Case Study

Agribusiness Internet Connectivity

Maple Ridge Dairy is a progressive 1800 cow dairy farm cropping on 3800 acres of farm land. Located in Stratford, Wis., Maple Ridge Dairy is committed in investing in the technologies of tomorrow in order to better serve people, help the environment and provide for cow comfort.

As a large agribusiness, they had several advanced connectivity needs. In addition to needing internet connectivity for basic agribusiness solutions, Maple Ridge Dairy needed to have the ability to monitor the cows remotely, regardless of where they were located on the farm. They also needed to remotely access their cloud DVR to review farm activity.

Being located in a rural area in Central Wisconsin, not many opportunities existed for the type of internet connectivity they needed for these applications. After speaking with their local business consultant from Cellcom, they were able to find solutions to meet their needs.

Using a cellular mobile broadband device from Cradlepoint allowed Maple Ridge Dairy to get the internet connectivity they needed and allowed them to put the device wherever it needed to be located on the farm. Cradlepoint devices are cellular-based and can be placed wherever there is an LTE connection, making it much less restricted than a landline solution.

Cradlepoint devices can also be specially programmed to work with any network configuration and the network hardware being used. Configuring the Cradlepoint allowed them to setup a VPN (virtual private network) to remotely access, monitor and manage their on-premise agribusiness solutions while on or off the farm. Additionally, they can access their cloud DVR through a secure internet connection.

Maple Ridge Dairy: www.facebook.com/mapleridgedairy/

Cellular Equipment & Service Used:
- Cradlepoint IBR600
- Cradlepoint Cradlecare
- Cradlepoint Enterprise Cloud Manager
- Mobile Broadband Plan
- Static IP