![JOURNEY TO ALL IP logo]

JOURNEY TO ALL IP

daisy
preferred partner

Into the Cloud

Take off on your journey to better communications

Welcome aboard your
JOURNEY TO ALL IP

As the nation travels away from outdated analogue technology like copper phone lines and 3G networks, we all need to explore how to keep moving.

We've pulled together the latest updates and insights into the main changes that are going to challenge UK businesses over the next few years – with support and advice on how to navigate them.

On your way to being All IP ready, we want to ensure you get priority boarding at every leg of the journey, so we can be better every day, together.

IMPORTANT DATES FOR THE DIARY

September 2023
This is the national stop sell for copper phone lines, often referred to as the PSTN stop sell. After this time, you won't be able to add, upgrade, or change your copper phone lines.

December 2023
By the end of 2023, Vodafone will have completely closed down its 3G mobile network – with Three Mobile and EE doing the same in 2024.

2025
By the end of 2025, every legacy phone line and broadband connection will need to have been upgraded to a fibre connection as the Public Switched Telephone Network (PSTN), which has been in use in this country since 1876, will be switched off.

OUT WITH THE OLD...

It's hard to avoid the resurgence of older technology as people yearn for nostalgic times.

The success of Samsung's launch of a flip phone for the modern era is a testament to this, as is the resurgence in demand for vinyl records and polaroid cameras. But, as wonderful as the nostalgia is, we can't rely on outdated technology to keep British businesses working anymore.

The Public Switched Telephone Network (PSTN) has formed the infrastructure for the UK's telecommunications system since 1876, when the first ever phone call was made. The PSTN was originally made up of just the traditional copper wire telephone system, designed for analogue voice communication.

In the late 1980s, the Integrated Services Digital Network (ISDN) was then introduced within the PSTN, which was a digital version of the analogue phone line to allow the transfer of voice and data over PSTN copper lines.

Naturally, with the increased demand and aging technology, this has all become antiquated and costly to maintain. This has driven Openreach's decision to speed up the roll out of fibre connectivity to fully replace the old technology.

WHAT DOES THIS MEAN FOR YOU?

Fibre networks are being built across the nation as we speak, and as and when they go live in different areas you will be able to access them and make the move to a faster, more reliable and future-proof full fibre broadband connection. Some areas will be entering stop sell – the inability to add to your existing copper lines – before the set national stop sell in September 2023, but after this date the whole of the UK will be in stop sell. This is to give people time to adjust before the full Switch Off in 2025.

But what about your phone lines?
As Julien Parven, Director of Daisy Partner Business explains:

"To continue to make and receive phone calls, your business will need to adopt a digital/cloud phone system, often referred to as Voice over Internet Protocol (VoIP) systems. This is a phone system where calls are routed directly over the internet to devices connected to your router – which can include digital capable phone handsets or web apps on a laptop or mobile phone."

Daisy Communications is naturally spending time ensuring its businesses can keep operating smoothly for the future, whatever the technology change – and a massive change like this is a top priority for Daisy, its Partners and its customers.

"It's not just your phones that will be affected. If you have any alarm systems, lifts, access systems or CCTV that runs on your copper phone line you will need to upgrade this technology to operate on the same Internet Protocol (IP) system, or devices that can work with the inclusion of a SIM card."

...IN WITH THE NEW

THERE'S PLENTY OF TIME – RIGHT?

The full network Switch Off is two years away, and that may seem like ages to get ready – but this really isn't something you can leave to the last minute. A global pandemic flew in just the same time frame, and if you think back to the scenes of panic buying in the supermarkets in the face of forced lock downs you'll start to see why beating the crowds is always a good plan.

We're not saying the PSTN Switch Off will trigger fights over printer paper in the office stockist aisles. But if you leave it to the last minute to migrate to a VoIP calling system, upgrade your security, or future-proof your connectivity, you could find yourself at the back of a very long queue for engineer visits and migration support.

"There are a finite amount of engineers – and time, so waiting until everyone else is rushing for a deadline only guarantees that what should be a simple process is a stressful experience," said Julien.

