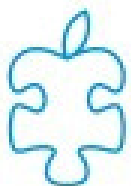# CASE STUDY

Ideafruit creates room
to grow

ideafruit
Smart. Natural. Packaged.

Ideafruit decided to place
greater emphasis on evolving
its IT ecosystem in order to
remain the adaptable, fast-
paced and dynamic company
it has always been

> "With First Technology we have readily available access to a vast range of services, each spearheaded by a team that are specialists in their domain."
>
> - Tonja Blom, General Manager at Ideafruit

CUSTOMER OVERVIEW

Ideafruit is a specialist apple and pear company that operates throughout the agricultural value chain. They grow, procure, cool and pack the finest, freshest fruit which is then distributed across the globe.

Their goal is simple; to get the right fruit packed in the right carton and to the right market at the right time.

Their BRC accredited packhouse is capable of sorting 180 tons of fruit a day, It is operational 12 months of the year, operating 24hrs a day during peak periods to ensure consistent global supply.

CUSTOMER CHALLENGE

With the increasing global demand for digitisation, significantly accelerated by Covid-19, Ideafruit decided to place greater emphasis on evolving it's IT ecosystem to remain the adaptable, fast-paced and dynamic company it always strives to be.

With a variety of third-party providers taking care of different facets of their IT ecosystem, when an issue arose it was challenging and time-consuming to find the root cause and implement a solution.

With a small IT team, their aim to remain on par with technology developments and best practices became near impossible, explained Tonja Blom, General Manager at Ideafrut.

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SOLUTION

First, we assessed Ideafruit's core digital infrastructure and identified pain points and vulnerabilities.

Then we looked at the active directory and made various recommendations around patching, anti-virus services, servers and the backup environment.

This enabled us to lay down a strong foundation for the digital infrastructure, including sub-management, server management, network management and digital security solutions.

WHAT ABOUT THE FUTURE?

This full-spectrum offering means that First Technology can be leveraged as a single digital partner that provides insightful direction, robust IT support and a rich variety of digital transformation solutions.

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RESULTS

- Operations supported & driven by enhanced and scalable infrastructure.

- Ideafruit remains agile and can easily transform when needed.

- Comprehensive support has freed up human capital within Ideafruit, allowing them to focus on core areas of their business.

WE ARE
FIRST TECHNOLOGY GROUP

Founded 35 years ago, First Technology has grown into a group of companies that provide products and value-added services, all geared at helping organisations navigate technology challenges to achieve their business outcomes.

With a turnover of £500m in 2022, we have built a robust and broad-reaching engagement model and are one of the largest IT integration groups in EMEA.

We partner with organisations to simplify the solutions to their increasingly complex technology goals. And because we are vendor-agnostic, we can find the right solution for our customers, so they can accelerate their business goals and optimise their people, processes and technology.

From a single device to an end-to-end solution, we help organisations to choose and implement the right technology.

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