

USE CASE

Revolutionizing Retail Communications: The POTS Replacement Solution



The Infrastructure Challenge

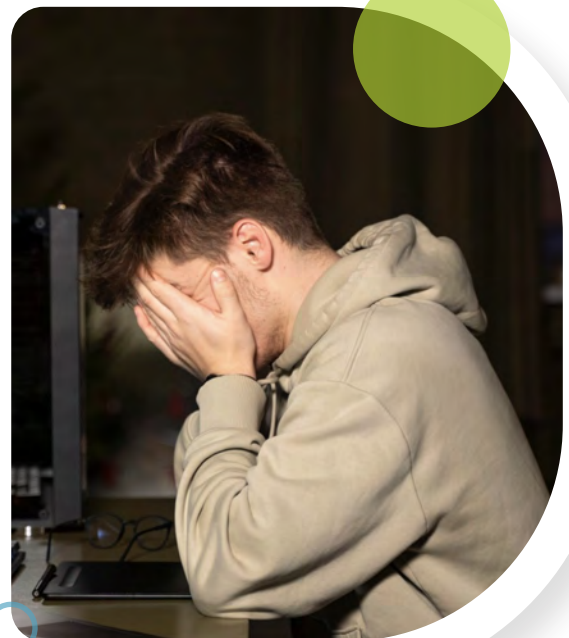
Retail operations depend on reliable communication for customer service, transaction processing, and operational coordination. Legacy copper POTS lines powering these systems face mounting vulnerability as aging infrastructure creates frequent outages that disrupt transactions and customer satisfaction.

Weather-related failures, escalating maintenance costs, and regulatory pressures as telecom providers phase out traditional services create operational challenges. For retailers operating on thin margins, communication failures directly impact revenue.

The Modern Retail Dilemma

Retailers face escalating challenges with legacy copper systems susceptible to outages while requiring costly maintenance. Traditional POTS lacks advanced features like VoIP integration and scalability needed for modern operations.

Security concerns complicate matters as retailers must ensure compliant communication protecting customer data. The copper service phase-out creates urgency while traditional upgrades require significant investments and operational disruption.



Solution: POTS IN A BOX® Technology

MIX Networks' 90X1 and 90X2 systems deliver analog dial tone through cellular and IP networks while maintaining complete compatibility with existing retail systems.



Cost Efficiency: Reduced operational costs with minimal maintenance, saving \$50-100+ per line monthly.

Enhanced Reliability: Battery backup and SIM failover ensure uninterrupted service during emergencies.

Advanced Integration: VoIP compatibility and modern communication functions traditional copper cannot support.

Operational Scalability: Easily adjustable services meeting changing demands without infrastructure overhaul.

Regulatory Compliance: Streamlined solutions helping meet industry communication and security regulations.



The Impact: Proven Results

Retailers implementing POTS replacement report dramatic improvements. Communication-related interruptions decrease significantly, maintenance costs drop substantially, and service reliability increases.

Retail locations maintain operational capability during conditions that previously caused transaction failures, translating enhanced reliability directly into improved customer experience and revenue protection.

Conclusion: Excellence Through Modern Infrastructure

POTS replacement demonstrates retail communication modernization without operational disruption. For retailers where customer experience impacts profitability, modern solutions provide enhanced reliability while minimizing transition risks.

Successful retailers eliminate infrastructure vulnerabilities while maintaining service excellence through comprehensive communication improvement without compromising operations.



Scan to
Contact Us