

Location: Tallahassee, Florida,
U.S.A.

Employees: 20

Industry: Consulting—Integrated
Communications

Website: www.moore-pr.com



Moore Consulting Group Enhances Client Relationships with the 3Com® Unified Wired and Wireless Gigabit Switch

VALUE-ADDED RESELLER

Hayes Computer Systems
www.hcs.net



CASE STUDY

IN BRIEF

GOAL

- › Enhance client service, collaboration and mobility support with secure, enterprise-class wired and wireless network
- › Remedy bandwidth issues caused by large file transfers and increasing network use
- › Prepare for future growth, e.g., VoIP, IP-based cameras

SOLUTION

- › 3Com® Unified Gigabit Wireless PoE Switch 24 system



- › 3Com Wireless 7760 11a/b/g PoE Access Points



RESULT

- › Secure, unified wireless and wired access for clients and mobile employees
- › Full wireless coverage with ample bandwidth to ensure consistent, robust network access
- › Gigabit, PoE-enabled Ethernet VoIP-ready network with the flexibility to easily deploy future technology innovations

Snapshot

Moore Consulting Group, based in Tallahassee, Florida, is nationally ranked as one of the top 110 PR firms by *PRWeek*. Its client roster includes major pharmaceutical companies and workforce development firms—progressive, technology-driven companies that rely on IT to power their businesses. Yet Moore's network was struggling to support its integrated communications services—public relations, marketing and advertising activities provided by Moore's more than 20 employees—and the Group's 8,000 square foot office with a client showcase boardroom, multiple conference rooms and an outdoor recreation deck. The company's legacy wired 10/100 network was burdened by the high volume of large file transfers, and previously purchased standalone SOHO- focused wireless access points were not scaling to match growth and long-term plans. To ensure unmatched client service, and demonstrate its understanding of the importance of technology, the Group needed an infrastructure that would be on par with those of its largest clients. This meant reliable wireless coverage with secure access that would impress even the most technology savvy client and provide easy, reliable access for mobile employees. The company also needed a high-bandwidth, scalable wired network to support employee design work and collaboration.

The solution for Moore was to unify the firm's wired and wireless networks using the 3Com® Unified Gigabit Wireless PoE Switch 24 solution and 3Com managed access points. Now wired bandwidth has increased 10-fold, productivity is up, and client visitors witness impressive, enterprise-class wireless networked communications.

“Even our most technology savvy clients are impressed with the capability of our system, its coverage and ease of management. The complete 3Com solution gives us flexibility and control we didn’t have with standalone access points.”

Richard Moore,
Chief Operating Officer,
Moore Consulting Group

THE CHALLENGE

Making a first and lasting Impression. Moore’s client roster includes major technology-driven organizations with large IT budgets. The firm hosts clients from all over the country and when prospects come to town they need to know that their agency partner understands the value of technology. Often consulting firms neglect investments in technology, so the Group saw an opportunity to differentiate itself from its competitors with advanced networked communications.

Not in SOHO anymore. Recognizing the need to support mobile workers and the business benefits of wireless networking early on, Moore Consulting Group originally installed access points it bought from a local electronics retailer, including a Linksys access point for employee connectivity and a D-Link access point for guest use. While the Linksys access point offered some security through Wireless Encryption Protection (WEP), unwanted visitors were kept from tapping into the unsecured D-Link system by simply unplugging it. In addition to security issues, multiple and disparate access points were hard to manage, especially for a firm with no in-house IT resources. And, to add to communication challenges, the Group’s wireless system failed to provide coverage for the entire office.

Preparing for the future. Moore Consulting Group wants to be the best in its field. This means understanding the latest technology trends, and putting them into practice. Because technology changes rapidly, the company needs a flexible infrastructure to cost-effectively keep pace. An aging infrastructure and a mix of consumer products were no longer an acceptable option.

THE 3COM SOLUTION

Moore Consulting Group evaluated an enterprise wireless solution that included a Cisco overlay wireless controller and access points. While delivering wireless connectivity, this option would have failed to support faster speeds and the large files developed by the Group’s creative team.

After a full site survey, the company instead chose a comprehensive and affordable solution designed by its longtime technology partner, Hayes Computer Systems. At the heart of the solution was the 3Com Unified Gigabit Wireless PoE Switch 24 system, a one-box solution for the integration of wired, wireless, Power over Ethernet (PoE) and convergence applications. It provides centralized management of both wired and wireless networks and powers wireless access points with a full 13.3 watts of PoE, enabling full gigabit speeds across the network that easily support the sharing and saving of the creative group’s large files.

Two 3Com Wireless 7760 11a/b/g PoE Access Points provide wireless coverage throughout the office, including to the outdoor deck. The 3Com solution was so easy to deploy, there was virtually no downtime and associated business expenses. Hayes had everything up and running within hours, including a seamless cutover to the new switch. The new systems enhance overall network performance, simplify system use, increase network control and boosts security. And for additional cost savings, the 3Com solution lets the Group keep much of its existing infrastructure. Today, visiting clients are impressed by robust capabilities that include interactive discussions, often using live web and collaboration tools over a wireless connection.

According to Richard Moore, “We are forward thinking when it comes to technology, but we also take a thoughtful approach to all of our investments. We have to see substantial value in them before we invest. The 3Com solution delivers more value than anything else we evaluated, both from a performance perspective, as well as price. Our main focus was enhancing our wireless network. The 3Com unified wired and wireless gigabit switch gave us that, plus a higher-performing wired network—all at a price that was less than wireless-only overlay offerings.”

The flexibility of the 3Com solution makes it easy to add access points or IP surveillance cameras. And because the switch has ports and power for up to any combination of 24 access points or phones, Moore can economically migrate to Voice over IP (VoIP) services when it needs to grow its communication network.

While Moore Consulting Group doesn’t aspire to be the largest agency in its industry, it does want to provide its clients with the highest possible quality of integrated communications services and use technology innovations to consistently meet their needs. 3Com is helping achieve these goals.

LEARN MORE: Visit www.3com.com/case_studies.

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