



# coffeehouse chain switches to managed POTS lines without spilling a drop



“We invested heavily in marketing our contact phone number. We wanted to upgrade our copper wire system without disruption to the customer’s ability to reach us.”

**-Vice President of Telecommunications**

## Challenges

An American multinational coffeehouse chain discussed transitioning from outdated First Generation POTS Lines to Next Generation Managed POTS Lines due to the impending discontinuation of traditional copper lines approved by the FCC. Their point-of-sale system relied on these lines, and any downtime could disrupt business. Established phone numbers were vital for customer service, and outages could lead to confusion and lost revenue. Each location also used POTS lines for fire alarms, security systems, and modems. With the chain expanding rapidly, reliance on POTS lines could cause delays and additional costs in new constructions. They needed to make this switch smoothly in both existing and new locations.

## Industry: Coffeehouse



**Locations:** 8,500



**Lines:** 25,500+



**Deployment:** 5 Months



**Savings:** \$7.65M Annually



**Challenge:** Disruption in service, new and old buildings, fire alarms, new construction, loss of connectivity means loss of revenue.







## Results

The IT Team evaluated several options. They went with us as we could offer a complete solution from one nationwide vendor. Having a comprehensive, managed service provider that could manage the entire conversion was one of the deciding factors in our favor.

The solution was deployed without disruption to service, at the client's location, when customer traffic would be least affected. The voice, security system, environmental, and fire control systems did not go down.

Their phone numbers remained the same. To the customer, the change was invisible. The coffee chains now rely upon our Next Generation POTS lines.



-  Seamless Transition
-  Port Existing DID Numbers
-  100% Managed Service
-  Insight and Cost Control
-  Compatibility with Legacy Systems
-  Future-Proof Business Operations



# \$7.65m savings

Our Next Generation Managed POTS Line Service offers a comprehensive, code-compliant solution that modernizes traditional First-Generation POTS lines. With carrier-grade, UL Listed equipment, it ensures future-proof telephone services. Our technology supports all analog business lines, including fire alarms, security alarms, 911 lines, elevators, fax lines, credit card machines, and more.

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