CASE STUDY

Coffeehouse Chain Switches to Managed POTS Lines Without Spilling a Drop

INDUSTRY: RETAIL

- **Locations: 8,500**
- **Lines: 25,500+**
- **Deployment: 5 months**
- **Budget: $7.65M Annually**

SOLUTION OVERVIEW

The IT team chose our solution because we offered a complete service from a single nationwide vendor capable of managing the entire conversion. We deployed the solution without disrupting service, scheduling the transition during low-traffic periods to minimize impact.

All critical systems, including voice, security, environmental, and fire control, remained operational, and the client's phone numbers stayed the same, making the change seamless for customers. The coffee chains now rely on our Next Generation POTS lines for their communication needs.

BENEFITS

- **Seamless transition**
- **Port existing DID numbers**
- **100% Managed Service**
- **Insight and cost control**
- **Compatibility with Legacy Systems**
- **Future-proof business operations**

AT A GLANCE

Challenge

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

"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

THE CHALLENGE

An American multinational chain of coffeehouses and quick service restaurants spoke to us about switching from First Generation POTS Lines to Next Generation Managed POTS Lines. Traditional copper wire lines were being deprecated. The FCC already approved their discontinuation. Repair crews were not prioritizing fixes. It was a matter of time before their entire system broke down.
Their point-of-sale system for the coffeehouses was supported by the First Generation POTS Lines. If the system went down for any length of time, it would hamper their ability to do business.
In addition, the phone numbers used by the chain were well-established with their clientele. Down lines meant confusion, poor customer service and a potential loss of revenue.
Each location had POTS lines for fire alarms, voice lines, panic button, security systems, and modems for out-of-band management.
Further, the coffeehouses were very popular and expanding with new construction. If they continued to use POTS lines, the new construction would have to deal with telecommunication vendor delays, resulting in costly permits and fines.
The chain needed to switch from First Generation POTS lines in both their old and newly constructed buildings without disruption.

OUR SOLUTION

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 locations, 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.

THE BOTTOM LINE

Exclusively distributed through telecommunications providers, resellers, and MSPs, our next generation managed POTS Line Replacement service is a code compliant comprehensive solution. It re places and modernizes traditional First-Generation POTS lines. All equipment is carrier grade and UL Listed to deliver future proofed telephone services. Our technology replaces all analog business lines including but not limited to: Fire Alarms, Security Alarms, 911 Lines, Elevators, Fax Lines, Remote Access Modems, Credit Cards Machines, Security Gates, Point of Sale Terminals, Out-of-Band Management Systems, Legacy PBX Systems, Panic But tons and more.

BROTHERS
INTEGRATED TECHNOLOGIES