



Customer Story

Driving IT Success for the Dick Lovett Group



Dick Lovett Group is a family-run dealership that specialises in high-end new and used cars and motorcycles. The group operates in and around Swindon, Bristol, Bath, Cardiff, Tewkesbury and Hungerford with a workforce of close to 1,000.

With more than 1520 dealerships across the UK, the Dick Lovett Group needs to ensure it has the optimal IT infrastructure in place to support a secure, efficient and robust automotive dealership. So, it enlisted the help of Optec to help manage and secure requirements for its IT infrastructure and ensure its staff has the technology and hardware they need to provide a great customer experience.

Driving Mobility & Access Across Dealerships

With a large staff working across multiple dealerships, the Dick Lovett Group wanted a trusted IT partner it could rely on, not only for hardware and products, but also for advice and guidance on IT strategy. So, in 2018, the Dick Lovett Group teamed up with Optec to provide and deliver a wide range of technology support and services across its entire organisation.

Optec worked closely with the Dick Lovett Group to understand their needs and requirements and create a managed solution to drive down costs, whilst improving efficiency and mobility. As the Dick Lovett Group's trusted HP partner, Optec outfits the organisation's 1,000-person staff with all of their HP hardware needs - all for a great price and with prompt delivery.

Additionally, Optec helped the Dick Lovett Group upgrade from its legacy WiFi solution to Cisco Meraki, which now provides the dealership with powerful and intuitive multi-site management via the cloud, while eliminating the cost and complexity of traditional on-site wireless controllers.

Most recently, Optec partnered closely with Dick Lovett Group's technical team to source and install Tripp Lite UPS battery backup systems for nine of its dealerships. Optec's flexible approach enabled the Dick Lovett Group to roll out the project in stages over the course of several months to fit their time schedules and requirements, whilst retaining an excellent price point on their products.

Dedicated Service & Expertise

As the Dick Lovett Group continues to evolve, so too does its relationship with Optec. The Dick Lovett Group now has a dedicated IT reseller and security expert to deliver best-in-class products and services at a competitive price point, whilst receiving high quality service and in-depth expertise.

About Dick Lovett Group

A family-run company which has been serving the South-West and Wales for more than 50 years, representing the very best automotive brands.

Industry: [Automotive Dealership](#)

Company Size: [1,000+ employees](#)

Location: [United Kingdom](#)

Services/Solutions: [IT Support](#), [HP hardware](#), [Cisco Meraki](#), [Tripp Lite UPS](#)



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