



# case study

## FOOD AND BEVERAGE

CORE HYDRATION



## Background

A health and wellness company founded on innovative design and science, CORE® Nutrition is the maker of CORE® Hydration premium bottled water products and organic fruit-infused beverages. CORE Nutrition was founded by beverage industry veteran Lance Collins, best known for creating billion-dollar brands such as FUZE® and NOS Energy®. CORE's Music Brand Ambassadors include Katy Perry, Adam Levine, Becky G, Diplo, Juicy J, and Max Martin. CORE brands can be found at leading retailers such as 7-Eleven, Circle K, Wawa, Albertsons, Kroger, and Safeway.

Company Size

**46**  
employees

Region

**National**

Industry

**Food and  
Beverage**

## Challenge

Founded in 2015, CORE Hydration's executive team quickly realized they would need a fully-staffed IT department and scalable architecture that would enable the company to capitalize on technology, people, and processes if they wanted to achieve their aggressive growth strategy to dominate the premium bottled water market. CORE Hydration faced two options. First, build an in-house IT team of specialists that could tackle everything from day-to-day helpdesk services, server and network support, remote access, hardware monitoring, and cybersecurity. Second, to build a backup and disaster recovery solution that would ensure business continuity. Alternately, CORE Hydration could partner with a Managed IT Service Provider to gain access to a full team of IT professionals with the expertise to support their long-term business goals and infrastructure needs.

## Services Rendered

- Managed Services Agreement (Full-service Outsourced IT) with On-site Support
- Firewall and Network Upgrade
- Managed Office 365
- Managed Backup and Disaster Recovery

## Solutions Provided

After a thorough assessment of CORE Hydration's IT environment, business goals and objectives, investments, operating structure, workforce needs, services, and strategies; Next Perimeter presented a comprehensive managed-services solution backed 24/7 by a U.S.-based team of professionals. As CORE's integrated IT department, Next Perimeter provided proactive, unlimited IT support plans, monitoring, and optimized systems including servers, laptops, operating systems, applications, databases, mobile devices, routers, firewalls, and antivirus software. By streamlining the on-premise and cloud-based infrastructure of CORE Hydration, we were able to eliminate downtime, enhance security, and improve employee productivity with a unified collaboration strategy that empowered CORE's mobile workforce to effectively work with onsite departments.

## Results

In 43 months, CORE Nutrition grew from a small startup to a half-billion-dollar organization that would be acquired for \$525 million by Keurig Dr Pepper, and Next Perimeter provided them with the critical managed services necessary to facilitate such growth. As a result, CORE Nutrition realized increased productivity, staff mobility, client communications, network security, and overall collaboration.

The decision to bring Next Perimeter in as their fully staffed IT department allowed CORE to invest capital in more important areas while avoiding the added stress of staffing, operating, and managing an internal IT department. Our technicians and engineers' proactive management and expertise resulted in a significant cost saving.

Our threat detection, error discovery, and proactive self-healing RMM system automatically resolved 13,100 tickets over 42 months. As a testament to Next Perimeter's quality of service, less than 22 user-generated support tickets were created per month across 96 employees, leading CORE Hydration to experience virtually zero downtime in three and a half years.

***"Measure twice, cut once. When the IT infrastructure of a business is set up correctly the first time, the organization can operate like a well-oiled machine,"***  
states Luy Teitelroit, CEO of Next Perimeter.

***"Critical to success in any business is the ability to build networks that enrich both parties. ITSG remained fully dedicated to CORE Hydration as a small virtual office to our half-billion-dollar sale to Keurig Dr. Pepper. Our multi-year relationship enabled us to rapidly become a competitive beverage company through focused solutions backed up with personalized expert support from their U.S. based team. Next Perimeter truly was and still is the perfect fit for any IT challenge."***

– Zachery T., Vice President of Finance, CORE Nutrition



# Let's Work Together



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## About Us

As a leader in cloud-first cybersecurity and IT support, Next Perimeter protects businesses from modern threats, whether in the office or remote. Our Zero Trust architecture and SaaS posture management deliver a secure, optimized endpoint experience without the need for servers or office space.

Our SASE network as a service replaces traditional VPNs with an always-on, secure connection, ensuring high-speed, reliable network security across the globe. Specializing in holistic threat detection and response, we safeguard your digital assets with cutting-edge AI-powered solutions.