Creative Solution Makes Star Technology AES' First Wireless Customer

The AES solution has made Star Technology's operations more efficient and streamlined, ultimately, providing a better overall experience for customers and employees alike.

Background

Founded in 1989, Star Technology got its start in a little shop in Auburn, Indiana. But as its reputation grew globally, so did the company's need for more space. In the 1990s, Star Technology built its current facility in nearby Waterloo. Today, with approximately 20 employees, Star Technology is sought after by automotive, electronic, medical device and other industrial sectors for its high-quality resins for adhesive, potting and encapsulation compounds. Its reputation for coming up with custom manufacturing solutions has made it an industry leader.

Need

In 2015, the company had a problem with internet service continually dropping—interrupting operations and service. However, options for rectifying that issue came with hefty capital funding price tags.

"Our service was unreliable and a constant problem," says Melissa Eshbach, Operations Manager, "but we didn't have any affordable options that would solve the problem."

Until Eshbach reached out to AES.

Solution

While Star Technology wasn't in the AES service area, Eshbach decided to seek the provider's guidance and input. What they found was a solution custom-designed just for them—similar to what Star Technology does for its own customers.

"AES wanted to help us, so they got creative. Since the normal AES fiber solution was not immediately available in our area, AES engineered a business-grade, redundant fixed wireless solution to provide fiber-like reliability and performance. This custom solution allowed us to avoid any underground digging and the cost that comes with that," she says.

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"It worked beyond all of our expectations. Plus, it provided a cost-savings over the previous provider."

As a result of this creative problem-solving, Star Technology became one of AES' first fixed-wireless customers in Waterloo. And the solution not only worked for Star Technology, but it also became a template for several similar business clients that could not be immediately reached with AES fiber.

In addition to small business internet, Star Technology also has both traditional phone service and a SIP trunk through AES.

Outcome

Being located in a rural part of Northeast Indiana posed challenges for Star Technology as they needed more robust and reliable internet service to keep up with customer capacity and communications. A wireless solution from AES was the perfect solution.

"I trust our AES team to be in the background doing what they need to do to ensure our business day isn't interrupted."

"It has given us greater capacity in so many respects," says Eshbach. "We're now looking at more comprehensive software packages that allow us to consolidate other internal systems like lab, shipping, accounting, etc. Previously, we didn't have the upload or download capacity to be able to leverage such a system."

Eshbach is also appreciative of the continued service and communication from AES, particularly around upgrades and any downtime. "I trust our AES team to be in the background doing what they need to do to ensure our business day isn't interrupted."

Overall, she says, the AES solution has made Star Technology's operations more efficient and streamlined, ultimately, providing a better overall experience for customers and employees alike.

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