
Convenience stores maintain connections and keeps serving customers on the go

Challenge

At 1,600+ convenience store & gas station locations all across the U.S., this customer uses over 5,000 POTS lines to connect fire panels, security alarms and modems.

Combined with escalating PSTN rates, multiple telecom carriers began local copper line decommissioning, requiring an immediate need for replacement and transition to an alternative with reliable connectivity.

This customer's key requirements also included on-site resources to audit its POTS network and scale to deploy a new solution according to an aggressive rollout schedule.

Solution

The VBG account team hosted this customer at the Verizon Boston Hub for a comprehensive account review and identified the need for immediate POTES replacement action and quickly engaged MarketSpark to develop a solution.

Leading with Verizon LTE Business Internet, MarketSpark proposed POTS replacement with Command Center Management portal.

Sales team demonstrated Verizon network advantages and strong 5G capabilities for additional success beyond this project.



Customer benefits

- Successful POTS migration to digital voice transformation across 1,600+ convenience store and gas station locations
- Deployed fully managed network and maintenance with 24x7 support, for in-house IT cost reduction and improved reporting
- Enhanced digital voice network functionality with advanced features for efficient monitoring and repair
- Realized cost savings with flat-rate, predictable billing and disconnected unused PSTN lines

