

Tire Profiles LLC

Performance monitoring that accelerates service growth

Tuning Up Auto Diagnostics With Site24x7's
All-in-One Toolbox

TPI achieves better ROI with Site24x7 monitoring.

40%

Reduction in problem triage/diagnostic time

30%

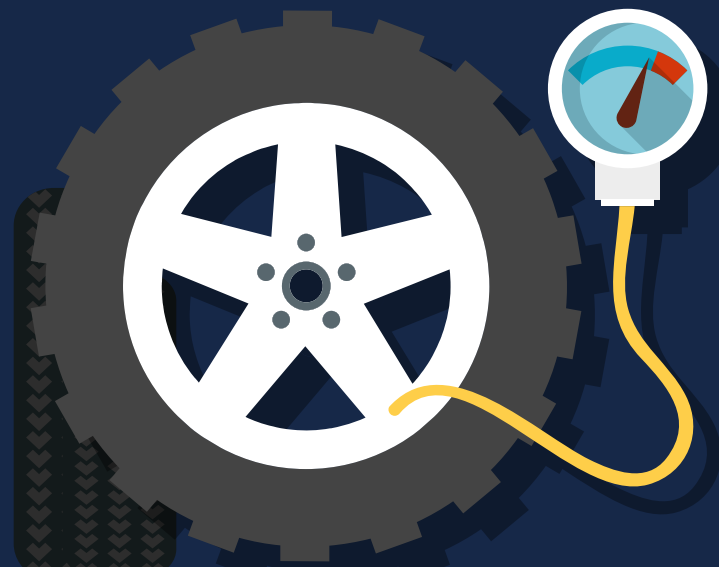
Improvement in Mean Time to Recovery (MTTR)

20%

Improvement in proactive incident avoidance

40%

Improvement in multi-cloud full-stack alerting



Driving product performance

Reliable alerts help you align your products

Simplifying log management

View all your alerts in one clear dashboard

Giving you more miles to the gallon

Our customer support goes the extra mile



The ability to just run a command or two and to have it show up in the Site24x7 dashboard is such a wonderful thing.

Jamie MacFarland – Director of System Administration/Security, Tire Profiles LLC



About

Tire Profiles LLC is the industry leader in tire and alignment measurement, and diagnostic systems and instruments.

Location

Irving, Texas, USA

Industry

Automotive technology

How do you diagnose problems with a diagnostics system?

When your business model is all about being a trusted partner for your customers, the ability to reliably identify problems with your own products is crucial.

Because when your website has a flat tire or your software has snapped out of alignment, you need to know fast.

If alerts aren't pinging, how will you know when and where to look under the hood?

That was exactly the problem facing Tire Profiles (TPI) when **Jamie MacFarland**, Director of System Administration /Security, Tire Profiles LLC, first joined a few years ago.

How TPI accelerates auto customer retention and service growth



TPI is the industry leader in tire and alignment measurement, as well as diagnostic systems and instruments. It helps auto dealerships accelerate their service growth.

How? By using best-in-class technology to increase customer retention, service revenue, and profitability at their repair facilities.

Data from the tire manufacturing industry shows **93% of consumers** defect from dealers when they need to buy tires. What's more, less than **20%** ever come back. TPI's products and software improve tire sales and help reduce customer defections.

After scanning more than **25 million vehicles**, TPI's data shows that there's an even greater opportunity in wheel alignments for dealers to turbocharge their revenue.

And through increased tire sales, alignments and around-the-wheel work, TPI helps its customers put the pedal to the metal on service growth.

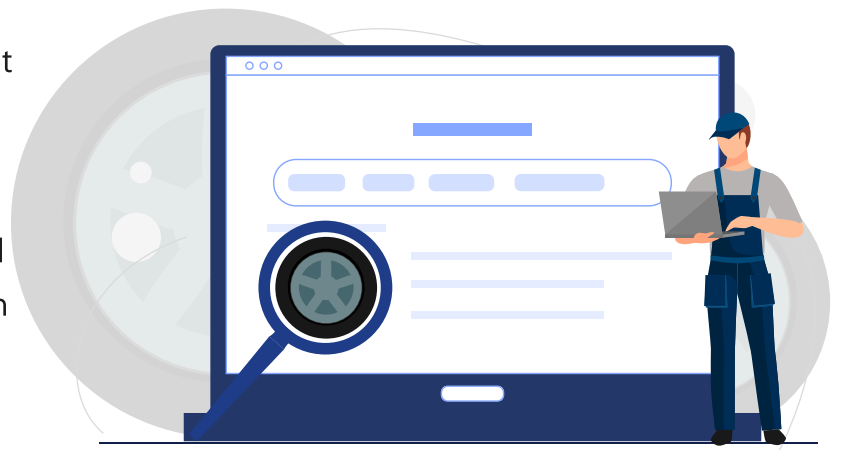
But things haven't always been a smooth drive at TPI, especially when it came to monitoring its own systems.

