



Installing DSL to 527 nationwide locations with an aggressive timeframe

The Situation

The customer was struggling with a stalled broadband deployment initiated for the purpose of getting their new point-of-sales system on a network-based VPN at each of their 527 stores. The customer needed help completing the project which included the installation of DSL at each location but had grown skeptical that DSL could be deployed in the timeframe they required.

The Solution

The customer employed Secure Path Networks to assist with the provisioning, installation, and management of the DSL connection at all 527 stores. SPN assigned a dedicated project manager (PM) who would centralize the administration of these installations and report status back to the client on a regular basis.

Through various auditing techniques, the final list of sites that still required a DSL connection was created and several of SPN's DSL partners were contacted. SPN procured a carrier who could not only cover the largest footprint for the customer, but who also agreed to the aggressive installation time frames the customer was expecting. In addition, SPN also engaged a wiring company to install the inside wiring that would be needed at each location. Finally, SPN worked through the customer's internal communications channels to notify all of the locations of when the lines would be installed and what to expect when that happened.

SPN initially worked with the RBOCs to place the orders for the phone lines and win back any phone lines that had been ported to a CLEC. Once the lines were installed or won back, SPN proceeded with the provisioning of ADSL. In the event that a site was ineligible for ADSL due to technology constraints, SPN was able to provide solutions through their partners for SDSL, IDSL, and cable as available.

As each phone line and DSL order was completed, SPN coordinated the subsequent onsite work at each location by ensuring both that the physical hardware was shipped by the carriers and that the physical termination of the phone lines and DSL service was performed correctly. SPN also kept the customer informed throughout this process..

Finally, when SPN confirmed the line was installed, a technician went on site to verify the connection was working correctly. If not, the technician was prepared to provide documentation of what was required and resolve the issue.

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Throughout the entire project, weekly executive summaries were provided to the project stakeholders, and daily, more detailed reports provided to the designated project team.

The Results

SPN successfully delivered the targeted number of installations on time – two thirds of which were completed from start to finish within three months. The customer saved 31% on their monthly voice telecommunications expenses. A handful of locations did not have any type of DSL available due to the lack of facilities, however to this day, SPN is still following up with their partners on a monthly basis to determine if DSL coverage has improved.