

# Case Study: Star2Star



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## Company Description

Star2Star Communications (“Star2Star”) is a leading provider of full-spectrum, internally developed, cloud-native communications services delivered via a high availability, multi-tenant platform. Founded in 2004 and based in Sarasota, Florida, Star2Star’s proprietary collaboration platform targets the highest value mid-market and enterprise customer market segments. Star2Star’s offerings include a comprehensive suite of voice, contact center, collaboration, video, Communications Platform as a Service (CPaaS), and Desktop as a Service (DaaS) solutions that offer value, reliability, and scalability to address rapidly evolving enterprise needs.

## Situation Overview

Star2Star and its investors sought a transaction advisor with meaningful sector relationships and the proven ability to position its differentiated technology as the Company considered its next phase of growth. Q Advisors worked closely with the shareholders and management team to identify and evaluate all strategic options and ultimately select a plan to achieve the Company’s core objectives.

## Result

Q Advisors leveraged its deep knowledge of the global enterprise communication and collaboration landscape, along with its global relationships with strategic buyers and the investment community to selectively highlight potential partners for Star2Star with aligned interests. Sangoma was ultimately identified due to the complementary strengths of the organizations, including channel driven go-to-market approach, fully-integrated suite of cloud communications solutions, and united determination to be positioned as a global leader in the enterprise communication and collaboration space. The merger combines the best of proprietary Communications as a Service technology with expansive geographic distribution, sales capabilities, and expanding market reach.

“Q Advisors has been a trusted advisor for years and their team’s knowledge of the cloud communications space is exceptional. They worked closely with my team to understand Star2Star’s unique attributes and were hands-on every step of the way. The Q Advisors team has a great blend of operational experience and financial expertise which were critical to positioning Star2Star’s differentiated platform and strategy. The Q Advisors team managed our process with a high degree of professionalism and leveraged their longstanding senior-level industry relationships to identify several compelling options. Our stakeholders are thrilled with the outcome and believe the combination of Star2Star and Sangoma creates a formidable global player well positioned for continued growth. Q Advisors has been a great partner and I look forward to continuing to work with them in the future.”

*Norman Worthington  
Founder, Executive Chairman & CEO, Star2Star Communications*