"Not to mention, as regional exchanges are moved into stop sell there is the very real change that legacy services will be subject to degradation."

Openreach began service degradation in Salisbury and Mildenhall – the first areas for a full fibre network to go live and stop sell to be implemented - in 25 April 2023, reducing Fibre to the Cabinet (FTTC) bandwidth reduction to 2Mbps downstream and 0.8 Mbps upstream. There are also further service degradations planned in the area from June 2023.

WHAT ARE YOU WAITING FOR?

Your copper lines are getting turned off. There's no two ways about it. So, while it might be nice to spend a moment reminiscing about old switch boards and rotary phones, if you want your business to continue with smooth operation – wherever you are in the country – now really is the time to grab some priority passes and get on board with the future.
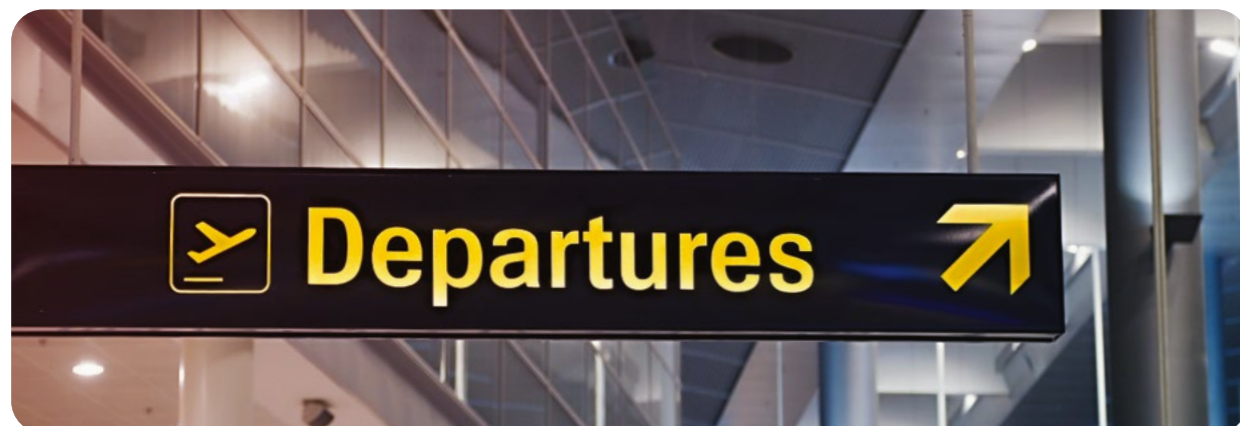
Uncover your business broadband possibilities

Get in touch to learn more about your business broadband options to ensure you're All IP ready.

The future
of connectivity
is waiting for you...

People will tell you that it's the journey that matters, not the destination. And in many aspects of life, they'd be correct. However, when it comes to taking the journey to All IP, choosing the right connectivity destination for your business is vital for the success of your other IP endeavours.

IT'S RETIREMENT TIME FOR LEGACY CONNECTIVITY

Two of the main types of connectivity we've come to rely on in recent year are Asymmetric Digital Subscriber Line (ADSL) and Fibre to the Cabinet (FTTC). ADSL is a broadband connection that works through the copper wires of your existing phone line. FTTC is broadband network architecture that brings fibre connectivity from the telephone exchange to street cabinets. From here, it is connected to a premises with a further copper sub-loop.

Both of these types of connectivity run through, and are reliant on the PSTN. As we've explained in our previous article, this network is reaching its well-earned retirement in 2025. Along the way, regional full fibre networks will be going live across the nation ready for the Switch Off.

While it seems like you should be able to keep your FTTC connection because it utilises fibre, as it makes the last leg of its journey to your premises via copper cables you will lose connection if you don't upgrade before it's too late.

Meet the future

So, what are your choices when looking at being All IP ready? To future-proof your business, you'll want to consider Fibre to the Premises (FTTP), Single order Generic Ethernet Access (SoGEA) or a Leased Line.

