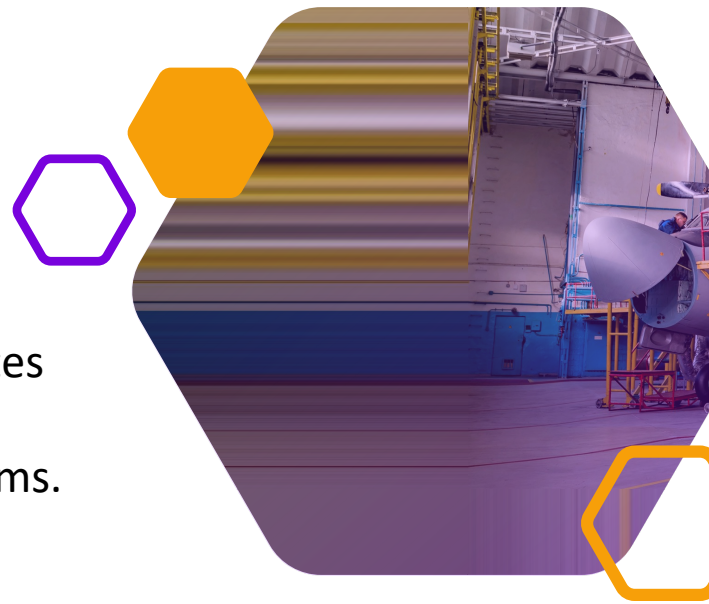


Manufacturing industries can't afford failing lines

POTS Replacement for 1,300 lines at 200 sites for a Manufacturer connecting Fire Panels, Security Alarms, and Encrypted Voice Systems.

The customer is an American aerospace, arms, defense, information security, and technology corporation with employing 115,000 employees at hundreds of sites in the U.S. and abroad. It is the among the world's largest defense contractors by revenue, growing through large acquisitions over the last 3 decades.

Challenge: Over decades of rapid growth and site expansion, this customer grew to hundreds of locations across the U.S., with fire panels, security alarms, modems and highly-specialized encrypted voice services connected to over 1,300 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 technical support required to audit its entire POTS network and deliver the required scalability necessary to deploy to thousands of lines according to an aggressive rollout schedule.



Company Profile

- Founded in 1995
- American aerospace, arms, defense, information security, and technology corporation
- 115,000 employees at hundreds of locations in the U.S. and abroad
- \$22bn in annual revenue

Summary Challenge

- Legacy network of thousands of POTS lines patched together via multiple ILECs
- Local telephone exchange carriers decommissioning POTS service and/or raising rates
- On-site auditing of existing POTS lines and definition of use cases at each location
- Large scale POTS replacement needed across all locations

Featured Solution

- MarketSpark M2 POTS Replacement System
- Command Center Management Portal delivering live performance status via a single pane-of-glass
- Dedicated service delivery project team from configuration through rollout to all designated locations
- 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 240 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 additional cost saving related to the project. 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 240 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 to over 240 locations
- Enhanced digital voice network functionality
- Fully managed network with 24/7/365 support
- Cost savings and flat rate predictable billing

“ As a specialized contractor, we had specific needs requiring a deep level of understanding of product interoperability. MarketSpark's product team provided us with the confidence that their solution was built to purpose and their specialized knowledge regarding POTS replacement enabled us to rapidly address our entire footprint cost effectively.”

- 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.