THE CHALLENGE

Bringing TPI's monitoring into alignment

When Jamie MacFarland first came to work for TPI, their product was quite unstable and prone to crashing. It was common that customers would reach out and let them know the website wasn't working.

They knew that this wasn't acceptable and would eventually have a negative effect on business. That's when Jamie contacted Site24x7, with the goal of making TPI's monitoring as seamless as possible.



THE SOLUTION

Kicking the tires with Site24x7

At the time, TPI had a small amount of monitoring in place - but it was unreliable. Jamie had existing ties with Site24x7, having used the monitoring services in the past, so he already knew the potential power of our monitoring and alerting services.



Site24x7 stepped in – with [AWS monitoring](#); [Azure monitoring](#); [Website monitoring](#); [DNS monitoring](#); [SSL Certificates](#); and [AppLogs](#) – to provide monitoring and alerting that would give immediate notification when their product wasn't healthy.

We also stopped slow loading and minimized downtimes, putting a stop to any looming loss in potential revenue due to customers losing faith in the product.

And with Site24x7 now keeping an eye on its engine, TPI was really able to hit the gas.



We've been able to use Site24x7 to monitor when we're not healthy.

Jamie MacFarland – Director of System Administration/Security, Tire Profiles LLC

THE IMPACT

Reliable alerts for trouble under the hood

Using Site24x7 is a decision Jamie definitely doesn't regret. Particularly as TPI's product isn't just one product - they sell hardware and they sell to companies that interact with TPI's back-end web services in different ways.

There are a lot of parts to keep an eye on. And a lot of ways that TPI's product performance could stall. As a result, it can be challenging to keep it on track.

But by working with Site24x7, TPI has been able to finetune their performance, all round.



It's helped us build a better product by letting us know where our products are failing.

Jamie MacFarland – Director of System Administration/Security, Tire Profiles LLC

And Jamie says he can't even contemplate how hard it would be now for him to switch from Site24x7 to another solution. The help has simply been irreplaceable.

Everything in one clear dashboard

What makes the Site24x7 experience particularly enjoyable for Jamie?

The existence of Site24x7 AppLogs.

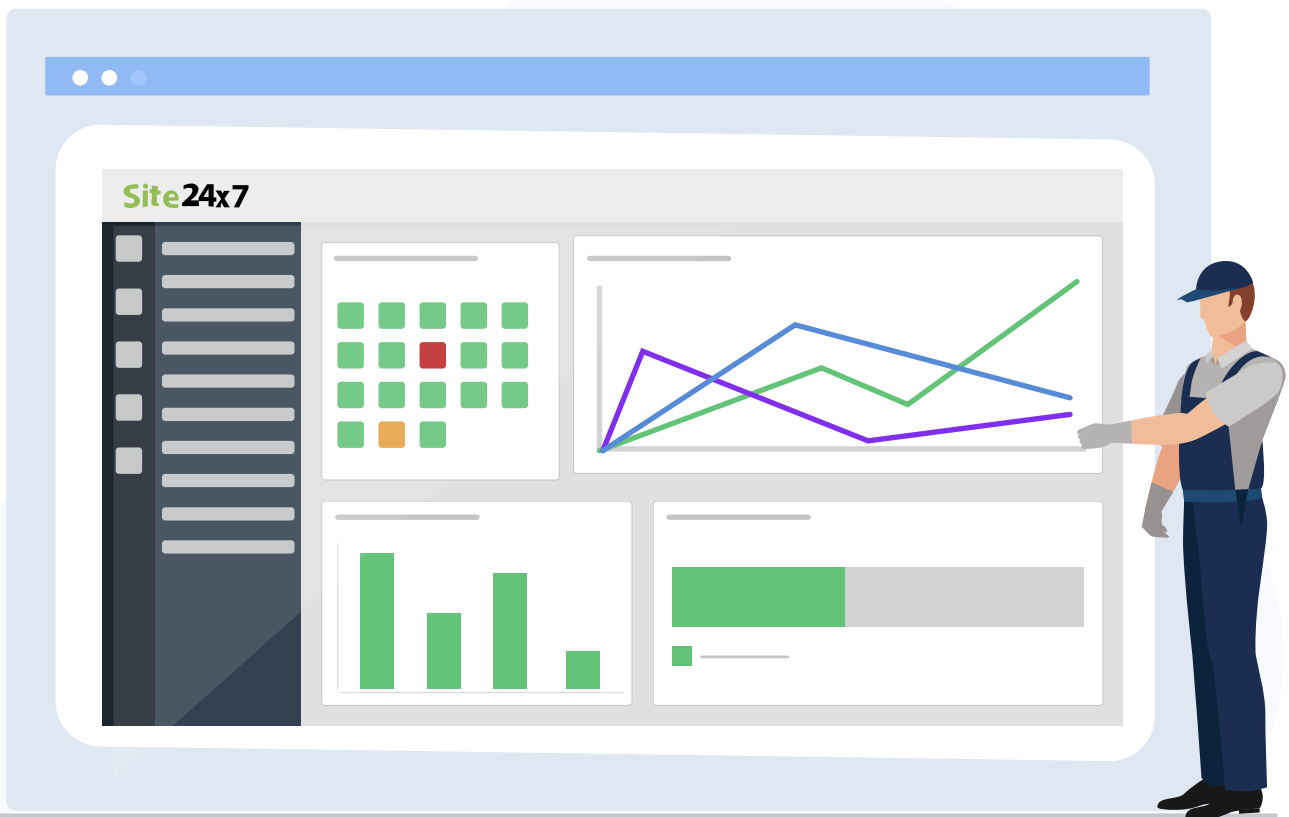
TPI is now almost completely cloud-based in its infrastructure. They have lots of different log types and many different, disconnected things going on.



