



Blending legacy with modern precision

Star Kay White, Inc. partners with Dell Technologies to blend artisanal tradition with modern IT, ensuring iconic flavors reach dessert lovers with speed, safety and uncompromising quality.



Business needs

Star Kay White, Inc., a fifth-generation family-owned business serving iconic dessert brands, embraces technology to uphold its legacy of excellence. To meet evolving consumer expectations and stringent food safety standards, the company invested in advanced technology to strengthen operations, accelerate growth and ensure it remains a trusted partner for the world's most beloved desserts.

Business results



Minimizes downtime, ensuring smooth production and audit readiness.



Speeds up data processing, enabling faster decisions and reporting.



Ensures food safety and regulatory compliance through capturing real-time production data.



Achieves 5x sales growth during the partnership with Dell Technologies, fueling business expansion and innovation.

Solutions at a glance

- [Dell PowerStore](#)
- [Dell PowerEdge R-Series](#)
- [Dell AIOps](#)
- [Dell Rugged Tablets](#)



Resilient, multi-facility uptime keeps mission-critical systems running without disruption.

A century-old family business meets modern challenges

For over 135 years, Star Kay White has been crafting flavor inclusions that bring joy to ice cream lovers across the United States. As a family-owned business, it blends heritage and creativity to serve some of the most iconic names in the dessert industry.

To stay ahead of evolving food safety standards and rising consumer expectations, Star Kay White invested in technology to drive growth and operational excellence.

“When I first started here 20 years ago, we had a single server in the lunchroom,” recalls Mikko Peltoniemi, information technology director at Star Kay White. That modest setup marked the beginning of a digital journey that has since evolved into a resilient enterprise-grade environment designed for reliability and scalability.

Real-time insights enhance precision

From the production floor to the R&D lab, Dell’s solutions enable continuous data capture, batch performance analysis and seamless collaboration. This accelerates flavor development and upholds food safety standards. With faster data processing, teams can make decisions quicker and perform more efficiently—a critical advantage in a business where speed and precision impact quality. “We’ve gone from handwritten records to having everything at our fingertips,” said Mikko. “With Dell’s solutions, downtime is dramatically reduced and teams can move faster and deliver consistent quality.”

A cornerstone of Star Kay White’s food safety program is its critical kill step protocol: precise heating processes that ensure every product meets rigorous safety standards. With Dell-powered edge monitoring, teams view live temperature and process conditions, respond instantly to deviations and maintain compliance without disrupting production. This capability helps prevent waste, protect product quality and maintain customer trust. As Mikko notes, “Real-time edge data helps us make quick decisions that keep production moving and customers satisfied.”

Across their manufacturing operations, Dell Rugged Tablets play a pivotal role. Built to withstand tough environments, these devices provide reliable on-the-spot access to live metrics such as temperature, humidity and other critical conditions. Quality teams can execute and document critical checks, capture records easily and ensure visibility across batches. Rugged Tablets help safeguard safety protocols by turning operational data into actionable insights. “Compliance is non-negotiable in our industry. Dell’s systems give us the speed and reliability we need to meet our customers’ expectations,” Mikko explains.

Crafting sweet success, one solution at a time

A forward-thinking approach to technology fuels Star Kay White’s growth. Through strategic reinvestment in IT, the company has evolved from a small-scale operation into a modernized manufacturer capable of meeting the highest standards of quality and compliance.

At the heart of this transformation is Dell PowerStore, which provides the reliability and redundancy needed to keep mission-critical workloads running seamlessly across multiple facilities. PowerStore supports ERP systems, production automation, business intelligence tools and environmental monitoring, all essential for maintaining operational continuity and food safety. Its resilient architecture ensures high availability even in the event of a building outage, giving Star Kay White the confidence to operate without disruption.



With Dell PowerStore, we get the uptime and resilience to keep mission-critical systems running, even when production is at its busiest.



Mikko Peltoniemi
IT Director, Star Kay White, Inc.

“
Dell's solutions have significantly reduced downtime, which not only improves efficiency but also ensures we achieve consistent product quality on tight schedules.”

Mikko Peltoniemi
IT Director, Star Kay White, Inc.



Complementing PowerStore are Dell PowerEdge servers that deliver the compute power for real-time monitoring and decision-making on the production floor. Dell Rugged Tablets bring vital visibility to frontline operations so teams can get the information they need right when they need it, even in harsh environments. Together, these solutions provide the backbone for consistent production and end-to-end traceability that safeguards compliance and product integrity.

Beyond the hardware, Dell AIOps and networking solutions simplify management and connectivity. Dell AIOps provides a single pane of glass for infrastructure oversight and predictive analytics that help prevent issues before they occur. This intelligent automation frees IT resources to focus on innovation rather than manual troubleshooting. Dell networking delivers high-speed, low-latency connectivity that powers Star Kay White's most important applications.

Looking toward an innovative future

As consumer preferences evolve, Star Kay White is preparing for the next wave of innovation. The company is exploring advanced technologies such as AI and digital twins to optimize production schedules, predict inventory needs and improve demand planning, turning

data into smarter strategies for growth. “Our strategic partnership with Dell Technologies ensures we're not just maintaining—we're growing and preparing for a more technology-led future,” says Mikko Peltoniemi.

Star Kay White's journey reflects the power of tradition amplified by technology. Through its strategic partnership with Dell Technologies, the company continues to set benchmarks for quality, safety and speed—ensuring that every scoop of ice cream carries a legacy of excellence into the future.

“
Dell PowerStore and PowerEdge work hand-in-hand—storage stays reliable, compute stays fast and our production teams get the real-time insights they depend on.”

Mikko Peltoniemi
IT Director, Star Kay White, Inc.

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