FIBRE TO THE PREMISES (FTTP)

FTTP provides end-to-end fibre from the exchange directly to your building - without any copper in sight. The roll out of this technology will allow the UK to move away from the copper wires that are on the way out to something much more resilient that also allows for much faster speeds.

SINGLE ORDER GENERIC ETHERNET ACCESS (SOGEA)

SoGEA is the closest alternative to FTTC broadband and is available to order in many exchange areas – even in areas where full fibre has not yet been enabled. It is broadband, but without the requirement for an underlying PSTN line, which means the connection is reliable with lower interference and instability – and totally future-proof.

LEASED LINE

A Leased Line is a dedicated, fixed-bandwidth data connection. It allows data-hungry businesses to have a reliable, high-quality internet connection with guarantees of upload and download speed, uptime and resilience – all to themselves rented directly from the Internet Service Provider (ISP).

How to choose the right solution for your business

With so much choice, how do you make sure you're making the best choice? Here are six things to think about when making your selection.

DOWNLOAD SPEED AND BANDWIDTH

As you adopt new technology for an All IP world, meeting your business' demand for more speed and bandwidth will be paramount. Consider what type of speed your business will need to keep working day-to-day. FTTP can achieve speeds of up to 1gb/s, SoGEA can get you up to 76 mb/s, whereas a dedicated Leased Line can let you enjoy uncontended speeds of up to 10gb/s.

RELIABILITY

Leased Lines are a managed service, which means faults are sometimes spotted and fixed before the end user even realises it due to active advanced monitoring. SoGEA and FTTP broadband connections are not managed services, which means they will not be actively monitored to make sure it is operational

CONTENTION

FTTP broadband and SoGEA are contended services, meaning that fibre could be shared with other connections. This could cause speeds to slow during peak hours. A dedicated Leased Line is private to the business that owns it which means users enjoy a dedicated connection 24/7.

BUSINESS SIZE

Businesses that employ 15 employees or less or businesses that do not rely on the internet for their daily work are more likely to benefit from a FTTP or SoGEA connection. Whereas businesses with more than 15 employees that require uninterrupted internet connection all day every day should consider investing in a dedicated Leased Line.

AVAILABILITY

Sometimes the decision will come down to what is available to you. Businesses will need to check if there is a full fibre network live in their area before they can pick an FTTP product. If you want to future-proof before that network goes live, or you're in a hard to reach area, SoGEA or a dedicated Leased line may be the way to go.

PRICING AND CONTRACTS

Dedicated Leased Lines are often more expensive than an FTTP or SoGEA broadband connections. Since dedicated lines are a managed product and private to the business they tend to cost more. There is also often an installation cost to a dedicated Leased Line, as they will need a line routed directly to the premise. FTTP and SoGEA are usually lower cost and offer shorter contract lengths.

Still need help deciding?

Contact us to discuss what the right solution for your business is.

How much missed calls cost you

...don't lose customers because you're the hold up.

NO ONE LIKES WAITING

We've all been left standing by the luggage carousel, watching the slow procession of luggage that isn't ours getting offloaded from the flight. It's annoying, stressful and can cost us. Whether the case never makes it to your destination, or the delay makes you miss a connection or meeting, it's one of those facts of life that you have very little control over. Call waiting time isn't something we have to accept – and the modern customer knows they don't have to wait for you to pick up. They can just go elsewhere.

CUSTOMERS WON'T BE DRAGGED DOWN

When you're trying to get through to a company or organisation on the phone, having to wait can make time really drag. It's the same for your customers, with a third of consumers reporting it's the most frustrating part of getting customer service help *(HubSpot)*.

It's no surprise when a long wait results in abandoned calls, but that's not the only struggle customers have to contend with when trying to contact a company's sales team or customer services. Sometimes calls are disconnected by phone systems due to technical issues or they're missed due to agents being unavailable.

Whatever the reason behind missed calls, they aren't just an inconvenience - they could be costing your businesses more than you think. A missed call can mean a missed sale, of course, but the negative impacts can extend far beyond that.

