

# Department stores can't afford failing lines

POTS Replacement for 1,400 lines at 360 Department Stores for Fire Panel, Alarm and Elevator Connectivity

The customer is a nationwide American luxury department store chain with more than 360 sites in the U.S. connected to approximately 1,400 POTS lines, generating over \$15bn in annual revenue.

**Challenge:** The company's mission is to enable its customers feel good and look their best. Since starting as a shoe store in 1901, how to best serve its customers has been the center of every decision made, becoming an industry leader building convenience and customer service. Over decades of growth and site expansion, this company grew to over 350 locations across the U.S., with fire panels, security alarms, elevators and other analog systems connected to over 1,500 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 locations according to an aggressive rollout schedule.



## Company Profile

- Founded in 1901
- Top luxury department store chain in the U.S.
- Over 360 stores in the U.S. supported by more than 1,400 POTS lines
- \$15bn 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
- Need for on-site resources to fully audit existing lines and define use cases for each location

## Featured Solution

- MarketSpark M2 POTS Replacement System
- Local site surveys to audit and define use cases at each location
- Command Center Management Portal delivering a single pane of glass performance overview of the entire network
- Dedicated service delivery project team from configuration through complete deployment
- Fully-managed ongoing maintenance and support

**Solution:** After 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 360 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 savings and 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 modular solution that included 350 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 across over 360 locations
- Enhanced digital voice network functionality
- Fully managed network with 24/7/365 support
- Cost savings and flat rate predictable billing

*“ We evaluated multiple options over two years. MarketSpark's product and service delivery teams worked side-by-side with us to audit our existing inventory requirements and provide us with a scalable deployment process.”*

**- Program Management**



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.