Ooma Replaces 1,100 POTS Lines Across 140+ Schools, Delivering $36K+ in Monthly Recurring Revenue

CUSTOMER
K-12 School District in Atlanta area

CHALLENGE
Replacement for 1100 POTS lines

SOLUTION
Ooma
AirDial

TA BUSINESS WON
$36K
MRR

The Challenge

A large K-12 school district in the Atlanta area faced the challenge of modernizing approximately 1,100 legacy Plain Old Telephone Service (POTS) lines that supported mission-critical fire alarms, elevator communications, and security systems across more than 140 schools. The district needed a replacement that was reliable, scalable, easy to manage, and capable of supporting a deployment on a significant scale.

The technology advisor (TA) engaged Telarus Sales Engineering for support on the opportunity, which led to an introduction to Ooma.

The Discovery Process

During the evaluation process, the district compared multiple POTS replacement providers. Ooma worked closely with the Technology Advisor and Telarus Sales Engineering team to validate technical requirements, conduct onsite discussions, and support proof-of-concept testing.

Ooma successfully completed a two-building proof of concept in a single day and helped resolve a security panel programming issue that competing providers were unable to address. This hands-on technical support helped build confidence in Ooma's ability to deliver a district-wide deployment.

The Solution

The district selected Ooma AirDial because it combined enterprise-grade reliability with simplified management. Ooma's Remote Device Manager provided centralized visibility and monitoring, while MultiPath technology delivered resilient connectivity for critical safety applications. The solution also offered competitive pricing and a straightforward user experience, making it an attractive choice for district stakeholders.

Partner Lessons Learned

Lead With Technical Validation
Proof-of-concept deployments can significantly accelerate customer confidence.

Emphasize Operational Visibility
Remote monitoring and alerting capabilities Remote Device Management (RDM) sets AirDial apart from other POTS replacement solutions with granular, port-level visibility, centralized management, and proactive alerts across every device and location.

Highlight Implementation Expertise
Large-scale deployments require experienced planning and execution partners.

Use Procurement Advantages Strategically
Existing purchasing vehicles can dramatically reduce buying friction and shorten sales cycles.

Ooma AirDial® helps customers maintain Fire, Life and Safety compliance while creating recurring revenue opportunities for partners. Demand continues to grow, and many partners are finding opportunities within their existing customer base. As carriers continue retiring copper lines, customers are looking for alternatives for fire alarms, elevator phones, emergency phones, and other critical systems. This is creating a meaningful revenue opportunity for partners.

To help partners identify those opportunities, Ooma offers POTSTracker, an exclusive AI-powered platform that helps uncover customers still relying on traditional copper lines and highlights where to start the conversation. With POTSTracker you can:

- Identify opportunities before competitors
- Monitor customer exposure to copper retirement activity
- Prioritize outreach based on urgency
- Begin conversations with meaningful account insights

Think of it as your AirDial prospecting engine, built specifically for partners.

Find Your Next POTS Opportunity

Interested in identifying POTS replacement opportunities?
Contact Channelsupport@ooma.com to access opportunity discovery tools, ROI resources, and deployment guidance for your next project.

Ooma is offering a **$25 Amazon gift card** for a brief strategy meeting. Mention **#TelarusCaseStudy** to redeem.

Want more?
Listen to the full interview.

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