

# Grocery Stores can't afford failing lines

POTS Replacement for 8,000 lines at 2,250 Grocery Stores for Fire Panel, Alarm, Fax and Voice Connectivity

The customer is a Top 3 American grocery company with more than 2,250 stores connected to approximately 8,000 POTS lines, generating over \$70bn in annual revenue with 270,000 employees.

**Challenge:** As one of the largest food and drug retailers in the United States, the customer operates stores to be locally great while being nationally strong. The company's omnichannel approach and commitment to innovation are making it easier and more convenient for customers to shop, paving the way for profitable, sustainable growth. Over decades of brand growth and site expansion, this customer grew to over 2,250 stores and distribution centers across the U.S., with fire panels, security alarms, voice and other analog applications connected to over 8,000 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 the 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 on-site project team required to audit its entire POTS network and deliver the required scalability necessary to deploy to thousands of locations according to an aggressive rollout schedule.



## Company Profile

- Founded in 1939
- Top 3 grocery chain in the U.S.
- Over 2,250 stores in the U.S. supported by more than 8,000 POTS lines
- \$70bn in annual revenue

## Summary Challenge

- Legacy network of thousands of POTS lines stitched together through multiple carriers
- Local telephone exchange carriers decommissioning POTS service and/or raising rates
- Large scale POTS replacement needed across all locations

## Featured Solution

- POTS Replacement System for 2-Port and 8-Port site configurations
- Command Center Management Portal for live reporting on system performance using a single pane-of-glass interface
- Dedicated service delivery project team from initial project scope development through complete rollout
- Specialized support to manage and configure hardware according to monitoring partner requirements
- Fully-managed ongoing maintenance and support

**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 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 2,250 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 the survey-related expenses. To address the remaining lines and replace them with digital connections, MarketSpark worked closely with the customer to deploy a turnkey solution that included over 2,250 POTS replacement devices including a centralized Command Center portal 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 scaled across the network in a rapid 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 2,250 locations
- Enhanced digital voice network functionality
- Fully managed network with 24/7/365 support
- Cost savings and flat rate predictable billing

*“ The hardware choice was clear to us early. The differentiator that MarketSpark brought to the table was a fully-managed deployment with a dedicated project team from Day 1 through project completion. The overall project delivered a substantial ROI.”*

**- IT Project Team**



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.