



Motorola Point-to-Multipoint Wireless Network Helps Supply the World with Marshmallows



"I can't think of an easier or more consistent set-up than what BOB and Motorola technology have enabled us to do. The technology has enabled us to continue to do business at times when our landlines have failed."

— John Polson, Manager of IT, Doumak Inc.

ENTERPRISE OVERVIEW:

World's largest private-label marshmallow manufacturer

Founded in 1921, Doumak Inc. is the premier supplier of private-label marshmallows in the world. Located in Elk Grove Village, Illinois, Doumak has 200 employees and occupies three buildings including its corporate headquarters and two warehouses. For more than four decades, Doumak brands like Campfire in the U.S. and Rocky Mountain in Europe and Asia have been roasting over campfires and making treats like S'mores, sweet potato pie and steaming mugs of hot chocolate taste sweeter. The company makes ten different kinds of marshmallows of all colors and sizes, under a wide variety of private-label brand names. With so many different variations to keep track of, exceptional inventory control becomes crucial.

THE CHALLENGE:

To provide reliable connectivity despite one of the area's oldest and most dated wireline infrastructures

About five years ago, the company started a barcode scanning inventory control system utilizing Motorola MC9090 mobile barcode scanners. "Our data is transmitted to and from our warehouses and our headquarters," says John Polson, Manager of IT. "It's the only way we know where everything is." The importance of its inventory management network has underscored the problems of the legacy infrastructure in the area. Doumak regularly experienced failures of its leased T1 phone lines—often one or two failures a month—especially in inclement weather. When the network went dark, Doumak was forced to resort to error-prone manual recording of inventory information, causing the entire process to slow down considerably.

It was easy to tell when the system was down; trucks began stacking up at the warehouses. "It wasn't that we couldn't manufacture, it was that processes that fed into areas like order entry, shipping and receiving weren't available until the data was brought back up to date," Polson explains. Even after service was restored, it took several hours to get the paper records manually

CUSTOMER PROFILE

Enterprise
Doumak Inc.

Industry
Manufacturing

Motorola solution

- Motorola Point-to-Multipoint wireless backup network
- Motorola Access Points
- Motorola Subscriber Modules
- Motorola MC9090 mobile barcode scanners

Solution features

- Reliable wireless redundant network
- Transparent fail over to wireless backup
- Temporary network extensions in hours

Benefits

- Uninterrupted data and Internet connectivity
- Continuous automated inventory control
- Elimination of recurring leased line expenses
- Simplified deployment and scalability
- Significant savings in time, money and effort

entered into the system. "As inventory control became core to our business," notes Polson, "network failures were costing us time and money."

THE SOLUTION: High-speed Motorola Point-to-Multipoint wireless backup network

When Polson joined the firm, his first priority was to create a redundant fail-over LAN to eliminate the problems caused by constant wireline service interruptions. The company worked with Business Only Broadband (BOB), a Chicago-based solutions provider, utilizing its high-speed Motorola Point-to-Multipoint wireless network as an alternative solution. The network has 31 Access Points (APs) throughout the Chicago area, providing streamlined connectivity and performance by ensuring that no customer is more than three miles from an AP. BOB placed a Motorola Subscriber Module (SM) on each of Doumak's buildings, and by accessing its Motorola wireless backbone, the company now has a more survivable LAN they can always count on.

BOB was also able to provide seasonal flexibility. Doumak's busiest times are driven by the holiday season, and from August to November they lease a temporary warehouse to handle the increased product flow. Bringing in new T1 lines would take 45 to 60 days or longer, which was obviously a problem. A temporary Motorola wireless network was another story altogether. "I called BOB at 9 a.m. on

Monday morning, negotiated over the phone, faxed a signed agreement and the network was up and running by noon," marvels Polson. "It was astonishing."

