



CASE STUDY

JCPenney

JCPenney Transitions Legacy Phone & Alarm POTS Lines to Next-Generation Digital Voice Service.

Network transformation reduces cost, provides enhanced functionality, and eliminates dependence on archaic copper networks.

JCPenney

JCPenney is the shopping destination for diverse, working American families. With inclusivity at its core, the company's product assortment meets customers' everyday needs and helps them commemorate every special occasion with style, quality, and value. JCPenney offers a broad portfolio of fashion, apparel, home, beauty, and jewelry from national and private brands and provides personal services including salon, portrait, and optical. The Company and its 50,000 associates worldwide serve customers where, when, and how they want to shop – from jcp.com to more than 650 stores in the U.S. and Puerto Rico. Follow JCPenney on [Facebook](#), [Instagram](#), [X](#), and [LinkedIn](#).

Challenge

Like many organizations across the U.S., JCPenney was faced with the retirement of traditional copper POTS (Plain Old Telephone Service) lines. As telecom carriers have been in a years-long process of phasing out this older technology, costs have been rising, sometimes to as high as \$1,400 per month for a single phone line. In addition, telecom carriers are decreasing the service of copper infrastructure, and have been discontinuing certain products as they retire their copper networks. This leaves many companies in a challenging position when it comes to their POTS lines.

Results & Impact

The project converted more than 5,000 telephone and alarm lines at all 660 JCPenney stores across all 50 U.S. states without the need for replacing existing systems. Beyond the avoided infrastructure costs, the project is projected to save millions of dollars annually in recurring telecommunications costs while providing greater network intelligence and functionality, as well as more resilient external links for critical systems like alarm and elevator lines. In addition, JCPenney has full transparency into their network through the MetTel Portal powered by Bruin, and now only works with one provider for their voice network needs.

“For more than 120 years, JCPenney has successfully adapted to a broad variety of business challenges through innovation and planning. We sought to improve the efficiency of our communications for the productivity and safety of our employees and customers while also reducing unnecessary costs. The MetTel POTS Transformation solution helped us achieve those goals.”

Colby Gueber

Senior Director, Technology Enterprise Services, JCPenney

As a result of these trends, JCPenney wanted to move off the traditional POTS network. One of the challenges of simply doing this was the fact that JCPenney had a large number of specialty phone lines (i.e., alarm and elevator) that were designed to use traditional telephony and are generally incompatible with next-generation VoIP systems.

Furthermore, JCPenney wanted to leverage a new digital communications infrastructure to modernize its retail environment. In addition to the compatibility challenge discussed above, JCPenney had 5,000 lines in 660 stores across all 50 U.S. states, making the digital transformation of their network a substantial undertaking.

Solution

After weighing options and running pilot tests, JCPenney selected [MetTel's POTS Transformation](#), a fully managed service that connects analog systems to cloud-based data and voice services, making VoIP conversion possible for legacy equipment. The MetTel solution connects to the Internet via broadband, Wi-Fi, or 4G LTE SIM. Wireless back-up provides business continuity during network outages and dual SIMs offer added failover protection for emergency line assurance. MetTel provides access to all three major cellular carriers with the prequalification of LTE/5G coverage in the customer's area. Cellular can serve as the primary connectivity if Wi-Fi or broadband are not available, or as a back-up in the event of primary circuit failure.

ABOUT METTEL

MetTel is a leader in communications and digital transformation (DX) solutions for enterprise customers. By converging all communications over a proprietary network, MetTel gives enterprises one unified view and control point for all their communications and advanced network services. MetTel's comprehensive portfolio of solutions improves productivity, reduces costs, and simplifies operations. For more information visit mettel.net, follow us on [LinkedIn](#), or call us directly at (877) 963-8663. MetTel. Connect Smarter.™

Summary

CUSTOMER PROFILE

- JCPenney is the shopping destination for diverse, working American families with products that meet everyday needs as well as special occasions with style, quality, and value.
- The Company and its 50,000 associates worldwide serve customers where, when, and how they want to shop – from jcp.com to more than 650 stores in the U.S. and Puerto Rico.
- JCPenney offers a broad portfolio of fashion, apparel, home, beauty, and jewelry from national and private brands and provides personal services including salon, portrait, and optical.

CHALLENGE

- Facing increased telecom costs, decreased service, and discontinuation of products as carriers continue to retire traditional copper POTS service.
- 5,000 POTS lines in 660 stores in all U.S. states and Puerto Rico.
- Large volume of specialty phone lines (i.e., alarm and elevator) designed to use traditional telephony and incompatible with next-generation VoIP systems.
- Sought to leverage a new digital communications infrastructure to modernize retail environment.

FEATURED SOLUTION

- MetTel's [POTS Transformation](#).

KEY RESULTS

- Converted more than 5,000 telephone and alarm lines at all 660 JCPenney stores.
- Projection to save millions of dollars annually in recurring telecommunications costs.
- Greater network intelligence and functionality.
- Critical systems like alarm and elevator lines now more resilient.
- Full transparency into network.
- One provider for billing and all voice network needs.

