

# Meeting Big-Company Demands in a Rural Location: Beck's Hybrids

Beck's Hybrids is the largest family-owned retail seed company in the U.S., with employees in 10 Midwest locations. Beck's headquarters occupies the Beck family's original homestead in Indiana, in a relatively remote agricultural area that large telecommunications providers have ignored.

In 2008, Beck's Hybrids was poised for rapid growth into neighboring states, and to keep pace, it needed to substantially upgrade its headquarters' telecommunications and internet capacity.

"We were struggling to find good bandwidth. The big telcos don't want to invest in these rural areas," says Brad Fruth, Manager of Information Services for Beck's Hybrids. "Even for a company that's growing, there are no advanced services in most of these areas."

Because IFN's fiber optic system runs throughout Indiana, we were a natural fit for their needs. We tied Beck's into IFN's broadband infrastructure very quickly and have continued to partner to keep Beck's communications capabilities on pace with its highly aggressive growth strategy.

One of the keys to IFN's success with Beck's has been our ability to accommodate its budget requirements. "IFN was able to work with us on a five-year financing program, and that made the deal even more attractive," says Fruth. "There is a lot of transparency with IFN, and they allowed us to spread the initial construction costs over the original term. Once we had it paid off, we saw a huge decrease in our bill. From a business standpoint, it was easy for us to sell the program to management because there was an immediate economic impact for our company."

## FAST-PACED GROWTH CALLED FOR CONNECTIONS IN MULTIPLE STATES.

A major part of Beck's growth strategy was the expansion of its physical presence into neighboring states. IFN was able to add considerable value to the relationship with Beck's by cooperating with a broad partner network.

"We started with just a single circuit with IFN, but we've had this crazy growth over the last couple years, so we've expanded our services with IFN greatly," Fruth says. "It's extremely attractive that we can use IFN as an agent to leverage their partners with INDATEL. We still deal with IFN, with the same people, on the same contract, even though the last leg of those circuits in Iowa, Ohio, and other sites is delivered by one of their partners. We get the same services we know and love, and yet we have that regional reach."

Beck's locations are all connected by a reliable high-speed voice and data system, supported by IFN's fiber network and partner network.

"I know they're looking out for me, and I know they're going to do what's in our best interest. The local ownership and local control is huge for us. We've been extremely happy with IFN."

IFN is proud to create connections that play a part in Beck's continuing success.



**"WE WERE STRUGGLING TO FIND GOOD BANDWIDTH."**

"We knew we were in trouble when we had maxed out every bit of copper between our headquarters and our telecommunication providers' central office and they told us they couldn't provide any more services. **Luckily, Intelligent Fiber Network made it easy for us.**"

**Brad Fruth**  
Manager of Information Services, Beck's Hybrids