



“Better sales, more confident sales staff and all in all a great customer experience.”

Lee Logan, Operations Manager at R&M

**Company name:**  
R&M Distribution Ltd.

**Company size:**  
SMB

**Industry:**  
Electronical Wholesale

**Company website:**  
www.rmdist.com

**Social Website:**  
facebook.com/RMDist

**Geographic region:**  
Fife, Scotland

## R&M Distribution say Bye Bye to Bad Wi-Fi.

### BACKGROUND

Based in Fife, Scotland, R&M Distribution are a supplier of electrical materials and products to Industry, Local Authorities, NHS, Electrical Contractors, Commercial Enterprises and the Public. With over 6,000 products in stock R&M Distribution are always looking to introduce new products to their portfolio specifically in new and emerging technologies.

### PROBLEM/OBJECTIVE

Dedicated to providing new and innovative products to their customers, R&M distribution are accustomed to demonstrating the products to their customers as part of their business.

With the influx of smart and connected products flooding the market, the demand on their sales teams and their network has become much greater.

Lee Logan, Operations Manager at R&M, expressed “With our existing Draytek set up providing demonstrations of new products was becoming increasingly difficult due to the power signal strength provided along with repeated dropouts”. Lee continued to say, “Having a stable connection is a vital part of selling product via demos”.

### SOLUTION

NETGEAR worked with R&M, providing them with the Orbi Pro - AC3000 Tri-band Wi-Fi system as it is designed to give a secure, reliable, and super-fast Wi-Fi connection which is ideal for seamless product demonstrations. Replacing the existing 3 units from Draytek with the router and satellite combination of the Orbi Pro, the high performance AC3000 Fastlane3 technology allows up to 40 devices to simultaneously get fast Wi-Fi connections and can be easily set-up by anyone.

“We are very satisfied with the Orbi Pro not only was it really easy to setup, the app is very intuitive, but I’ve not had to carry out any complicated maintenance.” Commented Lee. “What’s even better is the Orbi Pro has eliminated our previous Wi-Fi blackspots, giving us the confidence, we need when selling smart tech – there is nothing worse than midway through a demo it not going to plan because of poor Wi-Fi connection”

### RESULTS

Lee commented, “The Orbi Pro has allowed our customers to connect to our network and allowed us to demo more internet-based products this in turn has increased the confidence of our sales staff, improved customer experience and given us better sales. For small to medium businesses that want to improve their Wi-Fi we definitely recommend the Orbi Pro.”



**orbi**<sup>™</sup> PRO

www.netgear.co.uk

www.rmdist.com