

GRUDI ADVANTAGE CASE STUDY

— AN EXCLUSIVE MOBILITY, TELECOM & IT PARTNERSHIP —
benefiting Lancaster Chamber and its members



In 1954, Kitchen Kettle Village (KKV) started out humbly with a kitchen range, 30 kettles, a half dozen recipe books and a commitment to sharing homemade, fresh food with family and friends. This started a three-generation tradition of serving up memorable experiences for all to share. KKV has grown to include 42 shops, two restaurants, 18 lodging rooms and an e-commerce department, making it a rich and memorable Lancaster County, PA experience. In today's business environment, even quaint, traditional American operations like KKV require cutting-edge IT, Mobility and Telecom services to succeed. Grudi Advantage, an exclusive partnership between Grudi and the Lancaster Chamber, provided the assistance KKV needed.

THE CHALLENGE

Grudi Managed IT & Other Services Greatly Upgraded Kitchen Kettle Village's Systems, Virtually Eliminated Outages and Boosted Cost Effectiveness

What began as an initial consultation regarding a new phone system quickly evolved into a deeper discovery meeting, also addressing significant IT, Mobility and Telecom challenges. Among the needs were:

- Expert IT Management – KKV was working with a small IT firm, which it had outgrown, and KKV did not have the staff or expertise to manage its IT in house.
- A High-Capability, Modern Phone System – KKV's legacy phone system was not nearly adequate for its needs.
- A Well-Planned, Optimized Internal Network – KKV's network had grown quickly and organically over the years and needed redesign, optimization, documentation and hardware updates.
- Greater Bandwidth – The existing internet service could not support accelerating e-commerce and on-premises needs, such as point-of-sale systems, which were significantly impacted by outages and insufficient bandwidth, crippling operations at times.
- Backup Internet Service – KKV relied on a single bandwidth provider, which made outages and heavy usage a serious challenge.
- Better Data Storage, Backup and Restore Capabilities – Highly reliable, high-speed, centralized systems were needed to manage critical data that had been moving to the cloud and resided in data structures that had become decentralized.
- Review of Mobility – KKV needed a review and optimization of its cellular communications.
- Relief from IT, Mobility and Telecom Hassles – So that KKV could focus on core business priorities and provide exceptional service to its customers.

THE SOLUTION

KKV became aware of Grudi Advantage and the services Grudi offers through its membership in the Lancaster Chamber. Grudi Advantage is an exclusive Managed Mobility, Telecom & IT partnership that benefits Chamber members and the Chamber itself. Grudi led a multi-solution team that addressed the challenges faced by KKV.

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... The Solution continued

The key objectives were to:

- Solve immediate critical issues.
- Initiate follow-up steps to optimize systems and capabilities.
- Put in place long-term solutions to ensure KKV's functionality and productivity, especially relating to IT.

The team was, and is, quarterbacked by Grudi's expert Managed Mobility, Telecom & IT professionals. Key service providers were also included, drawn from Grudi's roster of nearly 300 industry-leading national and regional Mobility, Telecom & IT partners.

Ancero, a world-class IT provider, played an important part in addressing KKV's Managed IT needs and continues to do so. Specific actions included:

- In-depth Assessment of KKV's Mobility, Telecom and IT Needs – The team worked closely with KKV leadership to determine current and future needs, develop recommended solutions and implement the approved action plan.
- Implemented a Comprehensive Managed IT Plan – Working in partnership with Ancero and KKV leadership, Grudi relieved KKV of many IT management activities and implemented ongoing IT optimization.
- Created an IT Strategy Committee – A consultative team that proactively recommends ongoing IT improvements and optimization.
- Complete Local Area Network Upgrade – Working with Grudi's cabling partner, the LAN was upgraded, including new switches and thorough documentation of the entire network. Cable runs were minimized and simplified to meet industry standards and cut out unnecessary hubs.
- Added 1 GB of Bandwidth – A new internet carrier was selected to add the fiber bandwidth and provide a secondary connection for redundancy and failover

issues. The local broadband provider was also upgraded to 1GB throughput.

- Installation of a High-Capability VoIP Phone System – With the new cabling and bandwidth upgrade in place, a new hosted voice over IP phone system was installed, adding new features, functionality and hardware to support voice needs across Kitchen Kettle Village. Utilizing the two internet connections eliminated the cost of the older system's phone lines.
- Migrated KKV Servers, Storage and Backups to the Cloud – In addition to enhancing support and security for all internal IT devices and improving backup and recovery systems, this migration was a far more reliable and cost-effective approach.
- Mobility Assessment – Developed mobility recommendations for services and equipment.

THE RESULTS

As a result of Grudi's Manage IT, Mobility & Telecom services, Kitchen Kettle Village has:

- Greatly improved the quality, functionality, reliability and security of its external and internal IT, Mobility and Telecom systems.
- Virtually eliminated outages and failures, saving the cost of business interruptions.
- Added a high-capability VoIP system that makes serving customers and doing business much easier.
- Outsourced many of its IT management activities to Grudi and Ancero, ensuring more functional, reliable, secure and cost-effective IT services.
- Put in place a Virtual CIO resource to help with strategy, planning, visioning and ongoing needs, eliminating the need for and expense of hiring an internal position.
- Enabled KKV staff to focus more of their time and energy on core business activities and delighting their customers.
- Saved significant Mobility, Telecom and IT costs.

As a Lancaster Chamber and Grudi Advantage member, KKV receives an array of benefits, including special low rates on many services, annual cash-back dividends, expert Mobility, Telecom & IT assistance, cost savings from service optimization and much more.

"We knew that our IT and communications systems needed to be upgraded, but it felt like such an overwhelming project and one that we weren't looking forward to tackling. We had outgrown our current structure and support network and knew we needed to make a significant investment for the future. Thanks to the Lancaster Chamber, we were introduced to Grudi Advantage and are so thankful for the connection. The Grudi team took the time to listen to our challenges and opportunities and came back with partners that would be a good fit for what we needed."

The process with Grudi began with a review of our telecommunication needs, which resulted in an upgrade and cost savings to our phone system by transitioning to a VoIP solution. The switchover to the new phone system was seamless, and we felt supported throughout the entire process. We are also experiencing lower costs and a more simplified approach to our cellular coverage.

The Grudi team then moved on to our IT infrastructure, and they were able to steer us to a company that quickly understood our situation and actively developed a solution for our business. We are now connected with a company that supports us and proactively addresses our concerns in a timely manner.

We appreciate our relationship with Grudi and Grudi Advantage and the experts they connected us with over the last year. We are operating in a more efficient and secure manner, which has made everyone on our team very happy!"

— Michelle Rondinelli
President
Kitchen Kettle Foods, Inc.

