



Pure IP Gives Wabash the Network Resilience and Manageability IT Demands

The Challenge: Bringing Order to Modernization Across a Sprawling IT Infrastructure

- Wabash, a world-class manufacturer of advanced engineered solutions and services for transportation, logistics, and infrastructure markets, is known for innovation, reliability, and industry expertise. This **requires an IT infrastructure that supports innovation and reliability**. The company had been working with LinLogix, a trusted regional provider, but when COVID hit and the entire industry was impacted, the relationship was put on pause.
- Fast forward a couple of years, and Wabash **was ready to migrate from MPLS to dedicated internet access (DIA) with backup broadband for resilience**. However, with 21 locations across North America, some of which are in non-metro or hard-to-service areas, this was a challenge.

"We were dealing with no less than 25 carriers, and because our locations aren't all in major metros, getting service to some of these sites can be challenging," said **Bill Tripp, Director of Information Technology at Wabash**.

- In some cases, construction would be required to bring broadband to certain remote facilities.

Overview

Customer: Wabash is a leading manufacturer of transportation and logistics solutions, moving goods from first to final mile across North America.

Industry: Transportation and logistics

Scope: 21 offices throughout North America

Solutions:

- Managed WAN
- Global NOC and central visibility

- **Managing all those carriers was also an issue.** Dealing with the different contracts, billing systems, circuit provisioning, and monthly invoices was time-consuming for multiple teams. With an established relationship already in place, Wabash turned to the LinLogix team for guidance. Following Pure IP's acquisition of LinLogix, the familiar faces and trusted expertise Wabash had come to rely on carried forward, making the decision to engage Pure IP a natural one.

The Solution: Built-In Redundancy, Simplified Management, and Deep Expertise

- Leveraging deep network expertise, the Pure IP team assessed Wabash's plan and **provided targeted architectural guidance and environment-specific configuration recommendations**.

→ Pure IP took a methodical approach to Wabash's network transformation, **designing a DIA-based architecture with redundant, diverse-path connectivity that regional carriers simply couldn't match.** Every site was individually assessed for circuit requirements, high-availability needs, and redundancy feasibility. When construction was unavoidable, Pure IP put their industry expertise and relationships to work, keeping costs in check. At one location, a six-figure street-to-site quote was cut in half through direct negotiation—a clear example of Pure IP going beyond connectivity to deliver real bottom-line value.

"Pure IP was there throughout the entire process, even participating in discussions that weren't related to the circuits themselves," said Tripp. "That makes them valuable partners—not just for the circuits but for their implementation and the technologies that rely on them."

- Pure IP's **fully Managed WAN solution** consolidates procurement and management of all circuits, so Wabash now only deals with one point of contact and one monthly bill.
- And the Pure IP **global NOC and central visibility** provides continuous oversight of the infrastructure.



The Result: Cost Efficiency, Operational Simplicity, and Support That Goes Beyond the Contract

- Pure IP delivered **measurable financial impact from the start.** Despite increasing the overall circuit count to support a more resilient architecture, total costs dropped 5% in year one and continued to scale to 18% in savings over time. Pure IP also eliminated the complexity of managing multiple vendor contracts and invoices, streamlining operations and reducing overhead across the entire infrastructure. Wabash IT doesn't operate 24/7, but Pure IP provides peace of mind by delivering round-the-clock monitoring. In fact, Pure IP often identifies and resolves issues before Wabash is even aware of them. "Pure IP is the easy button for managing our circuits," said Tripp.
- That level of conscientiousness isn't limited to operational monitoring. The Pure IP team is in regular contact with the Wabash team, providing **strategic guidance.** "We hear from them frequently, even if they're not selling anything," noted Tripp. "When we don't have the answers for a particular situation, they help guide us and offer insights based on their experience with a wide range of customers who have encountered similar challenges."

"I cannot fathom loving the work that the Pure IP folks do, but they genuinely care about what they deliver, the quality of that deliverable, and our ultimate success," concluded Tripp.