



CASE STUDY • RETAIL • MULTI-STATE

Multi-State Retailer Standardizes on Xobee Across Three States

A 5,200-employee retail company inherited Xobee through an acquisition. Every contract cycle since, they have chosen to renew, expand, and standardize on Xobee across MA, IL, and OH.

AT A GLANCE

Industry	Retail
Headquarters	Massachusetts
Locations	Massachusetts, Illinois, Ohio
Employees	5,200
Xobee Services	Xobee VoIP, Managed IT, Cybersecurity, Cloud Services
Annual Investment	~\$295,000

3 States

MA, IL & OH, fully supported

5,200

Employees on the platform

\$295K

Annual investment with Xobee

THE CHALLENGE

For a multi-state retail organization managing thousands of employees across Massachusetts, Illinois, and Ohio, communications infrastructure becomes a strategic liability when it fails. Locations acquired through growth come with inherited vendors, and one of those vendors was Xobee.

The question was not whether to start using Xobee. They were already using them. The question was whether to stay. The organization needed an IT partner that could scale with a complex, growing footprint, operating reliably across every state they were in and every state they were heading to.

They also needed confidence that their voice and VoIP infrastructure was backed by a provider with real depth: managed IT, cybersecurity, and cloud capabilities, not just a phone vendor.

THE SOLUTION

Xobee delivered a combined Xobee Voice and VoIP solution that handled the organization's multi-state communications environment. The relationship went beyond phone service. Xobee's broader capabilities in managed IT, cybersecurity, and cloud gave the company's technology team confidence that they were dealing with a partner, not just a line item.

When contracts came up for renewal, the choice was straightforward. Xobee had performed. Support was responsive. The platform scaled. And unlike many vendors who win a single deal and disappear, Xobee had demonstrated it could grow alongside an organization that was not slowing down.

"We would definitely expand our use of Xobee by using their services in different states. We are also exploring if there were different applications for their services and technology within our organization."

— IT Decision-Maker, Multi-State Retail Company

THE RESULTS

- ✓ **Retained through acquisition and chosen again**
The organization inherited Xobee through a deal and had full discretion to walk away. They didn't. That retention decision is one of the strongest signals in any vendor relationship.
- ✓ **Expanded to a full multi-state deployment**
What started as a single-location inherited relationship grew into a live \$295K annual engagement spanning three states, driven entirely by performance and trust.
- ✓ **Exploring additional Xobee services and technology**
The organization is actively evaluating where else Xobee can add value across operations. This is a clear sign that the relationship has moved beyond transactional.
- ✓ **Confidence in Xobee at enterprise scale**
Xobee's managed IT, cybersecurity, and cloud capabilities gave the organization's technology team the credibility check they needed to support a larger, more complex footprint long-term.

WHY XOBEE

This customer did not choose Xobee at the start, but they chose Xobee every time after that. The initial relationship came through an acquisition. Every subsequent renewal was a deliberate decision.

Three things drove it: reputation, capability, and responsiveness. Xobee's standing in the market gave the organization's team confidence before they had even had a conversation. The breadth of Xobee's services, from voice to managed IT to cybersecurity, meant they were not just buying a phone system. They were building a vendor partnership with room to grow. And the ongoing support proved, contract after contract, that Xobee could operate at the pace and scale this organization required.

For fast-growing mid-market organizations operating across multiple states, that combination is rare. When you find it, you keep it.

Ready to simplify communications across all your locations?

Xobee supports multi-state organizations with voice, managed IT, cybersecurity, and cloud, all under one roof.

xobee.com