



NETGEAR® ProSafe™ Wireless LAN Solutions Auto Body Repair Shop Maintains Position on Cutting Edge with Wireless Operation

SUCCESS STORY

- NETGEAR® partners with reseller ePlus and Mitchell International to enable an efficient auto body solution for Barsotti's Body and Fender Service

*"We needed a wireless product with a great price point that was easy to install and manage."
Sebastian DiLeo*



- **Profile** Barsotti's Body and Fender Service, located in San Rafael, California, has been in business for over 50 years and is one of the area's premier auto body repair shops. While currently owned by Sonnen Motorcars (Porsche - Audi - Volkswagen), Barsotti's provides superior quality automotive repair service to all makes and models of cars.

- **Background** Barsotti's Body and Fender Service offers genuine service and craftsmen to deliver the highest quality possible. They service an average of 100 to 120 cars each month with a staff of 15. The process begins with an estimator who examines the damage on each car and generates a report to be submitted to an insurance company. Then the car moves into the shop where the damaged area is replaced or repaired and painted. Sometimes more damage is found once the vehicle is being worked on and a supplemental report will be made and sent to the insurance company.

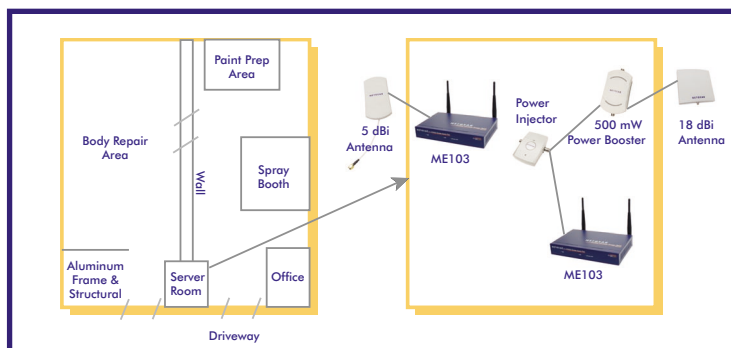
- **Problem** Traditionally, estimates and reports are often done by hand and then entered into a computer. Workers must travel to and from the various areas located inside and outside the shop, making hand reports and notes about the status of the cars. Then they return to a computer to log in the original or updated information. "This was often time consuming and required a lot of manual, detail work," said Amber Alley, Office Manager at Barsotti's.

Barsotti's needed to streamline this process and make it more efficient. They turned to Mitchell International, founded in 1946 and headquartered in San Diego, California, the leading information technology provider to the insurance and collision repair industries. With its software, Web-based solutions and printed reference guides, Mitchell provides repairers with powerful tools that add efficiency to business operations and connection to leading business partners. Barsotti's took the initial step with the installation of Mitchell's estimating and management software packages. This allowed Barsotti's to estimate repairs using exact imagery and to track the cars through the shop electronically. Mitchell suggested the addition of wireless would create an even better total solution. "We needed to provide a wireless product that integrated with our software at a great price point that was easy to install and manage, and kept our customer satisfied," said Sebastian DiLeo, National Account Manager at Mitchell International.

Solution ● NETGEAR's ProSafe Wireless Access Point, the ME103, provided the exact fit that met the requirements of Mitchell and Barsotti's. It offers secure, enterprise-class functionality at an affordable price. Mitchell teamed with ePlus Technology, Inc., a leader in providing complete technology solutions to a wide spectrum of clients by offering a full complement of elite products and services. ePlus maintains a partnership with NETGEAR to supply its clients with networking products to best suit their needs.

"I like the price and performance of NETGEAR's ME103," acknowledged Mr. DiLeo. "It seamlessly integrated with our software, the customer's network and was easy to install. I am especially impressed with the flexibility of adding just the right mix of components to maximize the range of coverage." The wireless network operates inside and outside of the shop. An ME103 access point with a 5dbi omni-directional antenna covers half of the inside of the shop. Due to a steel reinforced wall, an additional ME103 access point coupled with a 500 mW power booster and an 18dbi directional antenna covers the other half of the shop and the outside.

Barsotti's Wireless



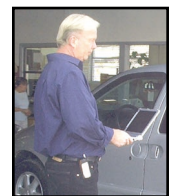
"NETGEAR's ME103 has price, performance, and it's easy to install."
Sebastian DiLeo

"Support is another issue that is critical to keeping our customers happy," said Mr. DiLeo. "NETGEAR's commitment to service and support, both during an installation and ongoing, was a critical factor in determining which product to use at Barsotti's."

NETGEAR's ME103, ProSafe Wireless Access Point, is based on the industry-standard IEEE 802.11b and forward compatible with 802.11g. It provides fast, continuous 11 Mbps access to corporate network resources and the Internet. It can be a stand-alone wireless network or as at Barsotti's, an extension of an existing Ethernet network. It supports five operational modes and completely protects the network with extensive wireless security. The ME103 is easy to install and simple to use.

"The wireless approach is fast, very easy to use, and is also a great sales tool," said Ms. Alley. "We use a Pen Tablet with a touch-screen and a stylus for hand notes. We can take it anywhere – outside to make an estimate or inside to check the current status of each vehicle. By the time we return to our desk, reports are printed and also sent to insurance companies as needed. We've been fully operational for months and we haven't had any problems."

Impact ● Wireless networking from NETGEAR is a compelling solution for businesses as Mitchell International has standardized on NETGEAR for its wireless and wired LAN platforms to provide solutions to their customer base of approximately 3000 auto body shops across the US and parts of Canada. It is flexible, affordable, scalable and easy to use. "Anybody can use the system," said Ms. Alley. "It's so easy and there's no catch to it. Eventually we will have the whole team on the wireless network. We will be able to download from other areas and locations directly into our network. We won't have to return to our desks to finish the work – it will already be done."



"It's so easy to use and we can work from anywhere."
Amber Alley

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