

CASE STUDY

# When the Power of Food Combines with the Power of Technology

Goldbelly Levels-Up Their IT Program

**GOLD  
BELLY**

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# Goldbelly's Challenges

For Goldbelly, food is more than a love language, it's a superpower.

Their e-commerce platform connects people across the country with the best food in the nation. If you're a New York native, you can have your favorite bagels from your favorite corner store, delivered to your door.

Joel Gillman, co-founder and Vice President of Engineering Operations, was splitting his time between growing the company and managing all of the day-to-day of Goldbelly's technology program.

During the pandemic, the company grew to 80 employees, and Joel and the Goldbelly executive team knew they could streamline more of their IT operations and turned to Interlaced for help.



Focus for Joel was constantly **pulled from strategic initiatives** needed to move the company forward to mundane tasks like granting employee access to various applications or sourcing peripherals.

Hardware and other costly pieces of equipment intended for employees were being stored in a closet in the Goldbelly offices, which left **little opportunity to catalog and track** all of the devices within their inventory. They also didn't know whether those devices were up to date or if they needed to be replaced.

Following the pandemic, a larger Goldbelly team returned to their office, yet they were still **relying on an older network** configuration that was in great need of an upgrade.

“At some point my co-founder said to me in the pandemic, ‘We’re an 80-person company now and you can’t be the entire IT department.’ **That’s when I knew we couldn’t continue to operate like we had in the past.**”

— JOEL GILLMAN, CO-FOUNDER + VICE PRESIDENT OF ENGINEERING OPS

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# Where Interlaced Helped Propel Goldbelly's Growth

## IT Support, But Make It Personal

With Joel constantly being pulled in to resolve mundane tasks, there was little time left to focus on broader, more strategic goals for the company.

### SOLUTION

#### Interlaced 24/5 Helpdesk, Backed by IT Experts

Instead of every Goldbelly employee going to Joel for every question, they now have the ability to submit those questions directly to their designated Interlaced support team and receive a timely response from an actual person that is familiar with the ins and outs of their program. And because Interlaced was integrated with Slack, employees could submit support requests there, which they were already using for their internal Goldbelly communication.

**“Having that one-to-one help when my team needs it has been huge.** The type of culture we have on our team is very kind and empathetic. Interlaced complements this by coming to those situations with that same kindness and empathy.”

— JOEL GILLMAN

With Interlaced's 24/5 Helpdesk, Goldbelly's team has access to one-on-one help when they need it. With kindness and empathy a huge part of their corporate culture, it was important to find a partner that emphasized those same values.

## Removing the Stress from a Shortened Hiring Cycle

Like most companies going through periods of scale, Goldbelly needed to quickly hire additional resources to help meet the demands of their growing business. This meant purchasing a lot of devices—and fast.

### SOLUTION

#### Interlaced's Asset Management

To expedite the procurement and warehousing of the devices for their growing teams, Goldbelly turned to Interlaced's premium asset management. Instead of relying on Apple and then being held to their wait times, new employees receive a device, ahead of their start-date, setup with all of the necessary applications needed for their jobs.

Likewise, when devices are returned or positions are awaiting to be filled, those devices are wiped and then warehoused by the Interlaced team until they are provisioned for a new user. And Joel and his executive team can see all devices available at any given time.

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# Back to the Office, But Backed by a Powerful Network

For any company, downtime can be extremely costly. For small businesses, it can be the kiss of death.

## SOLUTION

### Network Rebuild

Goldbelly's network was initially built for a startup and a small team of employees. Following the pandemic and with many more employees coming back to the office, network quality was imperative.

Interlaced first set to work with Joel to determine a network game plan that would allow for faster speeds, more secure connectivity and overall greater strength to support the increased load from the growing Goldbelly team.

“As someone who is technically inclined and who has had some IT experience in the past, **it's been really nice to work with a lot of the lead techs directly.** Sometimes I'm in a 'let's get down to brass tacks' mode, so being able to talk to someone that's at the same [technical] level as me and not feel like I'm being talked down to, that's been a great experience as well.”

— JOEL GILLMAN

### ABOUT GOLDBELLY

Goldbelly is a curated marketplace for gourmet food & food gifts. With their mission to bring people comfort through food, Goldbelly allows people to order their favorite foods from their favorite restaurants nationwide and deliver them straight to their door.

# How It All Adds Up:



## More Than Doubled Employee Growth

Since the start of our partnership in 2020, Goldbelly significantly increased their employee base, which originally began with 80 employees working to provide amazing products to their customers.

## 64% Decrease in Onboarding Time

Originally Goldbelly was waiting up to four weeks for new employee devices to arrive. Because Interlaced is an authorized Apple Reseller with access to select “Build to Order” devices, these can be purchased and shipped in as little as five days, shortening the onboarding cycle to 10 days or less.

## From Reactive to Proactive

Prior to the network rebuild, the Goldbelly team were submitting reports of network slowness. Following the rebuild, the only requests submitted are for proactive maintenance.

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