

Convenience stores and gas stations can't afford failing lines

POTS Replacement for 5,500 lines at 1,600 convenience store and gas station locations for fire panel, security, modem, and voice connectivity.

This Top 5 convenience store chain operates multiple, nationally recognized brands generating \$10.2bn of annual revenue. Its parent company operates gas stations, convenience stores and fast-food restaurants in the United States, Europe and Australia.

Challenge: Over decades of brand growth and site expansion, this customer grew to 1,600+ locations across the U.S., with fire panels, security alarms and modems connected to over 5,000+ POTS lines. Recognizing an increasing number of sites facing potential service disruption and dramatically rising rates, the company made the decision to evaluate alternatives offering a fully-compliant and cost-effective solution backed by the highest 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 on-site resources needed to audit its entire POTS network and deliver the required scalability to deploy to thousands of locations according to an aggressive rollout schedule.



Company Profile

- Founded in 2001
- Top 5 convenience store in the U.S.
- 1,600+ Locations in the U.S supported by 5,000+ POTS lines
- \$10.2bn Annual Revenue

Summary Challenges

- Legacy copper network of 5,000+ POTS lines through multiple carriers created difficulty in managing the network
- Local telephone exchange carriers decommissioning POTS service and rapidly raising rates
- Large scale POTS replacement needed across all locations

Featured Solution

- MarketSpark M2 POTS Replacement System
- Fully managed project deployment
- Customized digital voice network
- Command Center software platform for a unified view of system performance across the entire network

Key Results

- Successful POTS to digital voice transformation across 1,600+ locations
- Enhanced digital voice network functionality
- Fully managed network solution
- Cost savings and flat rate predictable billing

Solution: After an extensive analysis and testing of multiple options, the customer chose MarketSpark as the single solution provider to address the migration of its entire POTS network. MarketSpark is recognized as the largest company in the industry dedicated exclusively 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 1,600 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 were no longer in use. These lines were disconnected and descoped in the project, resulting in significant cost savings. To address the remaining lines and replace them with digital connections, MarketSpark worked closely with the customer to deploy a customized solution that included over 1,600 MarketSpark M2 POTS Replacement kits, including world-class routers, smart battery backup systems and robust gateways to measure and notify on system performance.

The surveys were completed in tandem with deployment and in close coordination with on-site personnel. The POTS Migration Projects was deployed effectively and within the requested

timeframe, alleviating the customer of the pressure of pending POTS line decommissioning and skyrocketing POTS prices. MarketSpark fully-managed POTS replacement delivered the benefits of cost savings, enhanced feature sets and calling functionality, real time measurement and improved reporting. With MarketSpark's voice service, the customer also secured the benefit of one bill for all solution deployment and ongoing service, 24/7/365 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 voice transformation across over 1,600 locations
- Enhanced digital voice network functionality
- Fully managed network with 24/7/365 support
- Cost savings and flat rate predictable billing

“ MarketSpark’s commitment, expertise on POTS replacement and level of service delivery made all the difference for deployment. A critical factor was their ability to help us clearly define our existing inventory and the devices that depend on their connectivity, which is measurable using the Command Center portal.”

- Director of IT



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, follow us on LinkedIn, or call us directly at (844) 335-5153.