

# Bank Branches can't afford failing lines

POTS Replacement for 500 lines at 280 Bank Branches for Fire Panel and Security Connectivity

The customer is among the largest financial institutions in the United States, providing retail & commercial banking, trust, stockbrokerage, and mortgage services. As a Fortune 500 financial institution the customer generates \$9bn in annual revenue operating 1,952 automated teller machines and 1,454 branches in 16 states in the Southern and Midwestern United States.

**Challenge:** Over decades of brand growth and site expansion, this customer grew to 1,500 locations across the U.S., with fire panels, security alarms and other analog systems connected to over 4,000 POTS lines deployed by multiple telecom carriers. Recognizing an increasing number of sites facing potential service disruption and dramatically rising POTS prices, the company made the decision to evaluate alternatives offering a fully-compliant and cost-effective solution backed by high levels of safety and redundancy. A key criteria the customer set was to identify a provider who could not only provide the most robust technical solution, but also deliver the resources required to audit its entire POTS network and deliver the scalability necessary to deploy to thousands of locations according to an aggressive rollout schedule defined by the organization.



## Company Profile

- Founded in 1971
- Among the largest financial institutions in the U.S.
- 1,454 bank branches and 1,952 automated teller machines
- \$9bn in annual revenue

## Summary Challenge

- Legacy network of thousands of POTS lines provided by multiple carriers across a number of states
- Local telephone exchange carriers decommissioning POTS service and/or raising rates
- Technical resources on-site to audit entire existing network and define use cases at each location
- Widely varying footprint of locations from large regional offices with a high concentration of lines to individual branches with two lines
- Large scale POTS replacement needed across all locations

## Featured Solution

- MarketSpark M2 POTS Replacement System
- Command Center Management Portal
- Dedicated service delivery project team
- Fully-managed ongoing maintenance and support

**Solution:** After an RFP, extensive analysis and testing of multiple options, the customer chose MarketSpark as the solution provider to address the migration of its POTS network in a step-wise fashion, starting with the sites with the highest risk of impact from copper retirement. MarketSpark is recognized as the largest company in the industry exclusively dedicated to POTS replacement for large, multi-site enterprises, seeking to tap into the technical and cost benefits of migrating to a fully-managed, digital platform. MarketSpark's solution portfolio is differentiated by its data-driven capacity to provide large enterprises with the insights needed to understand and address critical risk factors before deployment, so projects deliver the highest level of acceptance in the industry.

*The project scope ultimately included the analysis and auditing of approximately 200 locations requiring on-site surveys to assess local copper facilities replacement.*

While working through the project scope, MarketSpark's site surveys revealed lines at certain locations not "in use" or unnecessary. These lines were proactively terminated, resulting in significant incremental cost savings, offsetting all survey-related expenses. To address the remaining lines and replace them with digital connections, MarketSpark worked closely with the customer to deploy a modular solution that included over 200 MarketSpark M2 POTS Replacement kits, consisting of best-in-class routers, smart battery backup technology and robust gateways to measure and notify on system performance 24x7, 365 days a year.

The surveys were completed in tandem with

deployment and in close coordination with on-site personnel. The POTS Migration Project was deployed effectively and within the requested timeframe, alleviating the customer of the pressure of pending POTS line decommissioning and skyrocketing POTS prices. MarketSpark's fully-managed POTS replacement system delivered the benefits of cost savings, enhanced feature sets and calling functionality, real time system performance measurement and enhanced reporting. With MarketSpark's voice service, the customer also secured the benefit of one bill for all solution deployment and ongoing service, 24x7 performance measurement and support with the Command Center platform offering a single pane of glass for real-time visibility into their network.

### Key Results

- Successful POTS to digital life-safety connectivity and voice transformation across over 280 locations
- Enhanced digital voice network functionality
- Fully managed network with 24/7/365 support
- Cost savings and flat rate predictable billing

“ With nearly two thousand locations, we needed a partner that could work directly with our on-site personnel and provide turnkey deployment at scale. We also needed detailed support to understand our inventory at a great level of detail. MarketSpark's service delivery team is differentiated by their detailed level of specialization and ability to rapidly deploy in line with our business requirements.”

- Telecommunications Voice Services



MarketSpark is the largest provider of solutions exclusively dedicated to POTS replacement and fully-managed deployments for large, multi-site enterprises and government facilities. As the technology leader in enterprise POTS replacement solutions, MarketSpark has delivered end-to-end services to hundreds of Enterprise companies, solving for POTS replacement for tens of thousands of lines across the country. These POTS replacement solutions are enabling them to tap into the benefits of a fully-digital, redundant and intelligent platform for a fraction of the line costs associated with traditional copper service. MarketSpark's software-driven Command Center portal measures and notifies regarding critical system performance, providing large organizations with improved safety, reliability and redundancy 24x7, 365 days per year. MarketSpark's comprehensive portfolio of POTS replacement systems improves productivity, reduces costs, and simplifies business operations. For more information visit [marketspark.com](https://marketspark.com), follow us on LinkedIn, or call us directly at (844) 335-5153.