

Wharton Nissan

Streamlining Operations in the Local Automotive Landscape

with Dan Wharton Jr.
Owner & Dealer, Wharton Nissan



Wharton Nissan, a dealership and body shop nestled in the heart of Parkersburg, West Virginia (WV), stands as a cornerstone in the local automotive industry. From new and used car sales to specialized vehicle repairs and restoration, Wharton Nissan ensures a seamless journey for its clientele.

Boasting a legacy spanning three generations, Wharton Nissan has solidified its standing as one of the most renowned dealerships in Wood County, WV. However, as their influence expanded, so did the challenges associated with their evolving IT needs.

Enter Biztec — the invaluable solution providing essential support for day-to-day maintenance, computer systems, and specialized upgrades. This partnership not only yielded comprehensive solutions but also equipped Wharton Nissan with approximately eight Verkada Cameras, providing them with visibility across their facilities.

"If one came in, they didn't know how to do the other," explained Wharton Nissan owner and operator, Dan Wharton Jr. when reflecting on past experiences with other managed IT providers. "When [Biztec] came and talked to us, they said [they would] catalogue everything and figure out [our] system."

Recently, Wharton required an

extensive upgrade to their systems. Led by Kyle Wine, IT Technician at Biztec, the project began as an effort to streamline their processes.

"We upgraded old computers to newer versions that would run quicker and smoother... With the newer PC's everything ran [faster] and was more responsive. The added ram upgrades [allowed them to] use more programs at once without loss of performance. The SSD hard drives open programs much quicker; computers start...and run smoother compared to the old spinning hard drives," Wine said.

Once the necessary infrastructure was in place, Biztec was also able to optimize Wharton Nissan's internet connection, as it was becoming a prevalent challenge in their daily operations.

"Their system was outdated, and all their devices were frequently disconnecting. We installed eight access networks at strategic points in their different buildings to ensure [a] good Wi-Fi connection," stated Wine.

In the automotive industry, where downtime is expensive, having a managed services provider who comprehends their systems is vital to sustain operations. As Wharton says, "With technology, if our internet goes down...we cannot function." With a deep

understanding of the dealership's processes and infrastructure, Biztec was able to set themselves apart as their ideal managed IT partner.

Describing their association with Biztec as positive and supportive, Wharton values the responsiveness and adaptability of Biztec. "Supportive to what we need, whatever we ask for, they try to do it," Wharton said.

With customer care at the forefront of their commitment, Biztec seeks to understand the needs of every client, pinpoint their specific challenges, and craft personalized solutions to fit their business model. This approach is present in every interaction with clients as it is Biztec's mission to provide solutions in which business drives technology.

Wharton Nissan's collaboration with Biztec underscores the importance of a tailored and comprehensive IT solution. Biztec, with its focus on understanding and meeting their specific business needs, has become a valuable contributor to Wharton's daily operations. By upgrading their systems, Biztec has provided essential support that allows Wharton Nissan to navigate their daily operations with ease.