Cadbury Schweppes plc (NYSE: CSG), is the leading non-cola soft drink enterprise in North America. With a sizable field sales force, Dr Pepper/Seven Up wanted to increase the efficiency of this valuable asset and save time by implementing broadband access in selected sales offices nationwide.

Dr Pepper/Seven Up was looking for a way to universally connect 325 field sales people and virtual offices of various sizes to both the Internet and to Dr Pepper/Seven Up corporate servers. The company needed a uniform hardware platform that would easily support a nationwide rollout of new PC tools and software, requires minimal maintenance and has a proven track record for reliability. They also needed to minimize downtime in the event a solution failed, as well as find a solution that would provide strong customer technical support for any difficulties its sales employees encounter in the field. Additionally, the units would need to function with both DSL and Cable Broadband connections at the home and enterprise level across multiple vendors and be cost effective. Most importantly, Dr Pepper/Seven Up needed a solution that could be deployed and configured without an on-site IT networking engineer, since the office locations are geographically dispersed at 325 locations across the United States.

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The Solution

Upon experiencing the easy web-based configuration tool of the D-Link DI-704P, Hess knew that he was on the path to the perfect solution. The router was simple to use, connected a net-

work of up to four computers out of the box, was affordable, and came with the added bonus of including a print server, allowing the sales offices to share printing resources as well as the Internet.

Only one question remained. How would D-Link's technical support services maintain all of the routers throughout Dr Pepper/Seven Up's 325 sales offices? D-Link implemented a priority technical support number for this corporate account and assigned a unique passcode for Dr Pepper/Seven Up sales offices, easily identifying them to D-Link technical support as a Dr Pepper/Seven Up sales office. Further, D-Link technicians were trained to handle the specific needs of the Dr Pepper/Seven Up sales force, providing a higher level of support. To minimize downtime in the event a router should fail, D-Link provides Dr Pepper/Seven Up with instant advanced hardware replacement in the form of a "Hot Spares" pool of routers kept on-site at Dr Pepper/Seven Up, Inc.'s headquarters at no additional cost.

"The D-Link routers have exceeded our expectations," said Hess, director of Network Service Management at Dr Pepper/Seven Up, Inc. "D-Link's support has been great, and the easy installation of the routers has allowed us to deploy them rapidly and better anticipate the technical needs of our sales force."

D-Link's *Express* EtherNetwork DI-704P Broadband Router is a router that can share an Internet connection across multiple computers and create an easy-to-manage Local Area Network (LAN). With its built-in print server, the D-Link DI-704P allows users to share printing resources, and features advanced pass-through of Virtual Private Network (VPN) sessions. With robust firewall features, the D-Link DI-704P can set policy-based filters from MAC and IP addresses, as well as host Web or FTP servers using Virtual Server or DMZ.



Benefits

With the D-Link Ethernet broadband routers now in place, Dr Pepper/Seven Up field sales employees now enjoy the convenience and efficiency of high-speed access to the Internet, as well as access to corporate mail and file servers. The rollout was such a success that Hess is pursuing the installation of another 175 units nationwide.



D-Link *Express* EtherNetwork DI-704P Broadband Router is able to provide Dr Pepper/Seven Up the right balance of scalability, performance, reliability and affordability.

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Plano, Texas-based Dr Pepper/Seven Up, Inc. has about 16 percent of the North American carbonated soft drink market. In addition to Dr Pepper and 7 UP, the company's other leading brands include A&W Root Beer, Sunkist, Canada Dry, Squirt, Hawaiian Punch and Schweppes, as well as the RC Cola and Slush Puppie brands and milk-based Raging Cow. For more information about Dr Pepper/Seven Up and its brands, visit www.dpsu.com.