PEOPLE TALK

When an airline loses your luggage, you go to Twitter and complain. And it can make a little dent in the airline's brand reputation, but it's hardly going to shut them down.

Being consistently hard to get a hold of can have a much more damaging effect on your a brand's reputation. Customers expect great service as quickly as possible and are unlikely to give companies second chances, especially against a tough economic backdrop that means every penny spent has to bring as much value as possible.

Once someone has a poor experience, word gets around. Unhappy customers will share their experience with 16 to 24 people *(Aircall)* and one bad online review can influence up to 30 potential prospects *(Gadget Review)*.

These poor experiences will also lead existing customers elsewhere. Around a third of customers will stop interacting with a brand they once loved after one bad experience *(PWC)*. If these continue, 80% of consumers would switch to a competitor *(Zendesk)*.

Knowing how quickly customer sentiments can turn sour is scary. However, minimising missed calls and their impact can be achieved through simple solutions. Upgrading to the right digital phone system makes managing calls much easier, allowing your staff to deliver great service that customers have come to expect.

A third of consumers report that the most frustrating part of getting customer service help is waiting on hold. *(HubSpot)*

WHAT DIFFERENCE DOES DIGITAL MAKE?

So, what sets digital phone systems apart? Also known as hosted telephony or Voice over Internet Protocol (VoIP), these phone systems run over the internet rather than traditional copper wires, bringing the added benefits of being more flexible and containing a wide range of features that make for a better customer experience.

Instead of being tied to one location, calls to VoIP systems can be taken from a range of devices such as mobiles and laptops as well as IP handsets. All it takes is loading the software onto the desired device. This means the call comes straight to the user rather than having the user go to the phone, which is especially handy for employees working flexibly or remotely.

Auto attendant features provide call routing options for different areas of the company. They can also be used to create announcements about important business details such as special opening hours or where customers can find help or information when the office is closed.

Digital phone systems are also capable of intelligent call routing. This feature identifies the customer and their reason for calling then puts them in contact with the agent most capable of handling their query. Putting someone in touch with the person they need right away will end up saving a lot of time for both the caller and company, and customers see the ability to resolve issues quickly as one of the top aspects of a good customer experience. Companies with excellent customer service enjoy repeat customers too, with 93% more likely to make another purchase *(HubSpot)*.

Unfortunately, like airport baggage claim or passport control, queues can't always be avoided. What can make the wait easier is knowing how long it will be. VoIP systems can offer queue announcements, telling your customers their position in the queue and how long it will take until they can speak to an agent. From there, they can make the decision whether to wait or call back another time.

Another great feature is callbacks, which allow the caller to hang up the phone without losing their place in the queue. They can continue with their day until they reach the front of the line, when they'll receive a call from the agent.

On top of all the features that make managing calls easier, many cloud communications platforms are less prone to outages than older systems. They often feature built-in business continuity and disaster recovery, so businesses experience less downtime, if any, and are always ready to serve customers.

If missed calls are costing your business, making sure your customers' calls are handled as quickly and efficiently as possible should be top priority. Similar to the way bad customer service can have detrimental knock-on effects to a business, great customer service leads to even greater rewards. Companies enjoy repeat purchases, increased brand loyalty and positive reviews that will only attract more customers. A digital phone system with the right features might not solve all customer queries, but it's the best way to put them in touch with someone who can.

Unhappy customers will share their experience with 16 to 24 people. *(Aircall)*

93%
of customers are more likely to make another purchase at companies where they've experienced excellent customer service. *(HubSpot)*

So, while we can't stop you losing your luggage, we can help stop you losing customers with the right hosted voice set up.

Hybrid work

Love it or loathe it, it's here to stay...

Since lockdowns started in 2020 we have witnessed a gradual increase in hybrid and remote working. According to data released by the Office for National Statistics, 16% of the workforce stated they worked completely from home, while 28% reported a balanced split of working from home and occasionally traveling to work between September 2022 to January 2023.

