



## CHALLENGES

Reliability

Geographically dispersed

Data protection

## SOLUTIONS

Consistent high-speed access

Customized infrastructure

Network diversity and redundancy

## Faster Fiber. Better Business.

The advent of Industry 4.0 is changing the perception of manufacturing across the globe—such that requiring a high-speed, low-latency network is no longer reserved for IT companies.

“Our Willard, Ohio, facility produces tractors and snow throwers that come off the line in less than 30 seconds,” explains Tim Sakmar, Global Network Manager, MTD Products. “If that connectivity gets severed, the lines stop and people get sent home. It’s absolutely essential that the connectivity is good and it is reliable.”

As a manufacturer of outdoor power equipment for both residential and commercial industries, MTD Products is among those companies embracing the high-tech requirements of today’s manufacturing sector.

“Technology plays a huge role for MTD; it’s been a paradigm shift for us,” says Sakmar.

Founded more than eight decades ago, MTD’s engineering expertise and state-of-the-art facilities have earned the company a reputation around the world for its innovative, award-winning products and excellence in quality and service.

“With the speed of business and how fast requirements change, it’s very refreshing to work with a vendor like Everstream who’s able to rapidly change and evolve to meet our needs.”

Along with Cub Cadet, Troy-Bilt and Remington, the MTD family of brands includes MTD®, MTD Gold®, MTD Pro®, Yard-Man®, Yard Machines® and Bolens®. Available through tier one retailers, MTD’s family of brands includes a complete range of products to suit every type of customer’s garden, lawn care and snow removal needs.

MTD Products has more than 60 locations worldwide, including major manufacturing sites in Australia, China, Europe, Mexico and the United States. The business relies on a fast, low-latency network connection that allows information to flow seamlessly among its facilities.

Everstream is a super-regional network service provider bringing fiber-based Ethernet, internet and data center solutions to businesses throughout the Midwest. The company focuses on delivering best-in-class network solutions while providing an unrivaled commitment to customer service.

Everstream provides MTD with its internet and MPLS connections as well as private point-to-point links between key manufacturing and distribution facilities. Everstream also assisted in the relocation of MTD’s corporate data centers from its corporate campus to an off-site colocation facility, a critical project for the company.

“Due to the fact that Everstream is built into 29 data centers in Ohio and Michigan, we’re able to meet our customers’ needs as that on/off ramp to their data center,” says Bill Major, Vice President, Sales and Marketing, Everstream. “Whether it’s for replication purposes, disaster recovery or business continuity, we have built the network to meet your needs.”

As a business-only fiber provider, Everstream’s network reliability, flexible connectivity options and timely installs were critical determining factors for MTD. Historically, some of the company’s sites have been a challenge to service due to their geographic locations.

Notably, Valley City, Ohio, is home to MTD Products’ corporate headquarters while key manufacturing and distribution facilities are located in Willard, Ohio, and Shelby, Ohio. Previously, the connectivity options available in these areas were antiquated, copper-based connections that were not keeping up with the needs and growth of MTD’s business.

“Everstream was able to work with us to get onto their fiber ring and provide us with that high-speed, low-latency connectivity that we required,” says Sakmar. “With the speed of business and how fast requirements change, it’s very refreshing to work with a vendor like Everstream who’s able to rapidly change and evolve to meet our needs.”

With more than 9,500 route miles of fiber across five states and comprehensive data center connectivity at 100 Gigabit speed, Everstream provides the fastest network in the region.

Everstream engineers monitor, manage and maintain visibility and control over the entire network from the company’s 24/7 Network Operations Centers in Cleveland, Ohio, and Lansing, Michigan.

“I would tell other companies to not hesitate at all to work with Everstream,” notes Sakmar. MTD Products has been an Everstream customer since 2011. “They are one of the easiest telecom networking providers with whom I’ve ever worked.”