



## Managing Your Center Bandwidth: The Real Truth about Medusa Client Experiences

You likely keep hearing about “Medusa” but how do you really know if this is worth your time and resources to implement at your center? Well...what better way to gather information than hearing the real truth from owners and operators that are actually using this product, right? Three current Medusa clients were asked to provide answers to third-party interview questions to provide a true glimpse of how this product works. Each interviewee was asked to answer honestly and candidly to be sure readers get a feel for the true experience.

**Special THANKS to these OBC executives for participating in this interview:**

**YourOffice Denver (YOD):**

Gary Hahnenkamp, Owner

**Rockefeller Group Business Centers (RGBC):**

Howard Watler, Vice President, Mary Ann Walthers, Operations Manager/National Systems Support Specialist, Michelle Dougherty, Operations Coordinator

**Town Center Executive Suites (TC):**

Angela Carrasco & Annette Reizberg

**What has been your experience to date with Medusa?**

**YOD:** We've had Medusa installed since November 2009. We have five 48 port switches installed in our 18,000 business center. We also provide services to five remote office suites elsewhere in the building leased by tenants from the building landlord. We have a 100 MB internet connection and a 10 MB backup connection.

**What is the biggest benefit you've seen with the product?**

**RGBC:** Having the ability to control the network in a patch-less environment is great because we are able to showcase our data room to potential clients without the cabling looking like the traditional 'spaghetti string' mess that we have all dealt with. The ease of the web-based interface has enabled

our Operations Staff to manage the typical network install, therefore eliminating the need for a dedicated data technician. In 2009, we spent \$32,000 for part time support with our network; now we are able to manage the network on our own or use the contracted ETS support hours, saving the company at least \$25,000 annually.

**YOD:** Peace of mind from user caused outages. That was one of my primary reasons for considering the product. Over the years we've had two instances where a customer plugged in a PC that was flooding our Internet connection with outbound emails. Our Internet service came to a complete halt in both cases. One of those outages lasted a full day. With Medusa that will never happen again.

**TC:** Medusa's biggest benefit is the impact it has on our

internet revenues and the bottom line. There are other benefits such as being able to customize a bandwidth packages for your clients, stopping bandwidth “hogs” and having the ability to even-handedly charge your clients for what they use. There is no guessing, the clients can see what they are using and the system is so sophisticated, it alerts you of a problem before a client even complains.

### **Have you been able to take advantage of using this product to better serve or provide more options for your clients?**

**RGBC:** We use the traffic graphs to monitor bandwidth usage by clients. When a client comes to us complaining that their Internet is slow, we log onto the site and can take an immediate read to show how much bandwidth is being used, and by which client network. The graphs allow us to determine which clients are using the most bandwidth, and which ones could benefit from having their own dedicated bandwidth, as well as allowing us to recommend a bandwidth level based on their usage trends. Medusa allows us to manipulate the network to suit the client's needs. If a client needs an extra amount of bandwidth for a temporary project, we are able to give them the bandwidth when they need it. We are able to provide a short term solution without the client needing to make a long term commitment to an ISP and we also have the ability to do this instantly instead of having to wait for an ISP to upgrade the client. Clients are much happier paying for their bandwidth as they need it instead of having to pay a higher premium for a service that they do not need all the time.

### **How long did the implementation phase take?**

**YOD:** One long night to go live with the new environment. One busy day to resolve some individual static IP address issues and then a couple of weeks to resolve occasional problems with people who were returning for the first time after a business trip.

**TC:** Reading the agreement was 9 months but after that, preparation time included a pre-prepared client survey, site survey, cabling and then the cutover (which of course included wine and cheese). So 3 days including the day they were on site waiting to make sure there were no hiccups.

### **Did you face any challenges with the installation?**

**YOD:** Yes. One switch had a hardware problem and needed

to be replaced. That problem required an emergency trip at 2:00 AM to borrow a switch from another location. It was an exciting night. I left the installer at 5:00AM with a can of Mountain Dew and his laptop so I could get some sleep.

**RGBC:** The biggest challenge that we faced with the installation was the documentation of the network. As with any new install or upgrade, documenting your entire network with each connection, each piece of equipment, and the various IP configurations can be challenging. By taking the time and being meticulous with the layout diagram, you ensure a smoother transition for both you and your clients. By providing all of this information to ETS before and during the cutover, it helped alleviate most of the headaches involved with the upgrade. The ETS staff that worked on the project was fabulous and when we found issues with the network after the cutover, Victor and his team were quick to correct any problems that arose.

