



## SUMMARY

### Tree Top Inc.

A grower-owned fruit processing cooperative headquartered in Selah, WA with eight facilities across the west coast, supplying food ingredients to more than 20 of the top US food companies.

### Business Objectives

Required a more powerful network to support rapidly growing bandwidth demands, support strategic growth initiatives, and enable real-time collaboration across facilities.

### Solution

8-node IP/MPLS network, Ethernet Services, plus voice (PRI) and High Speed Internet Service.

### Business Outcome

Improved network connectivity and increased bandwidth enables collaboration and supports abilities to rapidly scale to meet future growth.

**“The vision for how we wanted to run our company was just not possible without the network and increased bandwidth we gained from Electric Lightwave.”**

Glenn D. King  
VP Information Services, Tree Top Inc.

## TREE TOP INCREASES SPEED OF BUSINESS AND FUTURE PROOFS ITS NETWORK

### BUSINESS CHALLENGE

Tree Top Inc. grower owners have orchards throughout Washington, Oregon and Idaho, and operates eight west-coast facilities stretching from central Washington to southern California. The cooperative has continually grown through product innovation and acquisition. New facilities have always created new demands on the network. A couple years ago, those demands increased enough to place a strain on the network and employee productivity.

Network demand was exceeding capacity as employees began using bandwidth intensive digital images and video-based tools, according to Glenn King, VP of Information Services at Tree Top. Their infrastructure struggled to support the rich content that was creating bottlenecks on their network. Plagued with latency issues that put a chokehold on business processes, the cooperative’s need for sufficient bandwidth and high-speed Internet connectivity between locations was apparent as employee desktop performance became negatively impacted. “We were under-provisioned and demand had increased so much, people were using their personal equipment rather than company tools,” says King.

King and his IT team were developing technology strategies to better position the cooperative to meet its aggressive future revenue and growth goals. Their plans included new infrastructure to support building a private cloud and a virtual desktop initiative to add more agile capabilities.

### APPROACH

To support their strategies, King began evaluating new providers to build the infrastructure needed and Electric Lightwave was one of the options. The Electric Lightwave account team met with King’s team to learn about the cooperative’s challenges and near-term technology plan and quickly returned with possible solutions. Impressed with Electric Lightwave’s responsiveness, reliable network and technology capabilities, Tree Top chose to team with them to expand bandwidth capabilities and move to a single provider to build their new infrastructure.

The Electric Lightwave network specialists and engineers worked with King and Tree Top’s engineers to design an 8-node MPLS network connecting remote facilities, plus voice and IP solutions and began migrating each of the sites to the new infrastructure.

“To build out a private cloud, we couldn’t do it with our bandwidth and circuits of the past. We needed more capacity, reliability, and a scalable network that could adjust with our changing needs and we trusted Electric Lightwave’s ability to deliver on these requirements,” explained King.

## RESULTS

With a dense fiber-optic network that spans across the western US, Electric Lightwave's resilient architecture provides the low latency foundation needed for Tree Top's technology initiatives. Increased bandwidth and a reliable 8-node IP/MPLS network connecting their facilities enabled more productive and efficient operations.

The resulting network enabled Tree Top to implement a private cloud solution with the flexibility to seamlessly move to a public cloud when desired. With lower latency, better up-time, improved reliability and faster speeds, productivity is increasing and employee satisfaction has grown as Tree Top's collaboration and speed-of-business has improved.

"We have the bandwidth, speed and quality we need with the basics in place to build and scale as we grow. Without the data transport Electric Lightwave provided, we could not have built our private cloud," says King. "By centralizing our virtual desktops and putting data center-quality equipment at our headquarters, we can now manage, and ramp up or down as our headcount and demand grows or shrinks, without having to physically be at all our locations to manage the changes." Along with ease of management, King's team was able to reduce costs per desktop and put those savings into their private cloud project.

The new network also provides increased resiliency through Electric Lightwave's adaptive architecture that includes dual core and dual aggregation routers with inherent failover capabilities. With a more reliable network, Tree Top is consolidating four different types of phone systems to a single phone system, putting the enterprise on the same platform while making management easier for the IT team.

"Electric Lightwave has given us performance improvements and Quality of Service (QoS) 'out of the box' for our voice and data services, which is a big win for us." King says. "Also, we have fast network connections for data transport that support business continuity across all our locations."

Besides a new easy-to-manage infrastructure with room for growth, King recognizes Electric Lightwave has built a true partnership with Tree Top. "Electric Lightwave has provided the resources we need and the opportunity to scale up as we continue to grow," stated King.

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**"Electric Lightwave knows and understands who we're trying to be, how we want to grow our organization and they're ready to help us develop and stage the solutions to support our business goals. That's the value of a tight partnership and why it's so important to our future."**

Glenn D. King  
VP Information Services, Tree Top Inc.

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## CUSTOMER BENEFITS

- Improved employee productivity and efficiency with enhanced collaboration between sites from increased bandwidth and customized network infrastructure.
- Faster file transfers and client communication via improved, low-latency, high-speed connections.
- Renewed confidence in network reliability, security and the ability to scale on-demand.
- Increased network resiliency from an adaptive architecture that reduces downtime and traffic interruption.
- Responsive customer service from a partner that is committed to Tree Top's success.

## ABOUT ELECTRIC LIGHTWAVE™

Electric Lightwave™, an Integra company, serves as a trusted network infrastructure partner to enterprises, government agencies and carriers in select markets throughout the western United States. We combine dense metro and intercity fiber assets, enterprise-grade network solutions, including Ethernet, Wavelengths and IP, with a highly responsive and easy to do business with approach. Electric Lightwave offers a premium service experience to match our premium network infrastructure solutions.

**CONTACT US 888.889.8088**