It's no surprise that businesses are also choosing to opt for a more flexible and sustainable approach after facing financial strains incited by the rise and fall of the economy over the past few years. Only last year, a trial was conducted where more than 60 UK companies cut down their business hours, to trial a four-day work week.

The results were hardly shocking as

90% of the participants opted to continue the shorter week trial, with 18% adopting it permanently.

The main reasoning for the results was that

"a shorter working week leads to less burnout, making staff happier and more focused in their roles."

The same effects can be linked to hybrid working, as more than 78% of those who worked from home either as a hybrid worker or fully remote offered them an "improved work life balance". 52% reported it was quicker to complete work while 53% agreed they had fewer distractions in their day. Happiness was also on the rise according to those who participated in the survey, with 47% admitting seeing an increased in their well-being.

With more than 50% of workers spending less on their fuel and parking that would normally have been used on commuting to work, the evidence that hybrid work is a necessity for many people in the UK is becoming increasingly apparent. Whether you love it or loathe it, hybrid working is a modern and convenient approach that is here to stay.

THE HYBRID CONUNDRUM

While meeting demand for hybrid working may enable businesses to attract and retain the best talent, it's important to consider all the angles and build a model that suits your business.

Some of the top issues to consider, according to research by the BBC, include:

Ensuring your hybrid working policy is inclusive. Many roles must be done on site and in specific ways and it could cause a rift between parts of your business.

How to offset the cost of supporting home set ups for hybrid and remote workers. This can be done by downsizing physical office space.

Collaboration. It can be tricker to work closely together and share documents if you don't have a good system in place to support collaboration.

Co-ordinating teams' schedules. If you take a casual approach to your hybrid system and let staff decide their in-office hours personally, there still needs to be co-ordination to ensure people are available when needed – and don't miss out on valuable time with other people in person.

Security. Remote working systems that enable collaboration can be a "hackers dream" according to the BBC's findings. So, ensuring you have the right security in place is vital.

However you choose to embrace hybrid working, it's clear that one of the first things to get right is the technology. So, it's important to look into how tools like Microsoft 365 and Microsoft Azure can help keep you working. Because the demand for hybrid working isn't going anywhere.

Looking for tips on how to make a hybrid set up work for your business?

Get in touch today, or scan the QR for more information.

Daisy Anywhere & IoT

Stay connected anywhere with a multi-network SIM.

- Multi-network & unsteered
- Global coverage
- Flexible tariffs
- Static IPs
- IoT capabilities

3 simple steps to make your phone system work for you

If you do nothing else, just do these three simple things to get the most out of your phone system:

1.
Get the initial set up right.

2.
Unify your business communications.

3.
Upgrade your audio equipment.

Get the full breakdown by scanning the QR code.

Future-proof your business with our market-leading VoIP solution

Daisy Hosted Voice is highly resilient and secure, offering maximum call quality at an affordable price. And with your system hosted in the cloud, the flexible and scalable solution opens a world of possibilities for your business.

• A completely scalable solution to grow with your business

• Built-in business continuity and disaster recovery

• Ideal for flexible working – can be used on desktop or mobile

• A reliable and robust platform

A blueprint of digital upgrades

There is a lot to remember to upgrade ahead of the PSTN Switch Off in 2025. To help simplify your upgrade to do list, we've mapped the areas that need to adapt or change in a typical office set up.

The PSTN Switch Off

Your Replacement Guide

2025

To view our interactive guide, scan the QR code or visit:

daisypartners.co.uk/pstn-switch-off-brochure

Sunsets & Sunrises:

from 3G *to* 5G

IT'S THE BEGINNING OF AN END

Mobile network operators have set their plans in motion to sunset 3G. This year marks two decades since the network was introduced to the UK, so it's fair to say that it's had a good run. The 3G network predates Skype, Facebook and the iPhone, and in its lifetime 4G and 5G have entered the picture, offering faster, more reliable services. 3G has not only become outdated, but increasingly costly to maintain. By switching it off, mobile networks can fully focus their time and investment on newer networks, making room for better services. Vodafone plans to close its network this year, having already begun trails in the Basingstoke and Plymouth areas. It will then roll out the sunset on a region-by-region basis from June, aiming to completely switch off the network in December. EE and Three have set their sights on next year while O2 is yet to announce any switch-off plans.

