A grocery chain wants everyday low prices

To keep produce fresh, customers happy and lines moving, our customer, one of the largest grocery chains in the country, needs top-notch infrastructure.

After many successful acquisitions, mergers and restructures, this grocer decided now was the time to update their analog/POTS lines, five per store, to reduce costs. But since they operate stores in 34 states and the District of Columbia, under 20 different brand names, standardizing one on provider and one vendor was also paramount.

Our client chose MarketSpark because we could manage installs in multiple states simultaneously without disrupting business operations so lines keep moving, shelves stay stocked and registers still ring.

MARKETSPARK PROTECTS TIGHT MARGINS

The grocery business is extremely competitive with razor thin margins so operational efficiency is key to thriving. As a huge retailer spanning multiple states, our customer had unnecessary complications managing multiple carriers while paying too much for their individual POTS lines. After careful consideration, MarketSpark was chosen from five vendors due to our unique managed service approach, industry leading cloud platform and national scale.

- Returned immediate ROI while meeting extremely tight turn-around times

- Provided visibility for the status of all lines while ensuring maximum uptime

- Met long term cost savings objectives while future proofing business ops

Use Case:

- 2,560 Locations, 8,880 POTS Lines
- Fire Panel, Alarm, Fax
- 10 Month Roll-out, $6.4M ROI at Full Roll-out

**NO UPFRONT INVESTMENT,
NO BACKEND ISSUES**

With our managed service and cloud enabled platform, MarketSpark quickly reduced this grocery chain's monthly line costs and returned immediate ROI. In addition, our Cloud Command Center gives them complete visibility into the status of all their lines and they now have only one bill from one vendor making managing their connectivity at the corporate level a breeze.

"We are always looking to streamline our operations and drive efficiencies in our business to bring the best product at the lowest cost to our customers. MarketSpark makes that possible returning significant ROI and tremendous peace of mind."

– GM, West Region