

CUSTOMER STORY

Arrow Stage Lines accelerates growth and security with RapidScale



Founded in 1928, Arrow Stage Lines is a fourth-generation, family-owned motor coach transportation company. With a mission to provide safe, comfortable, and reliable service, the company operates across 12 locations in the U.S.

After nearly a century of family-run excellence, Arrow Stage Lines faced a modern challenge. Outdated infrastructure was slowing operations and risking security in all its branches. Through its parent company Cox Business, RapidScale transformed their IT backbone, unlocking speed, scalability, and peace of mind through its innovative cloud services.

Challenge

Their legacy IT infrastructure was centered around a costly, maintenance heavy server room in Nebraska, and it was becoming a liability. Power outages and system failures at headquarters disrupted operations nationwide. The need for a scalable, secure, and efficient solution became urgent. Key pain points included:



"The technology is very good, but what stands out is the people we've got to work with. The benefit of them understanding our business and then providing solutions and supporting us has been invaluable."

Luke Busskohl,
President & CEO,
Arrow Stage Lines



Entry-level challenges:

- High maintenance costs for on-premises servers.
- Nationwide operational disruptions due to localized outages.
- Limited scalability for new locations and staff



Internal challenges:

- Leadership needed to ensure business continuity and security.
- IT teams were burdened with daily server maintenance.
- Employees across locations experienced slow system performance.



Performance and security challenges:

- Operational inefficiencies hindered growth.
- Cybersecurity risks loomed large, with potential for human error.
- Infrastructure limitations constrained expansion plans.

Solution

RapidScale implemented a multi-layered cloud and cybersecurity solution tailored to Arrow Stage Lines' operational needs. The solution included:

- RapidScale Infrastructure as a Service (IaaS), eliminating the need for on-premise servers, reducing maintenance costs and downtime.
- RapidScale's managed Disaster Recovery as a Service (DRaaS), combatting outages with redundant architecture and ensures high availability and disaster recovery.
- Dedicated fiber internet, delivering high-speed, low-latency connections to support real-time operations, managed SD-WAN, optimizing traffic routes and ensuring consistent performance across all branches.
- Managed Detection and Response (MDR), providing 24/7/365 monitoring and implemented real-time intrusion detection.
- Scalable onboarding framework, meaning new locations and users could be added easily with cloud-based provisioning and centralized configuration.
- Automated User Access Controls, with role-based permissions to ensure secure access to resources.

Key outcomes & business impact

The transformation was immediate and impactful, with employees across the country noticing faster system performance. IT teams were freed from daily server maintenance, allowing them to focus on strategic initiatives. Cybersecurity concerns were significantly reduced, and the company gained the agility to scale operations effortlessly.



"If you're considering moving to the cloud, I would say just do it. You'll gain efficiencies and speed. If I had known we'd be receiving these specific benefits and more, I would've made the switch sooner."

Luke Busskohl,
President & CEO, Arrow Stage Lines

Why RapidScale

Rather than just fixing their short-term pain points, Cox Business and RapidScale became the company's strategic partners by delivering comprehensive solutions and differentiated support for their long-term goals. Leveraging RapidScale's secure and scalable cloud infrastructure, Arrow Stage Lines continues to expand with confidence. RapidScale's consultative approach, technical expertise, and understanding of Arrow's business made them the ideal choice.

Conclusion

This partnership demonstrates how organizations with legacy technology can embrace digital transformation without compromising their core values. By replacing outdated infrastructure with a secure, scalable cloud solution, Arrow not only resolved immediate operational challenges but also positioned the business for future growth and increased profits. Arrow Stage Lines is now equipped to deliver on its mission to provide safe, comfortable, and reliable transportation, now with the confidence that its technology is as forward-thinking as its vision.

Speak to a RapidScale cloud expert today: meet@rapidscale.com

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