For the estimated 5.5 million mobile customers dependent on 2G or 3G *(Ofcom)*, change is on the horizon. Customers on some mobile networks will be able to continue using 2G for a while as it's being kept online as backup, but they'll have to contend with the network's much slower speeds. However, customers on the Three network won't even have that option. The company doesn't offer 2G, so Three users will be left with no service.

It's also important to keep in mind that it isn't only mobiles that will be affected by the 3G sunset. There are plenty of devices that use the network to transfer data, such as certain e-readers, GPS systems, alarms and much more. Now is the time for businesses to take note of their inventory and find out if they have anything that could soon be disconnected.

BEYOND THE SIM AND ON TO BRIGHT POTENTIAL

To avoid being left without mobile data, it unfortunately may not be a simple case of switching out a SIM card. Devices need to be 4G and 5G compatible to use these networks, so anyone with a device compatible with only 3G and earlier generations will need to upgrade if they still want access to mobile data.

While being forced to move on from old technology can be confusing or inconvenient to some, the positives of upgrading far outweigh the negatives. An upgrade to 5G-ready devices won't just mean a move to a much faster network – although being up to a hundred times faster than 4G is certainly noteworthy. While the very first 5G mobile networks were rolled out in early 2019, we're still at the dawn of its potential.

5G offers greater capacity, handling thousands of connected devices in a small area with ease so users won't be left fighting for data. It also has ultra-low latency, meaning the time it takes for data will barely be noticeable. We can enjoy near-instant sharing, seamless video calls and uninterrupted streaming and gaming. But what's more exciting is 5G's capability to transform industries. Some even believe there are things it's capable of that we're yet to imagine.

An estimated 5.5 million mobile customers are still dependent on 2G or 3G. *(Ofcom)*

WHO'S BENEFITTING ALREADY?

In manufacturing, 5G can improve efficiency and make factories and plants much safer. 5G-supported video monitoring can detect faults in machinery, flagging any need for maintenance. It can also support IoT sensors measuring the conditions of the environment like temperature or humidity. 5G's low latency means machinery can be shut down in milliseconds if required, making it much safer to use.

5G is also driving huge advancements to the healthcare industry. Smart ambulances could allow doctors and specialists to guide paramedics through a live video link, helping to assess, treat and prepare patients before they arrive at the hospital. From the ambulance, paramedics could send information about the patient in advance and keep hospitals updated on expected arrival times. 5G can also support virtual reality technology to help train medical students, making scenarios seem even more realistic with its low latency.

In logistics, supply chain transparency is invaluable. 5G will prop up the technology that keeps track of goods in real-time, from cargo in ports to boxes in warehouses, allowing for better inventory management. It's also expected to be able to track vehicles more accurately, letting companies know where goods are, warning them of delays and updating them on arrival times.

When 3G launched, smartphones seemed like the stuff of science fiction. As we come to the end of its lifetime, technology has grown capable of even more seemingly impossible things. What will come next does seem easier to predict, however as 5G promises to bring even more innovation and take IoT to new levels, who knows where the limits lie.

As we push to get ready for stop sell and make the trip to All IP, everyone needs to take a long, hard look at their digital readiness.

ARE YOU ALL IP READY?

Run through our checklist of questions you need to ask yourself as you get packed up for the journey.

Your journey to All IP
☑ **checklist**

QUESTIONS TO ASK YOURSELF:

☐ Do you understand the changes that Openreach is making to the UK landline network? If you're not sure, now's the time to ask an expert.

☐ Do you have plans for addressing the Openreach network Switch Off?
Keeping your businesses connected is too important to wing it. Make sure you get some help making a plan if you need it. The following questions will help that plan.

☐ Do you have analogue telephone lines that are connected to a system on site or are your phone lines already connected via the internet?

☐ How many sites do you have?

