



## Baked Bean Brand Cooks Up an IT Recipe for Success

### SHI helps Bush Brothers & Company optimize its Cisco platform

Bush Brothers & Company is a Tennessee-based food services firm known for its beans baked to perfection with a “secret family recipe” held in strict confidence by Jay Bush and his talking golden retriever sidekick, Duke. The family-owned business, in operation since 1908, credits its longevity to a commitment to quality and the pursuit of excellence. This winning formula has taken Bush Brothers & Company from its humble roots to become a nationwide brand proudly serving up BUSH’S® Best Beans.

**Challenge:** While its recipe for beans made the company famous, it needed outside expertise to manage the Cisco platform that supports the business as it grows further. Bush Brothers & Company wanted a provider with Cisco knowledge and a willingness to understand its business. It also wanted a provider that would operate as an extension of their team and participate in strategy sessions — putting outcomes ahead of sales pitches.

**Solution:** Bush Brothers & Company partnered with SHI to cook up winning IT strategies to align technology investments with business goals. The five-year partnership helps Bush Brothers & Company optimize its Cisco platform, providing on-demand expertise and planning to ensure that investments deliver short- and long-term value.

#### CUSTOMER PROFILE

Family-owned food manufacturer that produces 80% of the canned baked beans consumed in the United States earning an estimated \$400 million in annual sales.

#### CHALLENGE

The customer needed Cisco expertise and on-demand IT support for strategic planning and everyday infrastructure troubleshooting.

#### SOLUTION

SHI partnered with Bush Brothers & Company to work as an extension of their internal IT team, with SHI engineers attending weekly staff meetings and making themselves available for brainstorming and ongoing support.

#### PARTNER

Cisco

#### BENEFITS/RESULTS

- Strategically aligned IT capacity with business needs.
- Optimized Cisco investments with recommended upgrades and updates.
- Improved decision-making time with on-demand IT expertise.
- Met IT deadlines with less impact on internal resources.



“SHI’s perspective has been instrumental in helping us design and architect our IT solutions and that’s due in part to their Cisco expertise and the time they’ve taken to understand our needs,”

- Ron Grohman, Bush Brothers & Company Senior Network Engineer.

“We have to be efficient and we need a good vendor relationship to rely on for decision-making, and SHI provides us with that,” said Ron Grohman, Bush Brothers & Company Senior Network Engineer.

Among the benefits that SHI brings to Bush Brothers & Company is insight. As a Cisco Gold Partner, SHI’s engineers are Cisco-certified to provide skills and support through any phase of deployment — including architecture, planning, and engineering support.

With SHI at its side, Bush Brothers & Company can:

- Strategically target IT resources toward initiatives more likely to add the most value.
- Maximize investments in the right technologies to help them move business goals forward.
- Minimize risk of over- or under-investing in the wrong technology solutions.

When Bush Brothers & Company needs stakeholder buy-in for IT budget approval, SHI’s engineers help Grohman and his team provide the extra level of detail for communicating what’s needed to accomplish IT goals, helping to speed decision-making.

“We trust their recommendations because they have proven to us that they are committed to helping us solve problems, not just selling us products,” said Grohman.

In one instance, a competing telecom vendor came to Bush Brothers & Company to perform a wireless survey and underestimated the effort that was needed to engineer a solution. SHI spent two days helping to complete the survey so they could receive their proposal in scope — and on time.

On another occasion, SHI had a client who had a part it wasn’t using — one that Bush Brothers & Company desperately needed. SHI made it possible for them to borrow the part until they could procure their own. SHI also became one of the only providers in the state to deploy a new Cisco solution in which SHI trained its engineers and sent Grohman to Paris for additional training that benefited both companies.

“SHI goes beyond what you would expect from a vendor,” said Grohman. “We’ve worked with other vendors before and what sets SHI apart is their desire to work with us, look at the big picture and our future, and not just focusing on pitching business and making sales.”

**To learn more about partnering with SHI, contact us at (888) 764-8888.**

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