

## Case Study: Just Salad

**The Customer:**

Just Salad, New York, NY

**The Problem:**

Frequent Internet outages,  
Redundant phone lines (and bills)

**The Solution:**

Star2Star Business Internet  
Communications System



Matt Silverman, CIO of New York City-based Just Salad, had a problem. Just Salad's sales were booming, and the company had recently opened its sixth Manhattan store. The stores are all connected into a central order entry system that allows managers at company HQ to track sales and supply levels.

In theory, it all sounded great. Time-conscious customers could call ahead and order a salad for pickup at any of the stores so that the salad would be prepared and waiting when the customer arrived to pick it up. Credit card transactions are cleared using the same network connectivity that powers the POS system.

In reality, things were less than perfect. The mission-critical POS system is totally reliant on each store's Internet connection. But if a store's connection went down, that store couldn't receive orders or clear credit card transactions. In addition, each store had multiple telephone lines so that they could receive two or three simultaneous calls. This added unnecessary expense and complexity, since the local telephone company bills each store separately.

Silverman met with a representative from Optima Communications, who suggested that Silverman try Star2Star's StarSystem business Internet communications System at two Just Salad stores. According to Silverman, "I had a really great experience with them, right from the start."

Optima's technicians installed two pilot systems. In order to increase reliability and reduce downtime, the systems were installed with two broadband connections - one from the local Telco and one from the cable provider - at each location. The POS systems are connected behind Star2Star's StarBox IP Communication Appliance. In addition to providing excellent call quality, the in-store StarBoxes act as the Internet gateway for the store. If one connection goes down, the system automatically switches to the backup connection.

The Star2Star system allows Just Salad to share a pool of phone lines across all their business locations. This approach eliminates the need for multiple lines at each store. The cost savings was an added benefit: "The amount of savings builds exponentially as we add more stores", said Silverman.

The trial run was a success, and Just Salad has converted all six New York City stores to Star2Star. Incoming orders now come into a central number, which is normally answered by the order desk at Just Salad HQ. An order clerk enters the order into the POS system, which is then routed to the appropriate store. Excess calls that can't be handled at company HQ automatically roll over to one of the six stores. Since all the stores are on the same POS system, any employee at any store can take an order for pickup at any other store.

In addition to the cost savings and increased reliability, switching to Star2Star delivered several major benefits:

- Each of the stores can call one another or company HQ using 5-digit dialing.
- The unified Star2Star system provides unlimited conference calling and voice mail (with email and SMS notification) to all users at all locations.
- The entire system can be administered from any web browser, anywhere.
- Additional locations can be easily added to the Star2Star system as Just Salad adds new stores.
- Star2Star's outstanding disaster recovery options provide operational continuity in the event of a power or Internet outage, equipment failure, or other disaster.

**About Star2Star:**

Sarasota, Florida - based Star2Star Communications develops and delivers Unified Communication and Collaboration solutions that connect and enable Productive Business People. Star2Star's award-winning technology employs a unique Blended Architecture that overcomes the reliability and quality limitations of other Internet communications technologies. Founded in 2006, Star2Star delivers innovative features and increased productivity while providing substantial cost savings.

Star2Star products are sold through a diversified international network of distributors, agents, and certified installing dealers. Available across North America, Star2Star Internet communication systems are scaled for and installed in thousands of small- and medium-sized businesses, enterprise-sized organizations and some of the nation's largest national retail and restaurant chains.

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