☐ How many people currently use the telephone system? Do you know if they use the system via a handset or headset?

☐ What features do you have on your telephone system currently, e.g. voicemail or music on hold?

☐ Do you actually like your current phone system? For example, do you wish there was something it could do that it doesn't currently?

☐ Do you have any services that are no longer in use?

☐ Are you aware of any other systems reliant on your phone lines, such as alarms, door access, lifts or security cameras?

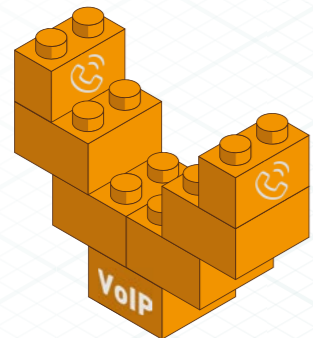☐ Are you aware of your contract end dates?

NEXT STEPS

Now you've got an idea of what your business needs, you can start looking at the right systems for an upgrade. However, you don't have to do that alone. Get in touch and we can take care of the rest.

THE **BUILDING BLOCKS** OF A **ROBUST BUSINESS**
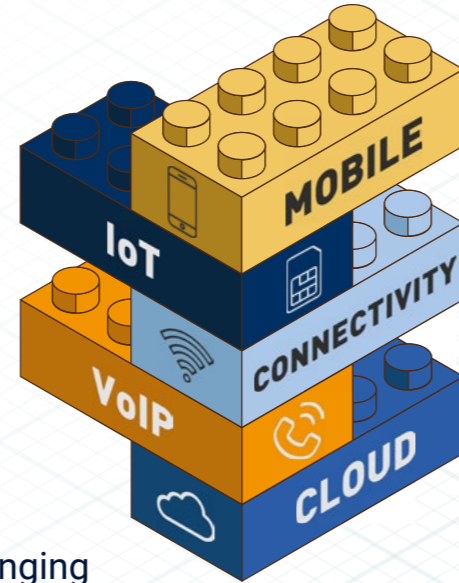
We understand how unpredictable and challenging this current climate is. That's why we strive to make only the most future-proof and dependable products available to offer you a renewed sense of control and power. We see these products as the essential building blocks to help you survive and thrive through these uncertain times.

EMBRACING THE FUTURE

Being innovative doesn't have to be reserved for only the big players that can afford it. Innovation is about remaining ahead of the curve and being prepared for the future and the Internet of Things (IoT) can help get you there, regardless of the scale of your business. IoT focuses on simplifying the methods in which you navigate and connect to the internet, if you want to improve business productivity this is where to get started.

KEEPING YOUR BUSINESS CONNECTED AND ACCESSIBLE

Being reachable at the right time can have a profound effect on your business. Technological advancements and increasing customer empowerment have meant that business is never really grounded to one single location. So, when business does some movement, it's important that not only can your customers reach you, but your employees can contact each other too. Being mobile is about being effortlessly adaptable in the face of changing business needs.
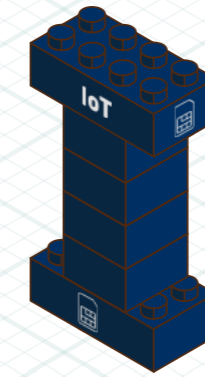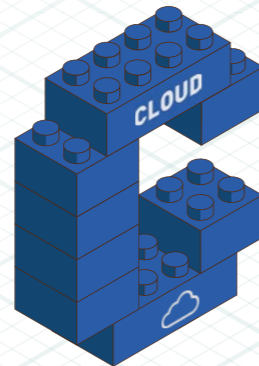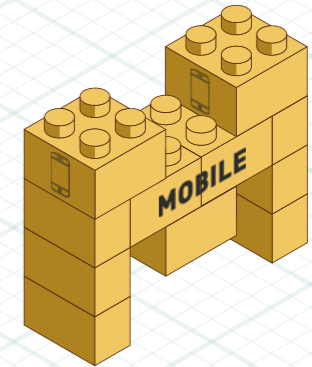
NURTURING LOYAL CUSTOMER RELATIONSHIPS

Rising costs, inflation and years of uncertainty have all contributed to a drastic shift in consumer behaviour. Not only are customers rethinking their spending, but they're also reviewing who they spend with and the value they get from each product and brand interaction. So, to continue nurturing loyalty, delivering a superior customer experience should be your key focus and modernising your contact and support channels is a great place to get started.

