

## CASE STUDY

### POTS Replacement for Manufacturing



## Synthetic Materials Maker Escapes Real Price Hikes For POTS Lines by Selecting Ooma AirDial

### The customer:

A global manufacturer of synthetic materials with multiple product divisions.

### The challenge:

The manufacturer's IT team noticed the increasing monthly costs of landlines and also wanted to future-proof their infrastructure ahead of the impending "copper sunset" where landline providers will be shutting down traditional copper-wire phone service.

The IT team found Ooma AirDial and engaged with the sales team. Because the company is large, there were many decision makers with a lot of concerns. Ooma set up a standing weekly call where anyone from the IT team could show up to ask questions. Also, the IT team did a proof-of-concept test with AirDial at one location, replacing POTS lines for fire alarms and emergency phones.

### The solution:

The manufacturer is now expanding their AirDial footprint at a steady pace, currently with 90 lines at 10 sites. The company is also working on a master service agreement to make Ooma AirDial the approved POTS replacement provider for all their locations in North America.