

Hospitals can't afford failing lines

POTS Replacement for 2,000 lines at 490 Hospitals for Fire Panel, Alarm and Elevator Connectivity

The customer is one of the United States' largest providers of post-acute healthcare services, offering both facility-based and home-based post-acute services in 36 states and Puerto Rico through its network of inpatient rehabilitation hospitals, home health agencies, and hospice agencies.

Challenge: From the mid-1990s, the customer expanded rapidly through mergers and acquisitions making it among the very largest owner/operators of rehabilitation hospitals in the United States. With a national footprint that includes hundreds of hospitals in 37 states and Puerto Rico, the customer provides high-quality, compassionate rehabilitative care for patients recovering from a major injury or illness, using advanced technology and innovative treatments to maximize recovery. Over decades of growth and site expansion, it acquired numerous sites where fire panels, security alarms, elevators and other analog systems were connected to thousands of POTS lines delivered 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 a team that sought to self-deploy the solution to hundreds of locations according to its own schedule.



Company Profile

- Founded in 1984
- Top owner/operator of rehabilitation hospitals in the U.S.
- Hundreds of hospitals supported by thousands of POTS lines
- \$4.6bn in annual revenue

Summary Challenge

- High density of POTS lines at large hospital facilities
- Service to multiple life-safety systems at new sites, including red emergency phones
- Ability to offer customized configuration and deployment service enabling the customer to self-serve locations as needed
- Remote project managed support available for 1:1 coordination with on-site personnel implementing solution

Featured Solution

- MarketSpark M2 POTS Replacement System with modular architecture
- Command Center Management Portal for live performance using a single pane-of-glass interface
- Dedicated remote service delivery project team
- 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 deployment of POTS replacement service for locations connected to multiple life-safety systems including fire panels, burglar alarms and elevators. 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 490 locations.

MarketSpark's fully digital deployment process enabled the customer to tap into remote support services to assist its on-site team to successfully deliver connectivity. MarketSpark worked closely with the customer to architect a modular solution that included 490 MarketSpark 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.

MarketSpark pre-configuration and testing of hardware was completed before dispatch to each location and the team provided ongoing support to on-site personnel. POTS Migration services continue to be deployed effectively and according to the customer's timeframe

alleviating 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

“ Our in-house team has specific domain knowledge needed to address our unique needs. MarketSpark was able to customize their delivery options to leverage our capabilities and effectively scale deployment on our time schedule.”

- 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.