



solutions that work

# RELIABLE CONNECTIVITY

BLUE BUFFALO IMPROVED WIRELESS CONNECTIVITY,  
WHICH DROVE EFFICIENCIES & LOWERED COSTS.

**CASE STUDY**



## EXECUTIVE SUMMARY



### DILEMMA

Poor wireless connectivity at a Blue Buffalo distribution center meant employees couldn't do their job. This was causing lots of inefficiencies and adding costs.



### SOLUTION

Emerge used heat mapping technology to determine the strength of the wireless signal in every part of the facility.



### RESULTS

A reliable wifi network that increased overall efficiencies, saved both time and money on daily processes.

## COMMUNICATION BREAKDOWN

Blue Buffalo first contacted Emerge IT when their Mason, Ohio distribution center kept losing connectivity at the worst possible times. A forklift, laden with food bags, driving through the warehouse ground to a halt as it lost its signal. Carefully planned inventory levels got out of balance due to lost data. Retailers sometimes ran out of Blue Buffalo and had to tell disappointed pet parents they didn't have any. Throughout Blue Buffalo's facility, hardworking people sometimes found themselves sitting around waiting for the connection to be restored.

Data collection is at the heart of their distribution systems. Raw materials come in to make dog and cat food and the food is produced using a unique process. The company must meet stringent regulations. Therefore, quality control is of the utmost importance.

Your team members don't want to sit around waiting... any more than Blue Buffalo's team members do! They wanted to get

back to the business of making and distributing pet food, just like you want to get back to pursuing the purpose of your company.

You can't get the job done without a reliable wireless network.

### EMERGE IT TO THE RESCUE

The head of IT for Blue Buffalo said enough is enough. He chose Emerge IT Solutions as a partner to help solve the problem. He needed an IT company who wants to do more than just sell him a product. Instead, he chose a trusted partner who would take the time to fully understand their unique needs.

Representatives from Emerge went to the distribution facility in Mason. Blue Buffalo walked them through the whole place, explaining their day-to-day operations. Their mission, he said, was to give dogs and cats happy, healthy lives, and they can't do that if they can't run their business smoothly.

Emerge used heat mapping



“Blue Buffalo has continued to grow and Emerge IT has worked alongside them.”

technology to determine the strength of the wireless signal in every part of the facility. They provided a report that laid the groundwork for a comprehensive solution. They recommended Meraki, a wireless network from Cisco. They used Cisco Enterprise Class Wireless LAN controllers.

Blue Buffalo got a state-of-the-art wireless controller with access points throughout the warehouse, and special antennae that push the wifi signal deeper into the warehouse. Emerge set them up with radio frequency equipment scan guns that work over the wireless network to help them accurately track inventory. They also got a paging system and intercom technology, which is integrated with their phone system. Now everyone, everywhere in the facility can communicate, using speakers placed in convenient locations. Emerge even worked with other

vendors to make sure racks and cable were installed in the right places. All the data is uploaded in real time and correlated to their servers. Blue Buffalo's in-house IT team takes care of the servers and applications that they use.

## PARTNER WITH A TEAM OF TRUSTED ADVISORS

Since that time, Blue Buffalo has continued to grow and Emerge IT has worked alongside them. When they redesigned their Nebraska warehouse, Emerge IT designed their wireless system accordingly. The company built two more large distribution facilities in Mason. In Arizona, they began work on a 500,000 square-foot warehouse. Emerge did the wireless design and infrastructure, and they're helping

roll out the full project in phases, preparing for the warehouse to open.

Another manufacturing facility is under construction in Richmond, Indiana. Each time they open a new location, they rely on Emerge IT Solutions to set them up for success. Together, they review the blueprints for the new facility and carefully plan how to arrange the wireless system, with locations for racks, routers, and access points.

One of the expert technicians at Emerge ITS says, “Blue Buffalo is different. We feel like a true part of the team. They really trust our judgement, and rely on us to provide.”

Blue Buffalo can now stop worrying about wireless connectivity and focus on their mission--making a lot of dogs, cats, and pet parents happy.



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## NEED RELIABLE WIRELESS

It's tough to get the job done when you can't connect to the network

## LOSING CONNECTIVITY

Poor connection at distribution facility



## EMERGE IT TO THE RESCUE

The team of experts at Emerge are ready to solve this issue!

## HEAT-MAPPING TECHNOLOGY

Emerge mapped out the strength of the wireless connection at every spot within the facility



## WIRELESS DESIGN & INFRASTRUCTURE

Whether you have a large distribution center or an industrial job shop, we'll help you save time and money



## WAREHOUSE IT SOLUTIONS

## FOCUS ON GROWTH

With Emerge at your side, you'll be able to focus 100% of your time on growth opportunities

