

How Maple Scaled AI-Powered Restaurant Ordering with Cloud Printing from StarIO.Online



Technology Partner:

Maple

Hardware Partner:

Star Micronics

Solutions:

StarIO.Online Managed Cloud Printing Service
mC-Print3 Cloud-Ready Thermal Receipt Printer

Overview

Maple is a fast-growing AI platform that helps restaurants answer calls, take orders, process payments, and manage reservations automatically. By handling incoming calls with voice AI, Maple allows restaurants to accept more orders without adding staff or missing customer calls during peak hours.

As Maple expanded across thousands of merchants, the team faced a common ISV challenge. Once an order is taken and payment is processed, the information still needs to reach the restaurant in a clear, reliable way. Building and maintaining a cloud printing system to connect digital orders to in-store workflows would have required significant development time and ongoing infrastructure management.

By integrating StarIO.Online, Maple was able to implement cloud-based receipt printing quickly, manage printers across locations, and scale its platform without taking focus away from core product development. This allowed the Maple team to continue investing in voice AI while relying on proven hardware and cloud printing from Star Micronics.

The Challenge

Maple's AI handles a high volume of inbound restaurant calls, often 300 or more per day per location, with a significant portion converting into paid orders.

Once an order is placed and payment is confirmed, restaurants need a clear, immediate signal that an order is ready to be prepared. In practice, that signal is often a printed receipt in the kitchen or prep area.

For Maple, this created several technical and operational challenges:

- Delivering reliable, real-time printing from a cloud-based AI system
- Supporting many restaurant environments and POS configurations
- Managing printer deployment and monitoring across a rapidly growing merchant base
- Avoiding the time and cost of building proprietary cloud printing infrastructure or adding additional hardware, such as a PC, tablet, or full server at each location

As a startup, Maple needed a solution that would scale cleanly without distracting engineering resources from core product development.



Maple Case Study for Independent Software Vendors



The Solution: StarIO.Online

Maple integrated StarIO.Online, Star Micronics' fully managed cloud printing service, to handle order printing across its restaurant network.

With StarIO.Online, Maple was able to:

- Connect AI-generated orders directly to receipt printers in restaurants without the need for additional hardware
- Receive confirmation when printing is completed
- Manage printers remotely across thousands of locations
- Deploy new printers with minimal configuration using Star reseller support



The integration required only a small number of API calls to submit print jobs and confirm completion. This enabled Maple to get up and running quickly without building or maintaining servers.



“We want to focus on building voice AI,
not managing a fleet of devices.”

— Maple Team

Why StarIO.Online Worked for an ISV

Developer-Friendly by Design

StarIO.Online is API-driven and designed for software platforms that need dependable, cloud-based printing without complex infrastructure.

Faster Time to Market

Building a comparable cloud printing system internally would have taken multiple months. StarIO.Online allowed Maple to move faster and ship production-ready functionality.

Scalable Device Management

As Maple grew to 2,200+ merchants, StarIO.Online made it easy to manage printers at scale without adding operational burden.

Simplified Deployment

Restaurants simply plug them in and begin printing, with no manual setup or additional hardware required.

Proven Hardware Compatibility

Maple standardized on Star printers, including the mC-Print3, ensuring consistent performance across locations.

Results

Since implementing StarIO.Online, Maple has:

- Successfully deployed cloud printing across thousands of restaurant locations
- Supported rapid growth of 60–70% and immediate scalability without re-architecting infrastructure
- Avoided building and maintaining proprietary cloud printing infrastructure
- Delivered faster, more reliable, and secure order handoff from AI to kitchen staff

With cloud printing handled, Maple continues expanding into additional channels, including SMS ordering and drive-through pilots.

Maple Case Study for Independent Software Vendors



The Takeaway for ISVs

For software platforms operating in physical environments, cloud printing is often essential, but rarely a core differentiator.

By partnering with Star Micronics and leveraging StarIO.Online, Maple demonstrated how ISVs can:

- Avoid building and maintaining non-core infrastructure
- Accelerate product timelines
- Scale confidently across real-world environments
- Deliver reliable, production-ready experiences to end users



See how Star helps ISVs scale cloud printing while staying focused on core product development. Connect with a Star integration specialist to deliver secure, reliable cloud-based printing in days, not months.

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