



SUCCESS STORY

Keep On Truckin'

datto

How Datto Networking helps Griffin Transportation stay one step ahead of the competition.

Internet access is critical for Grand Rapids, MI based [Griffin Transportation](#) and its subsidiaries [Accurate Truck Service](#) and [River City Equipment Sales](#). How critical? "We can lose as much as \$100,000 an hour if we don't have connectivity," said founder and president Craig Scholten. "It's vital to our businesses."

Griffin is a full-service ground transportation company that provides dedicated truckload and logistics services to customers with dry van freight needs. It currently operates 75 tractors, 200 trailers, and partners with additional carriers to deliver freight nationwide.

The company relies on an Internet-based load matching system to pair drivers with freight. For example, if a driver is carrying freight from Indianapolis to Chicago, Griffin's dispatchers work to ensure there is another load waiting in Chicago when they get there. If connectivity is lost, Griffin's dispatchers are unable to pick jobs. "It can be a matter of seconds to win or lose a job," said Scholten. "When that happens, a driver sits idle waiting. That's lost productivity for the driver and our business."

Additionally, their fleet is outfitted with federally mandated electronic logging devices (ELD), which use GPS to monitor and record data about trucks and drivers. According to Scholten, in addition to being legally required, ELD helps them deliver better customer service. "If a customer calls about a job, we can tell them exactly where their freight is and when they can expect it," he said. Of course, Internet connectivity is necessary to access this information as well.

Earlier this year, issues with Griffin's outdated phone, network, and Internet came to a head, and Scholten began the search for an IT provider to update their infrastructure. "There were two factors that helped us win Griffin's business," said Kevin Damghani, co-owner of IT Partners, a Grand Rapids based Datto Partner. "First, they were looking for a single managed service provider to handle all of their technology needs—that's us. Second, they wanted to be certain that they'd have top-notch technical support. We partner with vendors that are focused on uptime, because that's the core of our business. With Datto we can get support in seconds."

Datto's Direct to Tech™ support commitment means no phone menus, IVR systems, or outsourced call centers. Datto Partners get direct access to support staff 24/7/365. Having been a partner for a number of years, Damghani knew the drill. So, he asked Scholten to call Datto's tech support line and see how long it took to get an actual support technician on the phone. "It rang twice and a Datto tech picked up the phone. That sealed the deal," said Damghani.

Once onboard, IT Partners conducted an assessment of Griffin's network, which revealed a number of vulnerabilities and opportunities to increase productivity. "They had a variety of IT pain points," said Damghani. "But, having highly available network and Internet was the primary focus."

IT Partners updated Griffin's LAN with Datto Switches. For WiFi, they installed Datto Access Points throughout the campus, including outdoors, so drivers can access the Internet from Griffin's lot while waiting for freight overnight (Griffin



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uses the Datto AP's native voucher capabilities to grant drivers WiFi access). Since Internet uptime is so critical for Griffin's business, Damghani installed redundant Internet connections from Fiber then to Comcast, as well as two Datto Networking Appliances for 4G LTE failover in the event that both ISPs go down.

Additionally, IT Partners upgraded the company's 14 year old phone system to a current VoIP system. "I wish we updated the phones years ago. The new system is user friendly and there's no hiccups," said Jeri Smith, Administrative Assistant, Griffin Transportation. "If the phones go down everything comes unglued. When you look at the cost vs benefit -- it's so much better." Obviously, VoIP also requires Internet access. "With VoIP, Internet continuity becomes even more important, said Damghani. "Griffin can be confident they always have Internet and phone service with Datto Networking."

For Griffin, and many other organizations, Internet downtime isn't just an inconvenience—it has a direct and immediate impact on revenue. "There's a lot of competition," said Smith, "If the Internet or phones go down, customers will just go someplace else." However, Scholten said that it's unlikely that many of Griffin's competitors have comparable technology in place. "Uptime is a big advantage for us," he said. "If there's an outage, we can pick jobs while our competitors are down."

Many small to medium sized businesses lack in-house IT acumen and struggle with outdated or poorly implemented technology. Depending on the nature of the business, this can have a major financial impact. IT managed service providers can recommend, implement, and maintain technologies that ensure SMBs are always up and running.

"Sometimes SMBs just look at Internet downtime as part of doing business," said Christopher Morris, Network Engineer with IT Partners. "Datto gives us a product that changes the perception of what's possible when it comes to downtime."

About Datto

Datto protects essential business data for tens of thousands of the world's fastest growing companies. Our Total Data Protection platform delivers uninterrupted access to data on site, in transit and in the cloud. Through Datto's network of partners, we provide companies with products and services designed to continually keep business running. Businesses rely on Datto for industry leading technology combined with unrivaled customer service. Datto is headquartered in Norwalk, Connecticut, and has offices in Rochester, Boston, Toronto, London, Singapore, and Sydney. Learn more at www.datto.com.

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