



Success Story

Streamlining Veterinary IT: A Shift to Ooma AirDial® and Ooma Connect

About the Customer:

This national veterinary care provider operates a network of over 300+ clinics and hospitals across the United States, employing approximately 8,000 veterinary professionals and support staff. Each year, they serve more than one million pet-owning families with a mission rooted in quality care, compassionate service, and clinical excellence.

The Challenge:

Managing communications across hundreds of locations presented increasing complexity and escalating costs, particularly due to aging POTS infrastructure and inconsistent internet failover systems. The organization needed a standardized, scalable solution to modernize its IT environment while maintaining compliance and reliability for critical safety lines.

What Led Them to Ooma:

As part of a company-wide IT modernization initiative, the customer connected with a trusted technology partner during a strategic planning event. This partner—who had experience with successful deployments involving Ooma AirDial and Connect—recommended the solutions as ideal matches for the customer’s needs. At the time, the customer was paying an average of \$150 per line for legacy POTS service, making the transition a clear opportunity for both modernization and cost reduction.

Why Ooma Won:

When Ooma was introduced, the customer’s partner had already ruled out other vendors based on prior performance. Their confidence in Ooma’s ability to deliver at scale helped fast-track the engagement. A key deciding factor was the projected \$50,000 in monthly telecom savings by replacing legacy POTS lines with AirDial. Additionally, Ooma’s proven ability to meet the customer’s aggressive three-month deployment timeline was instrumental in securing the win.

Customer Gain:

- **Significant Cost Savings:** Replacing legacy POTS infrastructure is expected to reduce telecom costs by approximately **\$600,000 annually**.
- **Business Continuity:** Ooma Connect ensures internet reliability across all sites, minimizing operational disruptions.
- **Safety & Compliance:** Ooma AirDial supports critical fire and burglar alarm lines, helping meet regulatory standards.
- **IT Modernization at Scale:** The customer established a lab at headquarters to test all components before rolling them out nationally.

All locations are expected to be equipped with solutions from Ooma within three months. As the veterinary provider continues to grow its national footprint, Ooma is set to be a long-term partner in delivering communication infrastructure that’s modern, reliable, and cost-effective.

Vertical:

Veterinary Care

ARR (Annual Recurring Revenue):

\$500,000

SPIFF:

\$100,000

Products Used:

Ooma AirDial POTS

Replacement: 600+ lines across 300+ locations

Ooma Connect

Fixed Wireless: 300+ units