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# Full service commercial bank branches cannot afford failing lines

## Challenge

At 280 commercial bank locations in different regions across the U.S., this customer installed over 500 POTS lines to connect fire panels, security alarms elevator phones and fax machines.

Legacy network of PSTN lines provided by multiple carriers across dozens of states required an immediate replacement for decommissioning POTS lines and rising rates.

This customer's requirement of a robust technical solution also included a provider that could audit its POTS network and scale to deploy to potentially of thousands of locations in the future.

## Solution

The VBG account team has a strong and wide-ranging relationship with this customer and engaged MarketSpark to develop a comprehensive POTS replacement solution.

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

Project scope started with an analysis of the bank location with the highest risk of impact from copper line retirement.

Modular solution also included: best-in-class routers, smart battery backup and continuous system analytics.



## Customer benefits

- Started with a pilot program at six locations and post-pilot evaluation reported cost savings and achieved line requirements
- 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
- Comprehensive products and service from Verizon helps this customer run their banking business at high CX levels

