



## Customer Testimonial

**Customer:** BigHoller

**Industry:** IT Service Provider—Restaurant Industry

**Contact:** G.R. Homa, Managing Partner

With extensive backgrounds in transaction processing and back-office information technology infrastructure, G.R. Homa and his partner, Michael Rosenzweig, formed their own IT outsourcing firm, Datajump, more than a decade ago.

BigHoller is an outgrowth of that business - a specialized application service provider, established four years ago when the partners saw an opportunity to apply their company's expertise in the restaurant industry.

"Online ordering was just beginning to take hold," Mr. Homa noted. "With our expertise in transaction processing, and the IT infrastructure we already had in place, we saw we had the means to help restaurants take advantage of the Internet to supplement their existing business. We created a customizable menu-driven ordering system, which we then used to build and host e-commerce sites for each of our customers.

"The data our restaurant sites capture from end users can link directly to each customer's point-of-sale system," he continued.

"Needless to say, it's crucial that our customers' sites are up and running all the time."

Mr. Homa wasn't fully satisfied with BigHoller's original communications provider. Reliability was an issue, and when there was downtime, there was "finger-pointing" between BigHoller's direct provider - a reseller - and the actual owner of the network facilities. That meant, when Optimum Lightpath contacted him, he was more than willing to consider other options.

"Optimum Lightpath offered us what we thought was an unbelievable deal," he commented. "They'd give us a 10 Mbps pipe we could use for both voice and Internet access at a terrific price. The one concern we had was that we had no prior experience with Metro Ethernet or fiber optics. We wondered, 'How's this going to work?'" But, he noted, "Making the switch to Optimum Lightpath has been a fantastic experience. I wish we did it sooner."

The cutover itself, he remarked, "...happened without a blink; and it's been wonderful ever since."

The broadband service the company now obtains from Optimum Lightpath has been a boon to BigHoller's business.

"We tell our customers they'll have 100% uptime, because that's what we've experienced with Optimum Lightpath," Mr. Homa stated. "As a result of the huge cost savings we've achieved, we've been able to change our pricing structure, making our service even more attractive to our customers. Growth has been explosive. And we can now accommodate an unlimited number of online orders.

"Since switching to Optimum Lightpath, we've greatly expanded our business. With Optimum Lightpath as our communications service provider, BigHoller is now poised to really take off."