

“You know you're in trouble when you've maxed out every bit of copper between your headquarters and your Telco's central office and they're telling you, 'We can't provide you any more services.’ - B. Fruth

Situation:

- Beck's Hybrids is the largest family-owned retail seed company in the U.S., with over 400 employees.
- Headquartered in rural central Indiana with 10 locations in Indiana, Illinois, Ohio, Kentucky and Iowa.
- In 2008, Beck's experienced rapid business growth and needed to substantially upgrade their network infrastructure.



Challenges:

- Beck's headquarters had limited fiber broadband options, as local telecommunication providers invested little infrastructure nearby.
- Beck's growth strategy involved establishing physical presence in rural locations and neighboring states.
- Beck's struggled to find good fiber broadband and advanced service options; service reliability and affordability was a huge issue for even the most basic services.

Actions/Results:

- IFN provided a solution that spread the fiber build costs out over the length of the service term; with nominal installation fees. IFN's business model offered immediate economic savings, including flexibility that accommodated Beck's operating budget.
- As a carrier neutral provider, IFN added options to Beck's choices with regards to interconnections with other carriers and service providers. Beck's still dealt with IFN, even though the last leg of the circuits in Iowa, Ohio and other sites was delivered by one of their partners.

“It makes things very simple for us to call IFN and give them an address in another state and they can deal with an INDATEL partner to get the last mile and still aggregate all our circuits back to the same data center in Indiana.” - B. Fruth



Brad Fruth, Manager of Information Services, Beck's Hybrids

IFN provides the top telecommunications experience, commitment, and service to every customer.