Ooma

# Success Story

## Ooma Delivers Cost Savings and Improved Reliability for Assisted Living Facilities Operator



**About the Customer:**
One of the largest operators of high-end senior care facilities with hundreds of locations across the United States and Canada.

**Vertical:**
Healthcare – Assisted Living Facilities

**Product Used:**
1000+ lines of Ooma AirDial®

**What Led Them to Ooma:**

- Their need became urgent when the incumbent provider announced it would shut down 500 of the customer's POTS lines, giving only 45 days' notice.
- Customer had multiple POTS providers across their locations, many with high costs
- They wanted to consolidate to one provider

**Why Ooma Won:**
The customer's IT consultant was familiar with several POTS replacement solutions and was instrumental in the customer selection of Ooma AirDial solution. The customer and the partner favored the AirDial RDM portal because it would give them a single pane of glass to monitor every AirDial unit and line, as well as provide them with a detailed inventory of the customer's environment.

**Customer Gain:**
When the customer was notified that the incumbent would raise the cost of lines from ~$60 per to ~$600 in 60 days, the partner and Ooma moved 800+ lines across 100 locations before that date arrived saving hundreds of thousands of dollars.

As of April 2024, all ordered lines are installed. The customer continues to acquire and build new facilities, adding AirDial lines for them. Customer use cases include fire alarms, building security, red emergency phones, elevators, and nurses' station fax machines.