

Arrow Stage Lines Drives Innovation Forward with Cox Business and RapidScale

Fourth Generation, family-owned transportation provider unlocks speed, security and strategic growth through cloud technology

Future-ready cloud foundation delivers real-time agility, resilient operations, and elevated customer experience

ATLANTA, GA (Nov. 11, 2025) — Cox Business announced the completion of a successful cloud migration for Arrow Stage Lines, a leading motorcoach transportation provider. The transformation—delivered in partnership with RapidScale, a hybrid managed cloud and professional services provider—modernizes legacy infrastructure with a secure, scalable cloud foundation that improves connectivity, strengthens resilience, and positions Arrow Stage Lines to deliver faster, more reliable service.

The Challenge:

With 12 U.S. locations and a customer base that includes college sports teams and nationally recognized show choirs, Arrow Stage Lines specializes in group transportation for events, such as tours, corporate gatherings and weddings. The fourth-generation, Omaha-based family business is dedicated to safe, comfortable and reliable ground transportation.

For a company that operates across multiple states and coordinates time-sensitive travel logistics, seamless connectivity is essential—not only to ensure real-time communication between dispatch centers and drivers, but also to maintain operational continuity, deliver responsive customer service, and uphold the high standards expected by elite clientele.

Behind the scenes, Arrow Stage Lines was operating on legacy infrastructure that couldn't keep pace with its growing business demands. A single, centralized server room in Nebraska supported all 12 locations—creating a fragile, high-risk environment vulnerable to outages, latency, and operational bottlenecks. This outdated setup limited scalability, exposed the business to disruption, and constrained the agility needed to deliver seamless customer experiences.

Sharpening Arrow's Edge:

Arrow Stage Lines migrated from legacy infrastructure to a modern, cloud-based IT environment—eliminating the operational burden of maintaining on-premises servers and unlocking enterprise-grade performance. In addition to eliminating the need for daily maintenance of on-site servers, through its partnership with Cox Business and RapidScale, Arrow Stage Lines now benefits from:

- Reliable, high-speed connectivity across all locations nationwide
- Enhanced cybersecurity to safeguard operations and customer data
- A centralized phone system that speeds customer response times

- Scalable IT infrastructure that supports future growth

The Impact:

“If I could give advice to anybody considering moving to the cloud, I’d say just do it. You’ll gain both speed and efficiency,” said Arrow Stage Lines President and CEO Luke Busskohl. “Scalability has been the biggest benefit for our organization—it’s allowed us to grow without the limitations of legacy infrastructure. But what truly stands out is the people we got to work with. The team understood our business, listened to our pain points, and delivered tailored solutions that supported our operations in meaningful ways. That level of partnership has been invaluable.”

Today, reliable connectivity makes Arrow Stage Lines more agile than ever, improving operational and customer service outcomes.

“Arrow Stage Lines is a great example of how cloud transformation can directly improve business performance,” said Duane Barnes, President of RapidScale, a Cox Business company. “By moving to a secure, scalable cloud environment, they’ve gained the agility to respond faster, the resilience to operate without disruption, and the flexibility to grow without infrastructure constraints. More importantly, they’re now positioned to deliver a better experience to every customer, every day—and that’s the real value of our partnership.”

Go Deeper:

Watch this [customer success story](#) to learn more about the improvements Arrow Stage Line experienced after partnering with Cox Business.

To learn more about how Cox Business can support your organization’s IT journey, visit <https://www.cox.com/business/enterprise.html>.

About Cox Communications

Cox Communications is committed to creating meaningful moments of human connection through technology. As the largest private broadband company in America, we operate fiber-powered networks in more than 30 states, providing connections and advanced cloud and managed IT services for nearly seven million homes and businesses nationwide. We’re dedicated to empowering others to build a better future and celebrate diverse products, people, suppliers, communities, and the characteristics that make each one unique. Cox Communications is the largest division of Cox Enterprises, a family-owned business founded in 1898 by Governor James M. Cox.

Through Cox Business, Hospitality Network, RapidScale and Segra, Cox Communications provides a broad commercial services portfolio including advanced cloud, managed IT and fiber-based network solutions that create connected environments, unique hospitality experiences and support diverse applications for nearly 370,000 businesses nationwide.

Additional assets available online:

<https://newsroom.cox.com/2025-11-11-Arrow-Stage-Lines-Drives-Innovation-Forward-with-Cox-Business-and-RapidScale,-Unlocking-Speed,-Security-and-Strategic-Growth-Through-Cloud-Technology>