



P: 360.450.4759

F: 360.450.4843

info@silverliningstechnology.com

9504 NE 41st Ave.
Vancouver, WA 98665

www.silverliningstechnology.com



Case Study: Cost-Effective Analog Phone Service for Senior Residents

Situation

A newly built senior living community—wanted to offer traditional landline phone service for residents who aren't yet comfortable with mobile devices. However:

- **Analog line scarcity & high cost.** Analog service fees had skyrocketed, and in many areas standalone landline plans were hard to secure.
- **Resident comfort & continuity.** Many seniors preferred to keep “their” home phone number they'd used for decades.
- **Billing complexity.** The facility needed a solution that would let them centrally assign numbers, track usage, and bill individual residents without onerous overhead.

Action

Silver Linings Technology designed a hybrid VoIP-analog solution that leveraged existing infrastructure and turned phone service into a revenue stream:

1. **VoIP core infrastructure.** Installed a Voice-over-IP backbone in the building for all voice traffic—eliminating reliance on expensive analog circuits.
2. **Analog gateway deployment.** Deployed analog-to-VoIP gateways at each bedside jack so any standard telephone could plug in and register on the VoIP network.
3. **Centralized number management & billing.** The building's front-end system assigned each room its own telephone number and integrated billing into the resident's monthly



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statement.

4. **Help-desk support.** Silver Linings provided ongoing remote help-desk assistance to troubleshoot any handset or connectivity issues.

“Our favorite thing was that Grandma could keep the same phone number she’s had for 20 years—nothing had to change for her.”

— Greg Shenefelt, Lead Engineer, Silver Linings Technology

Resolve

The solution delivered immediate benefits for both residents and Grand View’s operations:

- **Resident savings:**
 - Facility cost: **\$10 per line/month**
 - Resident billing: **\$25 per line/month**
 - Market alternatives: **≈\$40 per month**
 - **Monthly savings per resident:** $\$40 - \$25 = \$15$
 - **Annual savings per resident:** $\$15 \times 12 = \180
- **Facility margin:**
 - Revenue per line: $\$25 - \$10 = \$15$ per month, or **\$180 per year** per resident line.
- **Plug-and-play simplicity:** Residents simply brought their own handset, plugged into the wall, and kept their existing number.



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- **New profit center:** By turning basic phone service into a low-effort add-on, the building gained a modest recurring revenue stream without any extra capital expense.
- **Seamless support & compliance:** Centralized management ensured lines remained secure and easily maintained via the on-premises help desk.

Key Takeaways

- **Leverage VoIP to replace costly analog lines** while still delivering a familiar user experience for less-tech-savvy residents.
- **Monetize “value-add” services** (like landline phone access) by billing at a modest markup against your own cost base.
- **Maintain continuity for end users**—allowing them to retain long-standing phone numbers fosters satisfaction and reduces change resistance.
- **Capitalize on existing assets:** No new hardware purchases were required—just smart configuration of the facility’s VoIP and gateway equipment.



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