AppLogs has been huge for us and we use it more and more every day.

Jamie MacFarland – Director of System Administration/Security, Tire Profiles LLC

But before they teamed up with Site24x7, they found it hard to draw all that data together into a single pane of glass for triage.



And because TPI is constantly moving forward, Jamie needs to be able to keep adding monitoring for all the different types of products they build.

To get what he needs, Jamie doesn't want to have to go out and buy four different subscriptions to four different solutions. He just wants everything in one comprehensive toolbox.

And that's what Site24x7 gives him.



The ability to just run a command or two and to have it show up in the Site24x7 dashboard is such a wonderful thing.

Jamie MacFarland – Director of System Administration/Security, Tire Profiles LLC

RETURN ON INVESTMENT

High performance without premium prices

Since putting Site24x7 in the driving seat, TPI has stepped up its monitoring to **400 basic monitors, 15 advanced monitors**, plus a lot of storage and AppLogs.

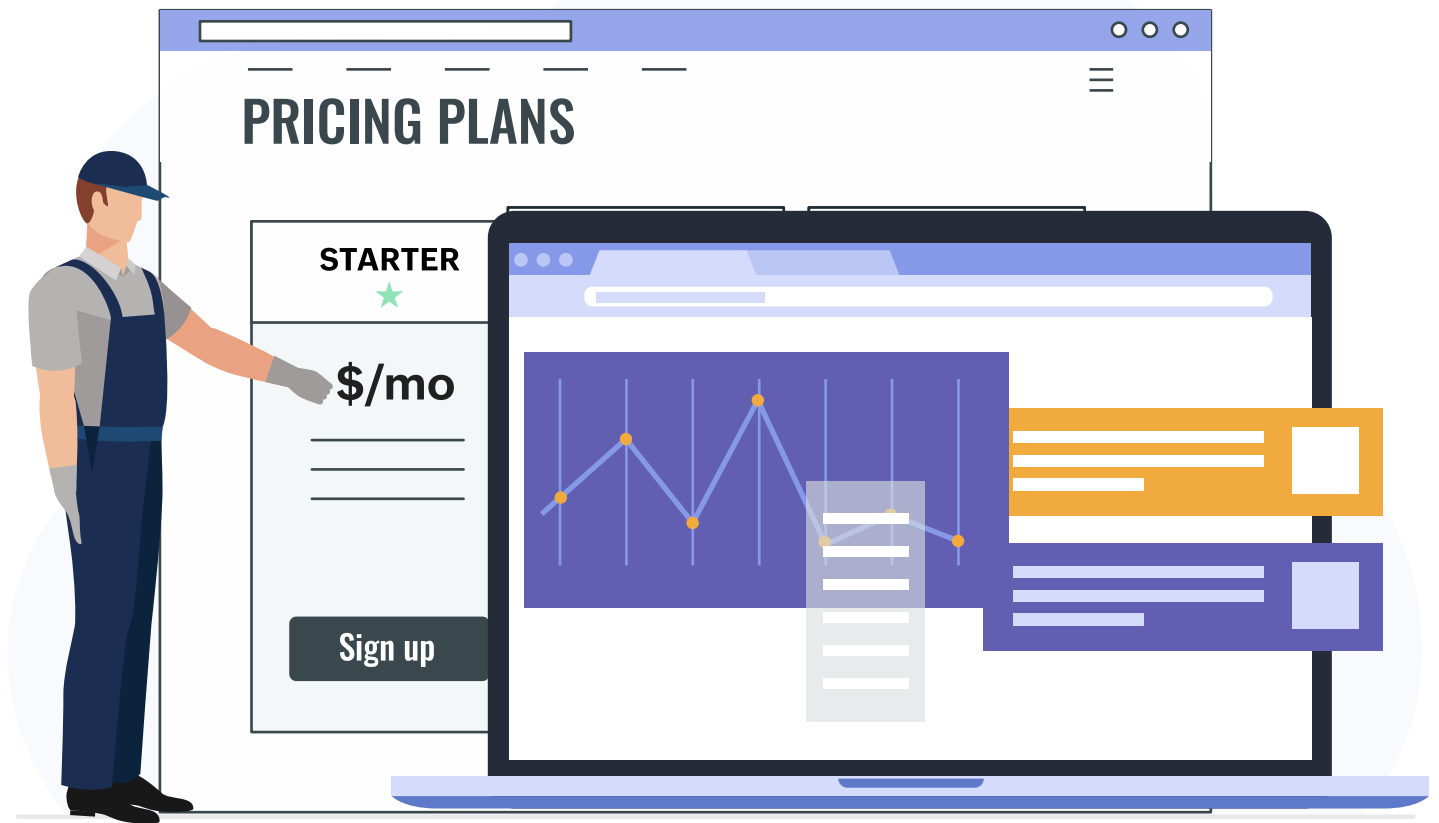
And the list is constantly being added to as they keep ingesting more and more data. With this in mind, TPI is preparing to scale with Site24x7 for the next five years at least – maybe forever.

What's more, Site24x7 provides value for money and is easy to use.

Jamie has come from a company that was quite large, whereas TPI isn't huge. His previous company would spend **\$100,000** on monitoring with another solution in any given year.

But that solution needed employees who knew how to use it, as it wasn't straightforward to use. It wasn't possible to just step in with a web browser and have results in an hour. The employees really had to know what you were doing.

Now, TPI has the luxury of being able to spend just **\$500** or **\$600** a month and know that the team of 10 developers are going to be alerted when something may not be right. This allows TPI to focus its money elsewhere, where it's needed.



