

# Digital phone lines for small businesses



## Your guide to the digital switch on

### PSTN is on borrowed time

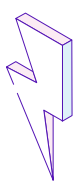
The digital revolution is here, and it's time to ensure your business is equipped for the future.

The UK's traditional phone network (Public Switched Telephone Network, or PSTN) has already started moving to digital. Every phone line in the UK will move to a fully digital network that uses Internet Protocol (IP) – a solution that transmits voice call and data using an internet connection.

It means that migrating to internet-based solutions is no longer an option but a necessity – so it's best that you make the switch now to ensure you're reaping the benefits as soon as possible.

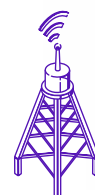
### Why is it happening?

The traditional phone network is unable to keep pace with the evolving needs of modern businesses. Internet-based technology ensures enhanced speed, reliability, and flexibility, empowering you to work seamlessly from anywhere with better call quality and minimal disruptions. This isn't exclusive to the UK; it's underway in Germany and has already been completed in the Netherlands.



### Power cut?

In the event of a power cut on a digital phoneline, you won't be able to make any calls – including those to emergency services. In this situation, you can use a mobile phone and if you would like to discuss mobile phone packages with us please let us know.



### Carry over all your devices

It's important to ensure any devices connected to your phone lines will work on the digital network. Devices like telecare alarms, security or fire alarms, faxes, and anything else that's connected to your phone line – excluding your telephone – need to be made compatible. Check with your device provider for advice on compatibility and let us know which devices you need to carry over.

### Introducing Cloud Voice Express

Cloud Voice Express is your gateway to the digital era. It offers unparalleled benefits for small business set-ups.

With solid broadband connection and feature-rich propositions, Cloud Voice Express allows you to stay ahead in today's business landscape.

### Why Cloud Voice Express?

- **Superior call quality:** digital lines offer clearer, more consistent sound quality compared to the traditional network, which can be affected by interference and noise.
- **Flexibility:** Cloud Voice Express allows you to stay connected wherever you're working – so you can take calls on the go or divert them to a colleague.
- **Scalability:** it's easy to scale up Cloud Voice Express as your business grows. Up to four lines can be added per location, and features can be added with just a few clicks rather than through physical changes – saving you money, time, and hassle as your business evolves.

## Worried it'll disrupt your service?

The conversion to Cloud Voice Express typically takes 5-10 working days (although it can vary slightly depending on factors such as the number of sites your company has). Your current service will remain active until your new service is in place. Depending on your circumstances, you may not even require an engineer visit. We'll also agree a date and time when your telephone number will be migrated – so it'll be as convenient as possible.

You can still make and receive calls on a digital handset, just as you do now, with the added option of being able to make calls on the move via the app. Plus, you'll have access to a full range of calling features free of charge, which you can control at your fingertips from your mobile app.

# WE'VE GOT YOUR BACK

We'll be there every step of the way. We've got dedicated experts available on the helpdesk to support you, including out of hours. And our expert set up engineers will be on hand to help you get going.

## Why make the switch to us?

- We've got more geographic coverage than any other network with 99.9% availability, letting you work from anywhere – with better call quality and fewer dropped calls.
- We have the largest and most extensive fixed network, and we're investing £12 billion to bring full-fibre broadband to millions of premises. We also have the leading 4G network and we're rapidly expanding our leadership position in 5G.
- We have internet-based products for customers of every size of business that can be easily scaled up as your business grows, with minimal fuss and hardware changes.
- We offer increased security against fraudulent callers, with feature-rich propositions that allow you to block scammers and operate safely.

## Your digital journey starts now

Don't wait until it's too late. Join the ranks of forward-thinking businesses embracing the future with Cloud Voice Express.

To learn more about Cloud Voice Express, visit our [product page](#) or [find out how to get started with the service](#).

Kick-start your digital transformation journey. **Speak to one of our sales agents today.**



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