



CASE STUDY

Pike Industries, Inc.

Pike Industries, Inc., located in Belmont, New Hampshire, is a leading producer of quality aggregates for New England's construction industry. Founded in 1872, Pike Industries has 1,300 employees, and operates 41 asphalt plants, 12 gravel pits, and 11 crushing facilities throughout New Hampshire, Maine, and Vermont.

Challenges.

Many Pike Industries employees work at remote sites, in areas where the company's previous carrier did not provide adequate coverage. "We have crews working all over the place," said IT Manager Nancy Barker. "We have plants, pits, crushing facilities, labs, and mechanic shops, plus there are the construction paving crews. And too often, we were unable to get cell service when and where we needed it."

Barker also wanted to get the company's plants and labs, which are generally located outside city grids, linked to the Internet and company intranets. The various divisions of the company needed to communicate and share data, and the state engineers who visit the labs required Internet access. But finding an economical way to get connected in such remote areas proved to be a major challenge.

"In many of the areas where we have facilities, there's no cable or DSL, so we would have had to pay for the trenches to be dug and the cable run," said Barker. "And that was a very costly proposition. We had quotes as high as \$6,000 per site, just to string the cable."

Solution.

Barker switched some of Pike Industries over to Verizon Wireless, and is using BlackBerry® smartphones for project managers, coordinators, crew supervisors, and site managers, giving them mobile voice and data access.

Barker also upgraded notebooks at the remote sites with PC Cards and Mobile Broadband service, providing users with reliable high-speed access to the Internet, intranets, instant messaging, and email.

PIKE INDUSTRIES, INC.

Company Description:

Pike Industries is a leading producer of quality aggregates for New England's construction industry.

Challenges:

- Needed reliable voice and data coverage in remote areas.
- Wanted to improve communication.
- Needed to provide connectivity to remote sites.

Solution:

- Switched to Verizon Wireless.
- Purchased BlackBerry smartphones for managers, coordinators, and supervisors to provide quick, convenient access to email, contacts, calendars, organizers, and the Web.
- Upgraded notebooks at remote sites with PC Cards and Verizon Wireless Mobile Broadband service, allowing employees and regulators to access company intranets and the Internet.



Results.

With reliable wireless coverage, communication has vastly improved among the company's far-flung staff. "We have better communication, faster communication, real-time communication," Barker said.

The BlackBerry smartphones also make life easier for Pike Industries' mobile staff. "Most of us travel, since we operate in three states," said Barker. "Having BlackBerry smartphones means we don't have to carry notebooks for email. That makes for much greater ease of use."

Switching to PC Cards and Mobile Broadband service on company notebooks has provided major benefits, too. Many of Pike Industries' remote sites are now online and able to tie into the corporate network for email, accounting, and other shared enterprise resource planning (ERP) functions—without a large outlay of cash.

"We're seeing significant savings from not having to run cable to our sites for a WAN connection," said Barker. "And the PC Cards are cheaper than monthly cable expenses."

Barker is pleased with the products and services she has purchased from Verizon Wireless, as well as with the staff. "I've had very positive experiences with sales and customer service," she said. "Verizon Wireless provides good service *and* good support."

Results:

- Expanded cell phone coverage area.
- Improved communication among widespread staff.
- Provided connectivity to remote sites.
- Saved money by not having to dig trenches and lay cable to those sites.
- Saved money by avoiding monthly cable bill.

"We have better communication, faster communication, real-time communication."

**NANCY BARKER,
IT MANAGER,
PIKE INDUSTRIES, INC.**