THE RESULTS: Reliable automatic fail over network eliminates network down time

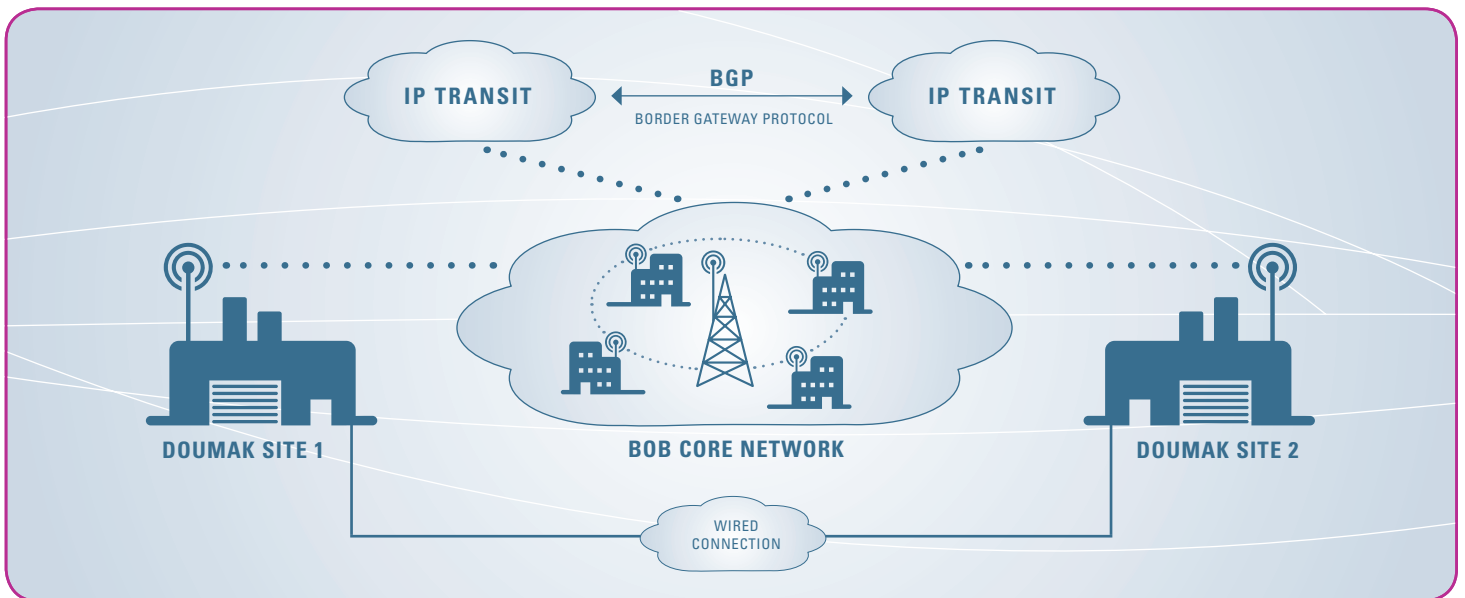
Doumak began utilizing BOB's wireless Motorola Point-to-Multipoint system as a backup network in January of 2007. "Since that time, the system has failed-over perhaps a dozen times and has never let us down," reports Polson. "Nobody even knew it had happened, which is exactly what we want." When the backup network is needed, it takes, in Polson's words, "a tenth of a millisecond" to re-route the data over the wireless LAN, restoring site-to-site data transmission and crucial Internet connectivity. "The technology has been reliable even during weather events such as ice storms and heavy thunderstorms that have knocked out the entire phone system," Polson continues. "The flexibility of the system and consistency of the Motorola hardware have saved us a lot of time, money and effort."

Doumak is planning to expand its wireless capabilities in the future, with a hosted Voice over Internet Protocol (VoIP) solution scheduled to begin in early 2009. Bottom line, Doumak is extremely pleased with BOB's Motorola-based wireless network. Polson sums up, "When we've needed it, it's always been there."

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- John Polson, Manager of IT, Doumak Inc.

VLAN DESIGN



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