



A Big Idea Turns into a Nationwide Brand

A small Denver bakery and a big idea goes nationwide. In 2008, the first specialty loaf of bread rolled off the line and became a nationwide sensation by 2010. The partnership between the bakery and Next Strategic Technologies resulted in a technology forward company and successful sale by 2012.

Environment

Annual Revenue: \$61+ Million
Total Endpoints: 1000+
Locations: 6

Challenge

Full redesign of network and infrastructure to place company at the forefront of technology for future sale of company.

Solution

Implemented the latest in network security to secure company data and enable end-users to be more productive.

Result

Company sold for \$125 million in 2012.

Accelerated Growth

In a few short years, company went from a small local bakery to shipping goods nationwide. Products were being introduced rapidly, but IT infrastructure was failing to keep pace with their growth.

Future Strategy

As a lucrative and expanding business generating national headlines for their product line, it was inevitable that competitors and established companies were interested in adding the company's products to their portfolio. Company owners begun investigating their options for a sale to another larger company.

Competitive IT Solutions

Next Strategic Technologies was engaged to evaluate and rebuild the company's infrastructure and network security to make them more competitive for a future sale. A total of 6 locations were evaluated and updated to the latest in network infrastructure, utilizing the hardened and secure Sophos UTM platform, along with HP ProCurve switching throughout the organization.

A Successful Sale

With IT infrastructure built to work for the company and its end-users, sales increased the next four quarters by double-digits and market share by 1500%. Sale of the company was announced at a value of \$125 million dollars. Upon approval of the sale, the integration of IT systems and infrastructure was completed in only a few short months.

www.nextstrategictech.com

NEXT
STRATEGIC TECHNOLOGIES
420 E. 58th Ave, Suite 141
Denver, CO 80216
720.644.2500