

## Blue Reef and Uplevel Help Moore Transport Drive Growth for the Long Haul

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"We can install and help run everything as a single, affordable service so their solution performance, availability, and overall service quality improves and they don't have to hire more people just to run the network"

**Mike Dutcher**  
CEO, Blue Reef Networks

Fast-growing companies like to move quickly, especially when moving is core to their business. Such was the case at Moore Transport, a multi-million-dollar trucking service provider specializing in manufacturer-to-dealership deliveries.

Headquartered in Plano, TX, the company provides "truck away services" to many major automotive manufacturers using leading-edge technology to deliver timely information and superior service to its prestigious clients. Having grown rapidly to more than 20 locations spanning a dozen states, Moore Transport outgrew traditional telecom services from a leading nationwide carrier.

As its network expanded, significant issues became apparent as the current Tier 1 service provider

struggled to provide the expertise and resources needed to match Moore Transport's changing business requirements.

"Moore wanted an experienced managed service provider (MSP) who could bring all of the disparate IT services into a single managed solution," says Mike Dutcher, CEO of Dallas-based Blue Reef Networks. "The goal was to bring all locations under a single managed platform."

Budget presented another issue as the Tier 1 provider's upfront and recurring fees to manage Moore Transport's IT services were not inline with the company's business growth requirements. Facing exorbitant fees and several failed implementation attempts, finance experts at Moore Transport turned to Blue Reef Networks for a better solution.

A close-up photograph of the front of a red truck. The words "MOORE TRANSPORT" are printed in yellow and white on the red metal surface. A side mirror is visible on the right, and a small black rectangular device is mounted on the left.

MOORE  
TRANSPORT

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## Bridging the gap between IT and Finance

The Blue Reef team baselined what Moore had in place today, updated some services, and established a refresh schedule that met Moore Transport’s goals. “The company was growing fast and needed a solution that was simpler versus overly complex,” says Dutcher. “They needed a feature-rich solution that was built on an agile platform, and that could be implemented within 90 to 120 days.”

Subscribing to cost-effective managed IT services fit the bill, and Blue Reef immediately thought of Uplevel to provide the customer with routers, firewalls, Wi-Fi, VPNs and more—with no upfront cost for equipment. Blue Reef’s approach is similar to Uplevel’s in that they provide mobility, voice, Internet, cloud and backup solutions with no upfront equipment costs.

“Customers can upgrade to unified communications, add Uplevel gateways, and implement the service platform they need while only incurring the cost of installation,” says Dutcher. “We deliver a powerful resource win for our customers. Our focus is on performance management with little or no upfront costs, which is a compelling offer for all companies.”

With a limited IT team to support remote sites, Moore Transport considered Blue Reef’s ability to manage all network components via the cloud an even more powerful benefit.

### Four steps—and one Edge box—to better service

“Our initial contact goal with customers is to look at what they have and figure out how to tweak it to achieve the business outcomes they’re looking for,” Dutcher says. “Our mission is to act as an expert resource to help bridge the technology knowledge gap with finance teams, while highlighting what business operations really need in terms of IT.”

Blue Reef follows a simple four-step Performance Management process that generates the best solutions for its clients:

- **Baseline** existing services vs. industry standard options
- **Evaluate** what’s in place today and what can be easily tweaked and updated

- **Refresh** using phased options with approved install timelines
- **Manage** full or partial management based on the customer's expected outcome

Blue Reef integrates existing and new services as a single:

- Continuous Refreshed Solution
- Agile Management Platform
- Integrated Help Desk
- Solution
- Invoice

Uplevel equips Blue Reef to provide a complete network solution to Moore Transport with no upfront costs. Uplevel's Unbox gateway combines local and wide area networking (LAN/WAN) infrastructure, Wi-Fi, voice over Internet Protocol (VoIP) quality enhancements, VPNs, storage and cybersecurity in one easily deployed device.

Blue Reef follows a similar approach layering Internet, UC, cloud and mobility solutions on top of the Uplevel networking platform, managing the equipment as a service with no equipment, upfront/licensing costs.

Blue Reef makes things easy by deploying equipment in a single compact edge box with just one power source and router/switch access in the front of the box. The solution delivered to Moore Transport included managed primary and backup Internet, unified communications, phones, Wi-Fi, routing, firewall, and intrusion prevention/detection system (IPS/IDS) technology. In addition, Blue Reef provided professional services, an onsite tech, cabling, IT cabinets, and free equipment upgrades.

The company quickly saw performance improvements and significant cost-savings compared to the Tier 1 carrier's offering. Everything was customized and pre-configured so the Blue Reef Office Edge Gateway could be set up for the onsite tech to plug and play and the team did not need to fly to individual sites for complex deployments or ongoing maintenance.

"Everything went smoothly, all sites were up and running with the network and phones working the same day they were delivered," says Dutcher. "But the even bigger benefit is that we can manage everything as a single solution. We can go in and see the phones; perform moves, adds, and changes; monitor, diagnose, secure and remote into equipment without deploying an onsite engineer."

At the end of the day, Blue Reef and Uplevel delivered a flat-rate, high-availability/high-performance communication platform with VPN/remote access and the business services Moore needed across all locations. With a standardized solution in place at each site, the Blue Reef team delivers monthly performance reports to the company's IT Director and conducts regular performance reviews with the executive team to ensure the network continues to perform, support and meet the needs of the business.

## Support

Blue Reef is a powerful resource win for companies that are looking for high-end performance managed solutions. The new platform gives Moore Transport and other fast-growing companies a decided advantage by quickly expanding new sites at a known timeline and cost.

In turn, Blue Reef relies on Uplevel for responsive "on the fly" support as well. "Our approach wouldn't have worked without the service response time and expertise we get from the Uplevel team," says Dutcher. "They've been there to assist when we needed them to support our clients' networking requirements. Together, we deliver a customized, economical, easy to install and fully managed solution that's ideal for small to mid-size companies."

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