

CASE STUDY: SOUTHERN STATES



Headquarters - Richmond, VA
Size - 1200+ retail locations in 23 states
Fleet - BR800s, SUA1500s
(approximately 2-3 units per locations)
Joined CPP - June 2011

Since 1923 Southern States has been providing expert products, services and advice to the agricultural world. Owned by more than 300,000 farmers, the cooperative purchases, manufactures and processes feed, seed, fertilizer, farm supplies and fuel.

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In early 2008, Southern States invested tens of thousands of dollars in new APC UPS units for all of their 1200+ retail locations. By 2011, the units had come out of warranty and started failing at a fairly high rate. **Southern States had expected the units to last five years; therefore, Jason Staples, Manager of IS Support Services, knew he wouldn't get the budget to refresh the fleet again until 2013.**

Without funds for warranty extensions or new equipment, Jason opted to replace the batteries, having stores send the failed units to his report, Steve Nelson, at HQ in Richmond and sending them back with new batteries. He quickly learned that there were three issues with this plan:

1. Sometimes just replacing the battery didn't make the unit work again.
2. Shipping units back and forth was both costly and inefficient.
3. The majority of Steve's day was spent replacing batteries, leaving little time for network support for the chain's 1200+ locations.

The answer? CoastTec's Comprehensive Protection Plan. Not only did the CPP fit in their budget but it freed up much of Steve's time. "Not having to order and keep a lot of batteries on hand has been a big help," Steve said. "(The CPP) has taken shipping and logistics from my end. I like that it only takes an email to get things going and the product is on the way. Now, I just do a follow up to make sure that the user is up and running."

Since joining the CPP in June 2011, Southern States has refreshed over 1000 units, keeping their fleet up and under warranty, and their data protected.

