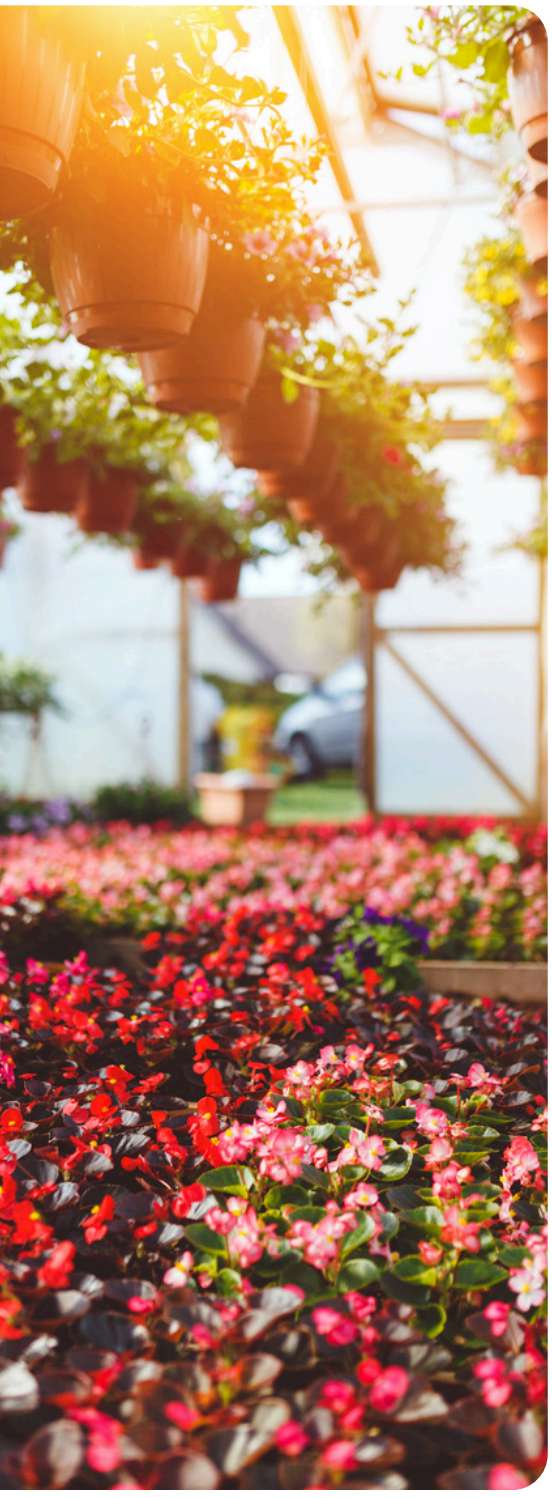
Client Success Story



ABOUT BALL HORTICULTURAL

Ball Horticultural is coloring the world. What started as a wholesale cut flower operation in 1905 has grown into an international "floriculture" dynasty. The 4th-generation, family-run business specializes in developing and distributing innovative commercial horticulture products, such as new colors, drought tolerant plants and advanced seed technologies.

Ball's objective is to "Color the World" by "feed[ing] the soul and brighten[ing] the lives of people around the globe" through horticulture. Running parallel to that goal is the desire to lead the industry in the production, sales, and distribution of ornamental crops. With an operation and objective this massive—yet customer-focused and personal—it's vital to have a scalable digital foundation and a reliable partner to help manage it.

One of Ball's "Seeds of Success" reads, "Never sacrifice the long-term for the short-term." They planted that seed when investing in more streamlined, future-proof IT solutions that could effectively evolve with them. Ball opted out of a quick fix, instead choosing a **strategic infrastructure overhaul with the help of experts** and trusted partners, American Digital.

PROJECT OVERVIEW

American Digital and Ball Horticultural began working together in 2020. The relationship took a new step in 2021 when they partnered to help Ball upgrade its SAP environment. At the same time, Ball faced aging, underperforming infrastructure. As a result, Ball required a total hardware platform refresh.

While they understood the importance of their infrastructure refresh, they became increasingly concerned about system performance and wanted to be sure that any investment in their refresh must be able to support future business needs and growth. They needed a partner to manage their **digital transformation with expertise and empathy**.

To kick off the project, Ball brought our team in for a proof of concept and to assess their current environment. They sought a faster, more sustainable, custom storage solution to drive their long-term business objectives and support their SAP S/4HANA move and other applications such as the e-commerce platform WebTrack. As the need for overall application and infrastructure performance became clear, and it became evident that a storage refresh alone wouldn't solve the issues, the project team began to rethink more strategically toward a higher level of transformation

Ball adopted a cloud-first strategy. After migrating to Office 365 and SharePoint online, they migrated their SAP environment to Azure while simultaneously upgrading SAP ECC to SAP S/4HANA. They installed Agriware and Business Central at the farms, as well as Power BI. Ball also employed new development tools and testing automation.

THE RESULTS & ON-GOING RELATIONSHIP

Following the successful migration in 2022 of SAP S/4, American Digital began providing **managed services to support Ball's entire infrastructure**. Our team's day-to-day monitoring and expertise in compliance, security, and integration have since provided high application availability. Our flexible capabilities allow them to scale up or down as additional cloud resources are needed.

"Ball finds their current environment to be affordable and scalable. We are thrilled to help the horticulture leaders manage a solution that directly resolved their initial challenges—and then some," shared Bob Panos, President of American Digital. "We continue to support them by helping them achieve 24/7 system stability, ensuring their environment runs smoothly and allowing their team to focus on meeting their strategic goals instead of day-to-day issues," added Panos.

American Digital goes to great lengths to understand Ball Horticultural's evolving environment, business and goals. The approach is high touch and high response. "ADC's ultimate value to Ball goes beyond their trusted partnership, they serve as a valuable extension of our team," explains Mark Morris, CIO, Global Operations and Security of Ball Horticultural.

VALUED PARTNERSHIP

Digital environments require an expert team to manage them—especially those fresh off such a significant transformation. Enter American Digital. We first engaged with Ball Horticultural in 2020 during a proof of concept. Ball sought to streamline its ecosystem with an infrastructure solution for all applications including SAP S/4.

Our thorough assessment of their infrastructure and acute understanding of their needs at the project's start set us up for ongoing collaboration and the trusted partnership that continues today.

Throughout this IT journey, Ball trusted American Digital with managed services and, by extension, their peace of mind. Mark Morris, CIO, Global Operations and Security of Ball, claims "choosing your strategic partners wisely" is more than a cliché. He shared that American Digital was by Ball's side from the outset, mitigating any concerns through reliable and client-first support.

AMERICANDIGITAL

Need help with an upcoming project or migration? We offer complementary assessments and consultations to fully understand your unique IT environment. **Contact American Digital at 847-637-4300 or info@americandigital.com.**

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SAP Silver Partner

HPE

ABOUT US

Although companies work with companies, our ethos is that "people work with people". We see our clients as long-term partners and reinforce that relationship daily through consistency, reliability, and accountability. Our 42 years of expertise includes long-standing partnerships with HPE, Azure, Equinix, SAP, Microsoft, and more.

With over 300 successful migrations, our SAP and Managed Services practice is built on customizable solutions that support mission-critical business applications safely and securely. We take pride in being the partner our clients can always count on.