

Empowering agility in agriculture

How Ideafruit transformed its
IT ecosystem to remain
adaptable and focused on
global fruit supply



**CUSTOMER
SUCCESS STORY**



Customer challenge

Ideafruit is a leading player in the agricultural value chain, specialising in apples and pears and ensuring seamless global distribution. Their BRC-accredited packhouse processes up to 180 tons of fruit daily during peak seasons, operating 24/7 to guarantee supply.

As global demand for digitisation accelerated during the Covid-19 pandemic, Ideafruit's fragmented IT landscape (managed by multiple third-party providers) made it increasingly difficult to keep pace. Resolving issues became time-consuming, and with a small internal IT team, staying aligned with modern practices was a constant challenge.

The solution

First Technology partnered with Ideafruit to assess and modernise its IT ecosystem, beginning with a comprehensive review of vulnerabilities across systems.

The team addressed inefficiencies in Active Directory, patching, antivirus, and backups, while streamlining management to reduce reliance on multiple providers.

A scalable, secure foundation was established covering server, network, and digital security management, ensuring Ideafruit's IT was modernised, resilient, and future-ready.

This holistic transformation gave Ideafruit access to a single trusted digital partner, providing both robust day-to-day support and long-term strategic direction.

"With First Technology we have readily available access to a vast range of services, each spearheaded by a team that are specialists in their domain."

Tonja Blom | General Manager
at Ideafruit

The results

- **Enhanced Infrastructure:** Modern, scalable systems to support operations.
- **Improved Agility:** Increased ability to adapt to shifting demands.
- **Freed Internal Resources:** IT team can focus on strategic business priorities.
- **Trusted Partnership:** Single provider delivering both support and strategic direction.