



Profile

Brothers Brown and Associates (BBA) is a distributor of orthopedic supplies for Wright Medical. In the past 4 years BBA has been rated among Wright Medical's top 3 selling positions in the United States.

Business Challenge:

Brothers Brown came to Redwood with the need for an improved business technology system. They had been using satellite for their internet connection which caused various VPN connectivity issues. BBA needed a dependable and efficient solution to communicate with Wright Medical's HQ. Additionally, due to BBA's location (approximately 5 miles from the nearest town) the high cost of traditional wire based connection was out of the question.

Solution:

Redwood researched many potential solutions and found that the most profitable solution was to install a wireless network. Redwood installed the wireless network connection through a local ISP to BBA's main facility that spanned 26 miles to the best Internet connection.

After the wireless connection was established, BBA was able to significantly increase productivity for each employee. In addition, Redwood was able to introduce an email server and collaborative software which allowed the main office to communicate effectively with satellite offices in the Midwest and BBA's sales force.

As Redwood strengthened its relationship with Brothers Brown and Associates we have been able recommend and implement many new technologies that have increased the effectiveness of each employee. To date Redwood is a continual business partner with Brothers Brown and Associates, providing ongoing technology consulting that further increases the profitability of this organization.

Brothers Brown and Associates