### **How does Medusa help you manage your bandwidth?**

**YOD:** Primarily by keeping any one user from dominating the resource. Secondly, it allows us to sell T1 lines (or greater) throughout our building.

**RGBC:** We are able to effectively use the traffic graphs to see which clients use the most bandwidth. If they are using the shared T-1 that we offer as an entry level Internet connection and complain that their Internet is running slow, we use the graphs to find their average usage amounts and are able to recommend that they upgrade to a specific amount of dedicated bandwidth. Medusa even allows us to set them up with burst able rates for them to access when other clients aren't using the full amount of shared bandwidth. We can also create different service groups with bandwidth allowances that work for clients in specific industries.

**TC:** Medusa has given us new insight into what our client bandwidth needs actually are. Since the installation we've been able to evaluate the usage of each individual client and upgrade many of them to programs that would better suit their business needs and at the same time increase our revenues.

### **How have your tenants reacted? Has there been a smooth transition?**

**YOD:** The tenants are unaware of the presence of Medusa and that's the way it should be. We mention it during the sales

process because it provides two benefits unique to us: 1) the ability to protect one user from another users intrusions and 2) the ability to keep one user from dominating the bandwidth resource. It's very sellable. It creates some concern about other executive suite environments.

**RGBC:** The clients appreciate that we can connect them or make changes very quickly using the Medusa system. A particular client was complaining about a slow connection and we were able to help them identify a computer that was infected with a virus that was using all of their bandwidth. By using the traffic graph, we were able to see the usage after we started taking computers off the network one by one. Without the usage graph, it would have taken us hours to determine that there was an infected computer on their network, thereby costing time and money. The ability to be able to shape and maximize the bandwidth usage has been very beneficial for Rockefeller Group and our clients because we can utilize the full amount of bandwidth to benefit everyone. Before we used Medusa, we had to slice sections off the bandwidth and restrict the way that it was being utilized, thereby creating a need to purchase additional bandwidth.

#### **How much revenue has been generated as a result of Medusa?**

**YOD:** On a single contract we were able to receive approximately \$400 per month for an upgrade of a customer's bandwidth from a T1 to a 5 MB connection. Additionally, since the original installation of Medusa we have added two Medusa switches as repeaters within our building to overcome the 100 meter distance limitation of CAT5 cabling. We can deliver our VOIP phones and Internet Services throughout two office towers totaling 45 floors of office space. Our landlord now provides co-branded sales literature to prospective building tenants and offers our services as a building amenity. That relationship has resulted in two new customers totaling an additional \$1000 per month of revenue. Is this entirely due to Medusa? Absolutely not. But with Medusa I have the confidence to sell services to any sized office suite in the

building. Our biggest revenue potential is still in front of us and it is significant.

**TC:** With Medusa our internet revenues have doubled and we are able to get higher rates for high volume users without objection because we can now prove their usage or allow them to "test drive" internet at higher levels.

#### **Have you had any issues with utilizing the product?**

**YOD:** It's one more technical environment to maintain. When an outage occurs, our staff members have to determine if the outage is the Internet connection, the VOIP phone system or perhaps something related to Medusa. Resolving problems sometimes requires a conference call between any two of those vendors. Problem solving has become a little more complicated for the employee.

#### **What made you decide to go with Medusa?**

**YOD:** The desire to sell Internet services to customers outside of our business center. It is reasonable for us to expect an additional \$5000 per month of revenue within two years. The landlord has offered this joint relationship in their other buildings in Denver and after we reach some sales goals locally we will give this some serious consideration.

**TC:** We decided to purchase the Medusa system for several reasons: our client base demanded high levels of bandwidth. We have many clients from the financial sector (stock traders, stock market analysts, financial and wealth management companies, mortgage companies, insurance and others). We had no way to manage, shape or bill for the amount of bandwidth we needed to provide ending up with a 20 mg metro e. Also, the nature of our client base also demanded that we provide data security which is an added benefit of the Medusa system. It has one-click functionality, which allows any of our staff to manage the system quickly and easily. It is also a great tool for managing wireless access for guests and clients.

**Please call Dale Hersowitz of Executive Technology Services, Inc.  
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