

➤ **Conterra Specialty Line Delivers Reliability and Six-Figure Savings on POTS Replacement for a National Pet Care Retailer**

Challenges

- Company sought to upgrade its aging analog POTS infrastructure to improve visibility into network status and reduce costs
- Each of the company's more than 1,500 locations required between one to three lines per site to maintain voice, fax, fire and security alarm systems
- Store footprint required a complicated patchwork of carriers, bills, and service agreements; customer desired an efficient and scalable solution to reduce IT and finance administration burdens
- Previous solution provided inadequate visibility into the network for up/down status of individual POTS lines, creating delayed, reactive service in the event of network disruptions
- Cost of traditional POTS lines was increasing, while service quality had diminished due to reduced availability and increased wait times for truck rolls
- Data security was a high priority due to the volume of store POS transactions

Solutions

- Conterra proposed a wireless POTS solution with end-to-edge encryption based on EPIK four-port devices using broadband primary connections
- For reliability, cellular backup with dual-SIMs was used, and for security, Conterra delivered cellular service via private APN
- 24-hour battery backup – provided in case of power failure – ensured always-on reliability for critical applications
- Proof-of-concept was completed at five unique test locations prior to full rollout, with diversified line, hardware, and infrastructure configurations
- Conterra Managed Field Services executed installations, informed by pre-install site surveys, to determine device placement options and assess cellular signal strength
- Conterra Project Management delivered end-to-end coordination including facilitation of weekly calls with sites, order placement and provisioning
- Conterra Guardian improves network visibility with 24/7 line monitoring at Conterra Network Operations Center and provides proactive ticketing notifying the carriers as soon as an issue is identified by Guardian

Customer Profile

Industry

- Pet Care

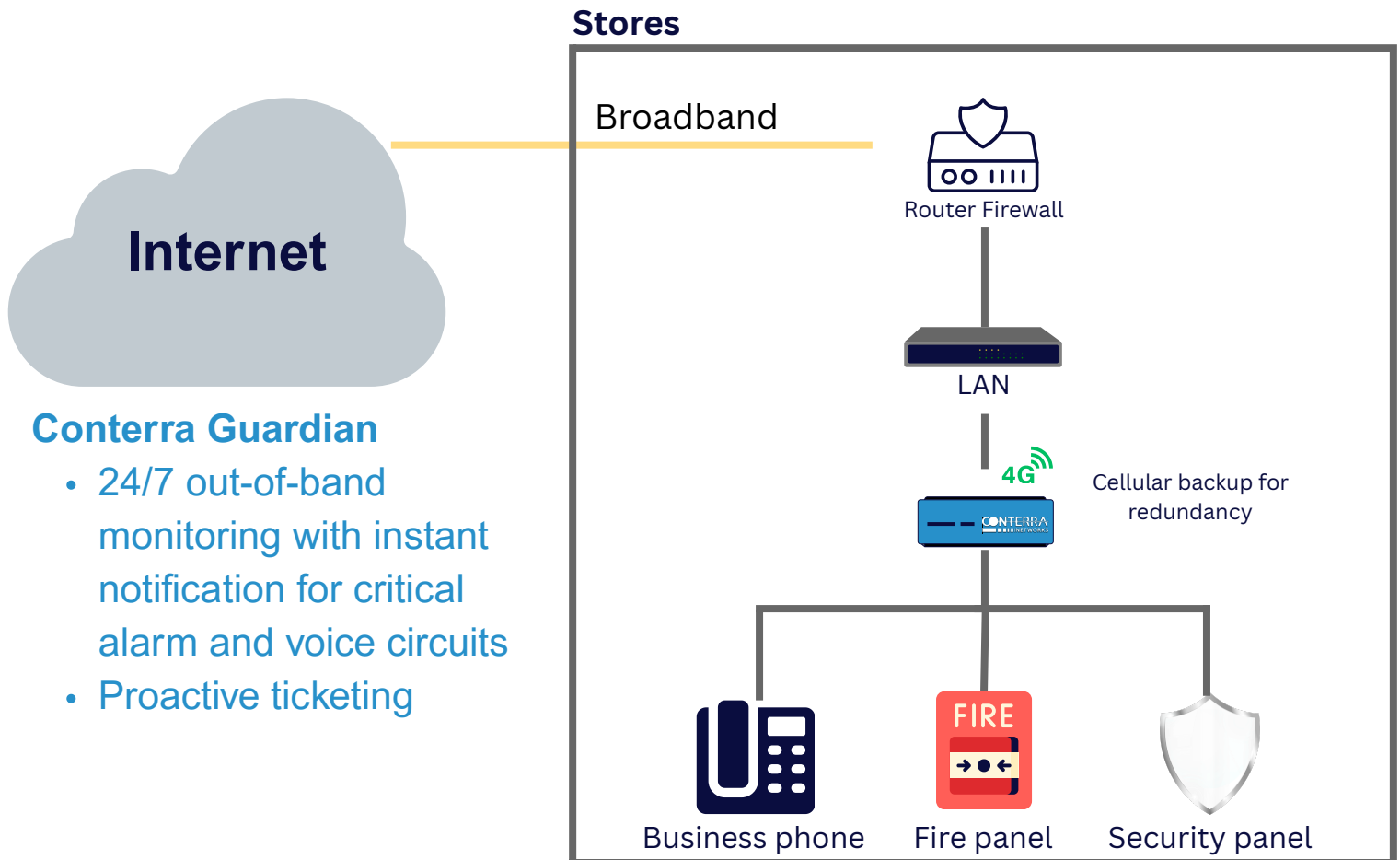
About

- A recognized leader in the pet care industry
- Locations spanning the United States, Mexico, and Puerto Rico

**Time to get off the POTS.
Scan the QR code to
request a free audit of
your current setup.**



Solutions (*continued*)



Conterra Guardian

- 24/7 out-of-band monitoring with instant notification for critical alarm and voice circuits
- Proactive ticketing

Results

- Conterra Specialty Line solution enabled consistent alarm solution across all stores, while delivering \$500,000 in annual savings
- Proof-of-concept at test locations enabled smooth solution rollout with confidence and no negative customer impacts
- Solution eliminated dependence on analog POTS lines, eliminating the dual risks of escalating costs and diminishing network reliability
- Complex upgrade has been executed on time with minimal business impact through Coend-to-end project management and field installation
- Conterra Guardian advanced monitoring provides peace of mind with 24/7 end-to-end network performance and proactive trouble ticketing
- Private APN allows priority access to cellular network during high-traffic periods
- Conterra acts as a single vendor for all sites nationwide, simplifying financial paperwork and IT complexity