Case Study
SVS Vision Optical Centers

SVS Vision is a proud Michigan-based optical retailer providing outstanding customer service for over 40 years. The company operates 90 offices strategically located in the Midwestern and Eastern United States, and manufactures eyeglasses at its centralized optical laboratory in Mount Clemens, Michigan.

The Challenge
SVS Vision's partnership with Grid4 started in 2010 when SVS board members met with Grid4 as they were planning to transform their corporate network due to a rapid expansion strategy. SVS had inherited multiple phone systems across locations due to acquisition of another optical retailer.

The Solution
SVS Vision's relationship with Grid4 began with a commitment from Grid4 to provide traditional PRI voice services over T1 circuits to all of the existing SVS locations and a plan to open all new locations with Grid4's SmartCOMM® Cloud Phone System and a fiber-based Dedicated Internet Access across SVS Vision's new MPLS-enabled corporate network.

A trusted relationship with a local, Michigan-based communications provider was important for SVS as they are a large supporter of the local Michigan economy. SVS set a goal to update its core systems including migrating its communications infrastructure from multiple legacy PBX systems to a single, cloud-based system. This was going to represent major changes in workflow and functionality for hundreds of employees, and a new experience for customers as well, and they didn't want to select anything less than the best.

"As we investigated our options for a communications partner, we found something different with Grid4, says Joe Keller, SVS Vision's Vice President of Information Technology. "That difference was the strong desire to be a partner and resource in all phases of redesigning and implementing SVS Vision's corporate network. Grid4 provided us a clear road map of the future of the network, including a predictable cost for converting existing stores and also for new construction."

"SVS Vision's decade long partnership with Grid4 has allowed SVS to modernize the infrastructure by tripling WAN speeds at a net-neutral cost, establish LTE backup for 99% uptime at all stores and unify three disparate phone systems onto a single VoIP platform saving $8K per month."

SVS now has over 90 locations on their private corporate MPLS integrated network. SVS Vision has deployed Grid4's SmartCOMM® Cloud Phone system with fiber-based Internet access, MPLS and SD-WAN with LTE failover solutions at all locations, with plans for continued rapid growth.

"Grid4's deep understanding of the SVS Vision network allows them to provide a level of support that proved extremely valuable above and beyond the services provided."

Joe Keller
VP of Information Technology
SVS Vision

Grid4 Solutions
- SmartCOMM® Cloud Phone System
- SmartCOMM® MPLS IP-VPN
- SmartCOMM® SD-WAN with LTE Failover
- SmartCOMM® Dedicated Internet Access - Fiber

SMARTCOMM®
IP COMMUNICATION
SOLUTIONS

888.474.3444 | www.grid4.com

grid4
communications®

Grid4 SmartCOMM® Business Solutions

Cloud Phone System
A future-proof alternative to on-premise phone systems. Grid4 has been delivering cloud phone system solutions to businesses since 2007. Communicate smarter with more ease and flexibility, maximizing productivity and performance.

IP Voice (VoIP)
Grid4 has over 20 years of experience delivering the highest quality SIP and PRI VoIP solutions via a carrier grade softswitch and network.

Dedicated Internet Access
As a true carrier, Grid4's interconnected network leverages multiple tier-1 networks across the globe to deliver high-speed Internet access solutions.

MPLS IP-VPN
Connect your employees at multiple locations on a dedicated and reliable private network.

Managed SD-WAN
Maximize your uptime by utilizing multiple Internet connections, while lowering operational costs and efficiently monitoring bandwidth usage for single or multi-site deployments.

Managed IT Solutions
Grid4's Managed IT Solutions optimize the efficiency, productivity, and agility of your IT environment, so you can focus on growing your organization.

Our highly knowledgeable team provides strategic guidance, best practices, lifecycle services, network monitoring, comprehensive support, and more to help maintain your infrastructure, reduce costs, and minimize risk.

Microsoft Partner

Smart Customers Trusting Smarter Communications

Henry Ford HEALTH SYSTEM

MICHIGAN HUMANE SOCIETY

SVS VISION OPTICAL CENTERS
Service. Value. Selection.

Detroit Public TV

Real Estate One®

EMAGINE
THE MAGIC OF MOVIES & MORE

SMARTCOMM®
IP COMMUNICATION
SOLUTIONS

888.474.3444 | www.grid4.com

grid4
communications®