

Case study

Empowering Krispy Kreme's IT Infrastructure for Global Growth

HighPoint partnered with Krispy Kreme to provide a comprehensive managed services solution, enhancing their IT infrastructure and security. This collaboration allowed Krispy Kreme to focus on core operations while ensuring robust and scalable IT support for their global expansion.

The Client

Krispy Kreme, a renowned multinational company, boasts 21,500 employees and 1,200 locations worldwide. With a presence in 26 markets, Krispy Kreme is a leading player in the global doughnut and coffee shop industry. Their commitment to providing high-quality products and exceptional customer experiences has made them a beloved brand across the globe.

As Krispy Kreme continues to expand, they recognized the need for a robust and scalable IT infrastructure to support their long-term goals. Their existing in-house resources, while valuable, did not have the breadth and depth of expertise required to manage the growing complexity of their IT environment across various technologies.


The Challenge


Krispy Kreme needed a trusted partner to monitor and manage their IT infrastructure.

HighPoint's expertise was sought because Krispy Kreme needed a trusted IT partner to manage complex infrastructure needs. Monitoring and managing network infrastructure, Meraki systems, and Palo Alto firewalls in-house had become resource-intensive and expensive. With continued growth on the horizon, Krispy Kreme needed a partner who would integrate directly with their existing team.

The scope of the project included:

 **Managed Services**
Comprehensive support across various areas including network and security.

 **Cost-Effective Solution**
A solution that provides excellent service without exceeding budget constraints.

 **Comprehensive IT Support**
A partner capable of supporting all IT infrastructure needs seamlessly.



**21,500
Employees**

**1,200
Locations
worldwide**

**26 Markets
where
Krispy Kreme
operates**



The Process: Establishing Trust and Understanding Needs Through a Phased Approach

HighPoint's initial engagement with Krispy Kreme began in January 2022, providing professional services like staff augmentation, pen testing, cloud services, and loyalty app support. These services allowed HighPoint to gain a deep understanding of Krispy Kreme's IT infrastructure and build trust.

HighPoint proposed a phased approach to build trust, starting small and demonstrating their expertise before expanding the scope of the project. This strategy ensured that Krispy Kreme felt confident in HighPoint's capabilities before committing to a full-scale managed services solution.

The Solution: Comprehensive Managed Services

HighPoint developed a comprehensive managed services solution tailored to Krispy Kreme's needs:



Network Infrastructure Managed Services

Ongoing support for Krispy Kreme's network infrastructure.



Meraki Infrastructure Support

Management of the Meraki infrastructure across all U.S. stores.



Managed Firewalls

Ensuring the security of Krispy Kreme's network through the management of Palo Alto firewalls.



Additional Services Included:

- Patching critical security vulnerabilities
- Telecom support to ensure network connectivity
- Vendor management to streamline IT operations
- Move, add, and change (MAC) services to support network modifications

By leveraging HighPoint's expertise, Krispy Kreme can focus on their core business while ensuring a secure and scalable IT infrastructure to support their growth.

Tangible Outcomes

Seamless Transition
Successful transition from professional services to a comprehensive managed services solution.

Enhanced Security
Improved network security through proactive management and patching of vulnerabilities.

Operational Efficiency
Streamlined IT operations and reduced resource burden on Krispy Kreme's in-house team.

The Result: Seamless IT Integration and Growth Support

HighPoint's managed services solution provided Krispy Kreme with a fully integrated and scalable IT infrastructure, allowing the company to focus on their core operations. The seamless transition and effective management ensured that business operations were not negatively impacted.

Krispy Kreme benefited from improved security, operational efficiency, and cost savings. The ongoing support and expertise provided by HighPoint allowed Krispy Kreme to maintain a robust IT environment capable of supporting their continued global growth. With HighPoint as a trusted partner, Krispy Kreme is well-equipped to navigate the complexities of their IT infrastructure and achieve their long-term objectives.

"If relationships are important, and trust in who you're dealing with is a paramount qualifier, then HighPoint is the company you want to partner with."

- Jerry Fowler, CISO and Senior Director of Infrastructure, Krispy Kreme