

BIG O TIRES CASE STUDY

Big O Tires is a prominent North American retail tire franchise, known for selling a wide range of tires and providing comprehensive automotive maintenance services like oil changes, brake repairs, wheel alignments, and battery replacements, with a focus on customer trust and quality service at over 450 independently owned locations in 25 states throughout the Western and Midwestern United States. They are recognized for their "The Team You Trust" slogan and offer a variety of tire brands including their own proprietary Big O line.



"I have a great partnership with Unified Technologies and trust them with all my technology needs."
Greg Kimberlin, Owner - Big O Tires Franchisee

Challenges Faced

In 2020, Big O Tires Franchisee Owner, Greg Kimberlin, wanted to replace his store's telephone system, upgrade carrier services, network, Wi-Fi connection and security system. Kimberlin was dealing with multiple providers for these technologies, that were not current or providing the services to make his store more efficient.

Solutions Implemented

• Cloud Phone System

Unified looked at Big O's landline phone bills and provided a far better program with Ring Central. Ring Central has saved Greg money. His team is much more effective in handling phone calls which allows them to schedule more appointments.

The Ring Central phone system also has Texting and Photo Texting saving additional money. Greg now has access to call reporting analytics, Ai transcription and call recordings on ALL their calls with Ring Central.

• Internet

Greg upgraded his cable internet to dedicated fiber and added a 5G cell backup connection so they are never without internet. Unified shopped all the internet service providers at no cost to Big O and provided every bandwidth option available, and secured the best rates as well.

• Network

Unified upgraded Big O's firewall, network switches, and access points to improve network speed and Wi-Fi throughout the office, bay area, and parking lot.

• Security Systems

Greg replaced his old security camera system with a new Hanwha NVR (network video recorder) and IP/Ai cameras with notification capabilities. Unified also upgraded his intrusion alarm and access control system including keypad and card readers to better secure his store.

Results and Impact

"Everything we have done to upgrade the store has made our life easier. We only have 1 phone number to call when we have an issue. I like having Unified as my 'IT Department'. They handle everything from my computers, phones, security to the internet. Everything runs seamlessly because they handled all of it."
Greg Kimberlin

Technologies deployed by Unified Technologies

- Ring Central Cloud Phone System
- Fiber Internet & 5G Cellular Backup Internet
- IT- Cybersecurity, Network Monitoring, Firewall, Switches, Wi-Fi, Help Desk 24/7
- Hanwha Video Surveillance
- Gallagher Door Access Control
- Intrusion Alarm & Monitoring