



US CELLULAR BUSINESS PARTNER SOLUTION: POTS REPLACEMENT

SOLUTION OVERVIEW / BENEFITS

On August 2022, POTS lines, "plain old telephone service" lines, are discontinued in response to a 2010 FCC order.

Why POTS Replacement Devices?

- Copper lines are aging and expensive to maintain
- POTS Replacement Devices keep phone line costs down
- Portable and lightweight for anywhere you have a cellular signal and electrical outlet
- No complicated hard wiring setup
- Devices such as ZTE WF723C include a SIM slot
- By moving to a cellular LTE solution, businesses remove the dependence on copper lines that are facing obsolescence
- Prevent and save on upkeep costs as fixing landlines & wiring are more costly with long wait times



POTS-OVER-LTE SOLUTION

Targeted Verticals

- Enterprise
- Government
- Healthcare
- SMB, including service businesses like landscaping, construction, electrical, transportation, and non-emergency medical transport

Qualifying Questions

- How often does your business rely on copper & landline service?
- Has your provider raised the price of your "plain old telephone service?"
- Have you experienced repair line damages resulting in extended wait times & high cost?

Why Do We Win

- FCC estimates 30+ million POTS lines have yet to switch
- POTS-Over-LTE save on upkeep costs
- Modernize business infrastructure with LTE without reinventing the wheel
- Simple & cost-effective
- Applications used on: Alarms, Elevators, POS Systems, Phones, Fax, ATMs, Emergency Call Boxes, Gate/Door Access

Pain Points that our Amazon DSP Addresses

- Outdated & expensive copper lines that will soon retire if they haven't already
- Expensive repair line services
- Obsolescence



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