

# STARLINK

## Starlink Enables Casey's To Maintain High Standard of Guest Services And Store Operations At Over 450 Locations



With a history of continued business success since 1968, Casey's is one of the largest convenience store chains in the United States. Casey's operates over half its stores in towns of 5,000 people or less and is often introducing retail technology that's new in these areas. Access to reliable internet was an opportunity given the company's rural footprint. Starlink has been critical in providing internet service that meets Casey's high standards at nearly all these broadband-challenged locations.

### PERFORMANCE THAT MAKES AN IMPACT

"For those stores in poorly served areas, network bandwidth and reliability can be a constant challenge to smooth store operation. We have also been concerned about these sites as we continue to leverage technology to improve our guests experience and help our team members by making store operations easier. Starlink reliably provides bandwidth, latency and loss characteristics that exceeds our minimum standards improving guest service and store operations. We even have had a flawless experience running our VoIP phone services over Starlink."

### ONE RELATIONSHIP THAT SCALES

"To get broadband to our over 2,500 locations, Casey's works with literally hundreds of broadband providers. This means maintaining hundreds of relationships and processing hundreds of invoices

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monthly to keep our stores operating. The nearly 470 Casey's stores on Starlink today are managed with one relationship and one monthly invoice. That benefit only gets better with every new store we deploy."



Inside of a Casey's store

## SIMPLE, FAST INSTALLATION

"When building a new store, getting terrestrial broadband to the building is always a big challenge and logistical juggling act. Dozens of representatives from several different entities must align on service availability, how and exactly where it will be delivered, scheduling site visits and construction activity and trying to keep it all on schedule. On top of that, construction costs from the broadband companies are now commonly five figures. Starlink makes all of this go away. Now we don't have to make choices about opening a store on sometimes shaky cellular backup while we wait weeks for the terrestrial ISP circuit, and Starlink installation typically takes anywhere between 60-90 minutes including pulling cable through the building. It's a huge difference."

For more information on Starlink Fixed Business visit [starlink.com](http://starlink.com)