Larry's Market "Case Study"

As presented by Qwest at the Telarus Agent Expo in Las Vegas February 27, 2010

Setting:

Your spouse works as a regional manager at a local grocery store in Seattle, WA called Larry's Market. He/she learns in their weekly meeting that their company is merging with another grocery store located in Portland, OR called Stop and Shop. The merger will expand their location to six sites. The owner is excited about the merger and looks forward to expanding the business into Idaho and Salt Lake City over the next few years. The owner of Larry's Market knows that you are in telecom and asks you to come in and help them design and integrate the two company's communication systems. In the conversation this is what you learn:

- Larry's Market's three stores are on a Frame Relay network. Stop and Shop also uses frame to connect their three offices, but they are not on Qwest's network. They want to interconnect all of the locations and consolidate to one service provider. They are very concerned about the cost and security of moving to this new technology called MPLS, but they agree that this is where the industry is going and they don't want to be left behind. They are also concerned about the lag time and cost of turning down the existing frame networks and transitioning to MPLS.

- The two companies also thought it would be a good idea to set up a Web site with all their products so customers could order online and their groceries would be delivered to them within two hours. The customer is very concerned about security on the Internet and he knows that losing his credit card abilities would cripple his business. He has been told that MPLS is as secure as his frame network, but he still has an uneasy feeling about it and wants more protection.

- They have 6 branches they need to connect with FXS. Generally each location between 6-8 simultaneous calls. Corporate location has up to 46 simultaneous calls with PRI and a full T-1 of always available bandwidth. The branches average a total 500 minutes and corporate 1500 minutes of LD per month.

- The customer jokes that it would be nice if he could get someone to tie all the services together at his stores like Qwest does at his home. The LD charges are "concerning" him and it would be great if the calls were free between stores.

- Each of the six locations have a T-1 of installed bandwidth and the customer is wondering if they need increase their bandwidth at each location to support both a VoIP solution plus the online grocery business. Three of the sites average about 512k of usage each month but the other three stores are running closer to 1024k.

- Stop and Shop really liked the reporting capabilities they accessed through the Web that showed how their network was performing and also liked the fact the service provider would automatically open a repair ticket if they saw an issue. Stop and Shop said it was imperative that they have this type of offer should they migrate to MPLS.

You have already used the VQT tool to validate they qualify for Qwest service via Q.Partner and have determined these are in green loop zones. OK. You have what you need—now design the solution and get ready to show your skills. Remember – all of the people on your team need to participate in order to win.

To learn more about Qwest solutions please contact Telarus at **www.Telarus.com**.