EMPOWERING YOUR EMPLOYEES

Remote work is here to stay, that's why it is crucial that you support your employee's business demands both inside and outside the office. With help from cloud services, you can grant your staff the ability to access data from any device, anywhere, at any time. Not only this, but we can help you to manage your services in the cloud, simplify desktop management, and build secure, reliable networks so you can concentrate on running your business.

PROVIDING YOUR BUSINESS FLEXIBILITY

We don't just cater to one business vision; we strive to achieve the requests of all business needs. Our option of business broadband packages are handpicked to offer maximum potential and flexibility to fit the scale of your business. If you require broadband with an unlimited fibre connection or an even faster, ultrafast connectivity service, we can arrange that for you.
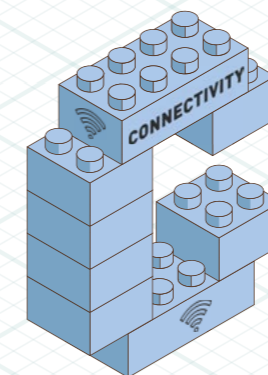
Your pocket guide for...
Traversing the digital world

From our team for your convenience, here's all the tech terms decoded.

Internet of Things (IoT): A network of physical objects with embedded with technology connected to other devices and systems over the internet.

Voice over Internet Protocol (VoIP): Technology that enables voice and video calls via an internet connection.

The Public Switched Telephone Network (PSTN): A combination of telephone networks that include telephone lines, switching centres, and more. It allows facilitates traditional landline telephone calls – until the end of 2025, when it will be officially switched off.

Hosted voice: A cloud-based service that replaces a traditional telephone system to provide voice and video connectivity via the internet using VoIP.

Ethernet: Ethernet is a traditional networking technology commonly used in connecting wired networks such as Local or Wide Area Networks (LAN or WAN).

Private Brand Exchange (PBX): A traditional PBX phone system uses landline copper-based telephone lines that enter a business' premises to connect to a PBX box. That box contains switches to distribute calls to various phones in an office.

Fibre to the Cabinet (FTTC): FTTC is the most common type of broadband connection in homes and businesses. It uses a blend of fibre and copper cables to deliver broadband via existing copper telephone wires. This will be retired with the PSTN Switch Off.

Fibre to the Premises (FTTP): FTTP is technology that delivers seamless internet access to your location by running fibre-optic cables directly from the exchange site into your home or business. Unlike copper wire which disintegrates over time, a fibre cable is stronger and more cost effective.

Single order Generic Ethernet Access (SoGEA): SoGEA is a broadband service which distributes the parallel performance and data levels as FTTC, but it takes the need for the installation of a traditional phone line out of the equation, so it provides a cost-effective alternative to broadband without including an unwanted phone line.

Asymmetrical Digital Subscriber Line (ADSL): ADSL is an older type of broadband connection that works through the copper wires of existing phone lines. This will be retiring with the PSTN Switch Off in 2025.

Integrated Services Digital Network (ISDN): ISDN is a circuit used for digital transmissions of voice, data and other network services. They are utilised over the Public Switched Telephone Network (PSTN). The common circuits are ISDN2 and ISDN30. Come 2025, the whole ISDN and all associated solutions will no longer be supported.

Meet your crew

Piloting your digital journey is a team of experts ready, willing and able to get you on the way to success in an All IP world.

Contact name:

Company name:

Phone number:

Email address:

Notes:

READY TO BOARD?

Your cabin crew is here to help you get off the ground.

We're here to support you on your journey to All-IP, and through the PSTN Switch Off, and national stop sell.

Get in touch via the contact details above to find our how we can help you get on board.

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