And Site24x7 has helped Jamie and his small team operate without a network operations center (NOC). That's all because the product is reliable and can be customized and configured to act as a middleman.

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It really works well for us where we don't have a ton of money. It's well-priced. It just covers so much stuff.

Jamie MacFarland – Director of System Administration/Security, Tire Profiles LLC

Going the extra mile

TPI is all about helping its customers accelerate growth by getting more out of their service departments.

And the service provided by Site24x7's customer support is something that hasn't been lost on Jamie.

He's dealt with many different support teams and products over the years. Very often, he'd send an email or make a phone call but then never hear anything again.

That's not the case with Site24x7.



He knows he's not going to be left in limbo. One way or another, somebody will always help him figure out what's wrong.

But what really impresses Jamie is how receptive Site24x7 is to his feedback. For instance, when he suggested something that would be really useful for TPI, two weeks later it showed up as a mainstream product release of an agent.

Which is why, for Jamie, Site24x7 takes the checkered flag and stands on top of the drivers' podium.



The support response is so good I feel like I am on a pedestal because you guys treat me so good.

Jamie MacFarland – Director of System Administration/Security, Tire Profiles LLC

Tune up your performance with Site24x7

About Site24x7

Site24x7 offers unified cloud monitoring for DevOps and IT operations. Monitor the experience of real users accessing websites and applications from desktop and mobile devices. In-depth monitoring capabilities enable DevOps teams to monitor and troubleshoot applications, servers and network infrastructure including private and public clouds. End user experience monitoring is done from 100+ locations across the world and various wireless carriers.

www.Site24x7.com | Email: eval@site24x7.com