



From Island to Partner: AgRevolution's Growth Through Strategic Technology Alignment



Vertical

- Agricultural Equipment

Services

- Backup
- Managed Infrastructure
- Microsoft 365
- Security

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Stacy Anthony
CEO, AgRevolution

AgRevolution arrived in the agricultural equipment industry with bold intentions. Founded in January 2021 and based in Evansville, Indiana, the company was built on a mission to fill market gaps left by competitors exiting the agricultural space. As of early 2026, there are 12 brick-and-mortar locations across Indiana, Kentucky, Southern Illinois, and Ohio, supporting a fleet of 61 mobile service trucks and a team of over 100 field personnel.

At the helm is Stacy Anthony, CEO of AgRevolution. With 27 years of experience in agricultural equipment, including a specialization in rebuilding distressed dealerships and leading an international export operation across dozens of countries, Stacy brought a wealth of industry knowledge to his new venture. His expertise in organizational transformation and growth strategy would prove essential as AgRevolution carved out its market position, representing a full portfolio of brands.

"We wanted to do something drastically different," Stacy recalls. "We asked our farmers and customers what the next generational relationship between farmer and dealer would look like. What we heard was clear: they want to transact closer to the point and place where they choose to do business—on their farm, at the farm gate."

Taking it to the Streets

AgRevolution's challenge was twofold: enter a market dominated for nearly 200 years by entrenched players and do it with a fundamentally different operational model. Rather than relying solely on brick-and-mortar dealership locations, the company envisioned flipping the traditional model 180 degrees. Everything farmers were accustomed to handling inside a dealership building would now be available at their farm gate and front porch.

This vision required mobile-first operations. With approximately 90% of AgRevolution's business model centered on mobile service delivery, the company needed technology infrastructure that could support field teams working across a broad geography without relying on traditional office-based networks. Technicians needed real-time access to parts information, service requests, and customer data while on the road. Mobile sales teams needed to facilitate online tractor orders at the farm. This mobile-centric approach demanded a tech partner who understood both the technical challenges and the business realities of modern agricultural distribution.

Initially working with a different provider, AgRev found itself struggling. The frustration ran deep: phones weren't working reliably, the network was unreliable, and most critically, the support felt absent. As Stacy describes it, "We were frustrated. We were on an island by ourselves without support, without solutions, and without a true partner that understood our business and really helped us think about being able to grow."



The situation was particularly challenging because network infrastructure wasn't AgRevolution's core competency. As a dealership, the company knew agriculture, equipment, customer relationships, and field operations, not cloud architecture, network management, or cybersecurity protocols. This vulnerability created a pressing need to partner with someone who could not only deliver technology but provide the strategic guidance and responsive support that a fast-growing, regionally expanding business demanded.

The search for a new partner began with research and personal connections. After meeting Thrive at the VitalEdge IntelliDealer Conference and seeing their name resurface during due diligence, AgRev began serious conversations with Thrive's leadership.

Partnership as a Differentiator

What distinguished Thrive from other technology providers wasn't just feature parity, it was a fundamentally different approach to partnership. From the first meetings, the focus was on understanding AgRevolution's business model, not imposing a generic technology stack.

"The people side of the business when we first met them was just an amazing experience," Stacy remembers. "And then they backed it up with the service and speed to solutions. If there's anybody we enjoy seeing walk through that door, having a meeting with, it's somebody from Thrive. They're true friends in our business."

Thrive moved quickly with AgRevolution. Just a couple of weeks passed between signing the contract and the first scheduled installation—an accelerated timeline that exceeded expectations. More importantly, it reflected Thrive's understanding that delays cost AgRevolution money and put pressure on its most valuable asset: customer relationships.

Beyond responsiveness, Thrive addressed the core vulnerabilities that AgRevolution identified. The company needed:

- Reliable mobile network infrastructure that could support 90% field-based operations across multiple states
- Digital solutions at the farm gate that would enable parts ordering, service requests, and equipment transactions from anywhere
- Robust cybersecurity safeguards with proactive employee training, not just behind-the-scenes protection
- A streamlined ticketing system that routed support requests directly to the right person on the first contact

Thrive delivered on all fronts. They implemented a cloud-based infrastructure designed for mobile-first operations and embedded their technology across AgRevolution's entire enterprise, from office administration to field service trucks. Understanding the risks of widespread mobile field operations, Thrive provided transparency into cybersecurity measures and led proactive training initiatives so AgRev's field teams became active participants in protecting the business rather than passive vulnerabilities.

Stacy shares his insight into the security transformation, "Before, we were victims of cyber activity, and it wasn't fun. It disrupted business. Now we feel that the



transparency of cybersecurity, and not only that, but the training that follows up, makes our people actively involved in securing the future. When you see that embedded into your organization, you start to lower your anxiety and elevate your confidence that you have the right partner.”

Measurable Transformation

The results speak to the power of the partnership. Within months of transitioning to Thrive, AgRevolution’s entire workforce, especially the mobile technicians and field sales representatives, noticed a dramatic shift. What had been a persistent frustration became a competitive advantage.

On support responsiveness, the improvements are quantifiable. Stacy points to one metric in particular: ticketing system accessibility. “The response time is 1000% better than what we’ve ever experienced before. And instead of solutions going on for days, weeks, and months, it’s minutes and hours. That’s by far been the biggest shoutout we could give to Thrive.”

The network and connectivity issues that had plagued the previous provider seemingly vanished. “Everybody is celebrating the transition to Thrive because the phones weren’t working, the network wasn’t working, the frustration of calling and getting no solutions... all of that went away once we switched to Thrive. We now have 0 complaints,” Stacy shares.

From an operational standpoint, Thrive’s infrastructure has become seamlessly embedded across the enterprise. “There’s nothing that we have that’s not connected to Thrive,” emphasizes Stacy. Field technicians can pull parts to their mobile trucks without coming to the dealership, optimizing their time management and getting to jobs faster. Sales teams can facilitate equipment purchases from the farm. Administrative teams have reliable office connectivity. The entire business now runs as an integrated unit rather than a collection of disconnected locations and mobile units struggling against unreliable infrastructure.

Perhaps most importantly, Thrive enabled AgRevolution to think about growth again. That ‘island’ feeling, where the company struggled alone without a true technology guide, transformed into confidence. With reliable infrastructure, responsive support, and proactive security guidance, AgRevolution could focus on what it does best: serving farmers and dealers.

About Thrive

Thrive is a NextGen global technology outsourcing provider that empowers small and mid-market organizations to transform their technology into a strategic advantage. Offering a breadth of services from AI and cybersecurity to cloud, compliance, and traditional MSP/MSSP solutions, Thrive’s team of seasoned experts develop strategies that standardize, scale, and automate technology to achieve outsized ROI. From advisory services to a 24x7x365 SOC and NOC, Thrive provides end-to-end IT and cybersecurity management so clients can focus on innovation and growth. With Thrive, your business is always supported and always secure. Learn more at www.thrivenextgen.com or follow us on [LinkedIn](#).