



**TECHNOLOGIES** INC

**CASE STUDY:  
Challenging IT Demands Can't  
Slow Michigan Business's  
Remarkable Growth**

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## CASE STUDY: CHALLENGING IT DEMANDS CAN'T SLOW MICHIGAN BUSINESS'S REMARKABLE GROWTH

For nearly 30 years, retail company Cherry Republic has infused an array of foods with the taste of the versatile cherry. Its easy to understand why. Cherry Republic is a Michigan company – and Michigan grows 75% of the tart cherries in the U.S. and 20% of sweet cherries.

That's a lot of cherries.

It's also a lot of growth. The company began with one man in the late '80s. Today, Cherry Republic has roughly 300 employees, six locations, and a mail-order operation. And like many businesses encountering success, growing pains appear from time to time.

Cherry Republic is no different. Fortunately, CTC Technologies was ready to help.

### THE RESULT

#### CTC Technologies, Inc. supported Cherry Republic with:

- The epitome of on-demand IT support, bringing a team of its specialists together to address an urgent issue that threatened productivity and revenue.
- Scalable solutions for one of Michigan's best-known home-grown brands.
- Proactive strategic and tactical plans to help address daily needs and long-term goals – done, in part, thanks to CTC Technologies' broadly skilled team.
- Clear and concise communication at every turn to ensure that everyone – and everything – is working cohesively.
- An "ownership" philosophy when it comes to challenges, taking them on as if they are their own and rapidly developing solutions.

### THE PROBLEMS

It's difficult, if not impossible, to imagine a company achieving success today without a strong grip on its IT needs. Areas such as networking, wireless, and cybersecurity are just some of the places that strong grip is crucial.

Cherry Republic encountered a catastrophic VMWare issue that threatened their daily operations. It was the kind of issue with consequences likely to reverberate throughout the company for years.

The risks were so high because VMWare is so well integrated within Cherry Republic's IT landscape. VMWare is an essential software vendor in the digital infrastructure space, and Cherry Republic one of the company's roughly 500,000 customers worldwide that relies on its technology to maintain an efficient digital foundation.

The Cherry Republic IT team recognized that their in-house VMWare expertise needed to be shored up. They also recognized that it would be extremely difficult to address this bigger issue as well as their other obligations to the enterprise.

So they called CTC Technologies.

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### ABOUT CTC TECHNOLOGIES

CTC Technologies, Inc. is a U.S.-based information technology solutions provider. We offer a wide range of IT expertise focused on network security, application delivery, and IT infrastructure. Our goal? To provide industry-leading IT solutions to help your organization improve network performance, mitigate risk, and operate efficiently.

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### THE SOLUTIONS

Though widely dispersed by vacations, travel plans, and deployment to various support scenarios, CTC Technologies team members recognized the urgency of the situation and pulled together to provide Cherry Republic the required VMWare expertise and support.

One Cherry Republic official sums it up like this: "Quite literally, CTC saved our company at the drop of a dime."

The VMWare incident highlighted an issue with which growing companies must deal. That issue: addressing the needs of the enterprise without creating undue financial stress through an overly aggressive approach to resource allocation.

Beyond the VMWare emergency, CTC Technologies continues providing a range of IT services to Cherry Republic:

- Retail location wireless and security/surveillance services
- Wireless area networks
- Hardware firewalls