

# Migrating a Midwestern Retail Chain To A New Network Service Provider

## **BUSINESS CHALLENGE**

A large Midwestern local exchange carrier won the business of a retail supermarket and pharmacy chain store customer with more than 2000 sites, and needed to migrate over the customer's voice and data services from another carrier. As in most retail environments, the customer's retail sites had no onsite IT staff to help coordinate the installation or to provide a schematic of where the voice and data services came into the building or needed to be terminated. Also common to retail, imposed blackout dates around holiday shopping times and peak traffic periods needed to be factored in to the conversion schedules to avoid business impact.

At each retail site the following service migrations needed to occur:

- Private data
- Internet access
- Conversion from wire-line voice to VoIP
- Point-of-sale (POS) terminals for consumer credit cards

## **THE VERTEK SOLUTION**

The CSP turned to Vertek's network migration team, whose high level of industry-specific skill and proven migration experience promised a smooth transition, with substantial cost reductions and customer satisfaction.

In order to do this Vertek provided:

- An overall plan to accomplish business goals
- Master work schedules
- A detailed migration process to be followed addressing all situations
- A custom database to track critical customer information



- Hands-on supervision of tactical operations
- End-customer management
- Continuous reporting
- Ongoing technical advice and guidance
- A baseline analysis of the client's network
- A review of relevant source materials for network components
- Network diagrams, including regulatory boundaries, transport circuits, nodes or equipment

Throughout the course of this project Vertek played the role of project manager, managing client communications, coordinating the services of 100s of people and overseeing all of the LEC's deployments, installations and turn-ups of telecommunications and data equipment and services. Vertek managed all client and third party vendor truck rolls, coordinated all equipment deliveries and provided technical support. Vertek synchronized changes in customer operations with anticipated network changes and established efficient customer communication channels for training, sales and marketing materials and scripts.

From start to finish, Vertek conducted frequent program status meetings for both the carrier and the end client and maintained updated detailed status on shared portals for all stakeholders to monitor.

## NET RESULT

Vertek's main value to this project was in understanding all of the different issues and challenges that can occur with a complex network migration of this magnitude and in its ability to anticipate the potential risks and mitigate them as best as possible.

Despite the lack of flexibility required in the schedule, Vertek:

- Delivered the services on time, meeting the customer's stated time line



- Completed successful migration of over 2500 sites
- Reduced average activation time line from 3+ hours to under 2 hours
- Saved the CSP significant dollars in field service costs
- Designed and created over 1300 sales orders and managed 3000 related orders

**If the client hadn't seamlessly augmented their internal team by utilizing Vertek, they would have never been able to meet their retail client's deadlines.**

Because of Vertek's 20 years of experience in the telecommunications industry the company could handle the full range of planning, project management, and installation and turn up activities, required to complete the job.

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