

Keep Every Store Connected as Copper Networks are Retired



Many retailers still rely on legacy copper POTS lines to support payment systems, alarms, fire panels, elevators, emergency phones, and other critical store infrastructure. As carriers continue retiring copper networks, these aging connections are becoming less reliable, more expensive, and increasingly difficult to maintain.

The Challenge

Unplanned outages in retail environments can interrupt transactions, disable security systems, create safety concerns, and significantly impact customer experience.



**Point of Sale
(POS) Systems**



**Security
Alarm Systems**



**Fire
Alarm Panels**



**ATM
Connectivity**



**Intercom and
Paging Systems**



**Courtesy and
Emergency Phones**



**Elevator
Phones**



**Backup
Phone Service**

Why Retailers Are Taking Action Now

- Carriers are actively decommissioning copper networks and reducing support for legacy POTS services.
- Connectivity failures can disrupt transactions, delay customer service, and create operational challenges that affect sales.
- Alarm panels, emergency phones, and fire systems require dependable communications to help protect people and property.
- Many retailers support hundreds or thousands of locations, making legacy POTS management costly and time-consuming.

The Ooma AirDial Solution

AirDial helps retailers replace aging POTS lines while keeping existing fire panels, security systems, point-of-sale equipment, and other critical analog devices connected. It supports a planned transition away from copper service and provides centralized visibility across a single store or an entire retail network.

Why Ooma

Ooma is a publicly traded communications company that owns the entire AirDial technology stack, providing a purpose-built solution trusted to modernize mission-critical communications without requiring costly rip-and-replace projects.

- Publicly traded communications provider.
- Purpose-built AirDial solution designed specifically for POTS modernization.
- End-to-end ownership of the technology stack.
- Proven deployments across education, government, healthcare, and enterprise environments.

Patented MultiPath Reliability

AirDial MultiPath technology provides fail-safe communications by simultaneously utilizing LTE and Ethernet connections. Unlike traditional failover solutions that switch connections after a failure occurs, MultiPath actively uses both paths at the same time, helping ensure uninterrupted communications for critical systems.

Remote Device Management (RDM)

AirDial RDM provides a unique single-pane-of-glass management experience that brings legacy analog communications into the 21st century. Customers gain centralized visibility into device health, connectivity, battery status, alerts, and performance across every campus location.

Why Retailers Choose AirDial

- Hardware, connectivity, monitoring, and support from a single provider.
- Lower monthly costs compared with traditional POTS services.
- Keep critical systems connected while minimizing disruption during migration.
- Deploy across a single location or thousands of stores with centralized management and visibility.



Customer Success

A major grocery retailer operating more than 70 stores needed to replace aging copper infrastructure that supported critical in-store communications.

Rising service costs, declining reliability, and limited visibility into network health made managing legacy POTS increasingly difficult.

The retailer chose Ooma AirDial to modernize communications across multiple locations while maintaining continuous store operations. Following a successful deployment, AirDial was selected for additional retail locations.

[Read the full success story here.](#)

Compliance Certifications

Built with the applicable guidelines of UL, NFPA 72, California Fire Marshal, New York City Fire Department and ASME A17.1B in mind. Supports Kari's Law and Ray Baum's Act.



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