

Distribution Centers can't afford failing lines

Digital POTS Connectivity for 3,000 lines at 420 High-Velocity Distribution Centers for Fire Panel, Alarm and Voice Connectivity

The is an American multinational technology company with a strong focus on e-commerce, cloud computing, online advertising, digital streaming, and artificial intelligence, generating over \$550bn in annual revenue with more than 1.5mn employees.

Challenge: This customer is highly regarded worldwide as among the most successful third-party logistics providers in the world, supported by hundreds of distribution centers and enabled with automatic movements of products to fulfillment centers across North America. As an industry leader, the company well understood that that time-to-deployment for new facilities was a critical success factor to maintain its competitive edge. Recognizing that each new facility requires discrete connectivity for multiple systems including fire panels, burglar alarms, and other facility applications, the customer made the decision to evaluate alternatives to the cumbersome requirement of working with multiple partners to deploy siloed connectivity solutions for discrete applications, thus delaying time-to-market. Rather, it sought to identify a digital, fully-compliant and cost-effective solution backed by the high levels of safety and redundancy. A key criteria the customer set was to identify a provider who could not only deliver the most robust technical solution, but also deploy the technical support and installation resources required to support urban and rural areas alike delivering the required services using highly scalable technology and resources according to an aggressive rollout schedule.



Company Profile

- Founded in 1994
- Top global e-commerce and distribution company
- Over 420 high-velocity distribution centers in the U.S. supported by 3,000 POTS lines
- \$550bn in annual revenue

Summary Challenge

- Aggressive time to deployment
- Service to multiple life-safety systems at new sites
- Fully project managed deployment in coordination with construction team

Featured Solution

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

“ MarketSpark’s expertise regarding POTS replacement and their service delivery process made all the difference for rapid deployment.”

- Director of IT

Solution: After extensive analysis and testing of multiple options, the customer chose MarketSpark as the single solution provider to address the deployment of service for new locations connecting multiple life-safety systems including fire panels, burglar alarms and voice applications. MarketSpark is recognized as the largest company in the industry exclusively dedicated to future-proof POTS solutions for large, multi-site enterprises, seeking to tap into the technical and cost benefits of leveraging 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 project management to deploy service to 420 locations requiring on-site surveys to requirements at each facility.

MarketSpark's fully digital deployment process enabled the customer to reduce time-to-deployment by more than 50% compared to traditional copper deployment. MarketSpark worked closely with the customer to deliver a modular solution that included 420 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 project rollout and in close coordination with on-site personnel. The POTS Migration Project was executed 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 rapid deployment, 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 490 locations
- Enhanced digital voice network functionality
- Fully managed network with 24/7/365 support
- Cost savings and flat rate predictable billing

“ Time to market is a critical success factor to our business as we launch hundreds of new locations annually. MarketSpark has been able to scale with our business needs and their dedicated project team delivers a fully-managed solution to address all our requirements.”

- **Network Delivery**



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.