



# Making the switch

## Realise the benefits of IP technology ahead of the digital 'switch-on'

March 2023



# Contents

# Executive summary

In the UK, the switch to a digital phone network using IP (Internet Protocol) technology has started. In certain parts of the country, the Public Switched Telephone Network (PSTN) will be switched off as soon as April 2023. In 2027, the PSTN, including the ISDN (Integrated Services Digital Network) – which has delivered UK telecommunications for decades – will be switched off for good. An IP fibre-based network and infrastructure will take its place, meaning an exciting transformation for all organisations.

The switch is mandated by the UK government in response to the growing demand for faster broadband and other digital communications services. This is an opportunity to move communications to digital and cloud-based services, and get more streamlined phone, conferencing, video, chat and other collaboration tools running on the internet or private networks, with all the speed and flexibility that comes with that.

We conducted a survey to assess how British businesses and public sector bodies are embracing this future of communications. We found that organisations need to make more of an effort to ensure that they are fully prepared for the move, and that their vital IT services do not go dark once the PSTN is switched off.

Digital and internet-enabled technologies have become so woven into our professional and personal lives, it is perhaps easy to imagine that migrating to an entirely internet-based, digital infrastructure will be as simple as flicking a switch. Most people can set up digital devices, streaming services, smart meters and more at home – so how hard can it really be?

It can be tempting to see this as something of a lesser priority, particularly in an uncertain economic climate.

But with some areas switching off PSTN within a few months, this is something that should be high on the agenda for every organisation in the UK. As this report makes clear, the de-prioritisation of this move to IP solutions is common to many organisations. From confusion over who is responsible for what to misaligned IT and wider organisational goals, there is a worrying complacency evident in almost every sector and in every region of the country.

There is also evidence that attention and investment are being directed to enticing new technologies. The appeal of the new is understandable, but budget would be better spent on the essential foundational work of establishing an underlying infrastructure that can support multiple IP-based communication solutions.

The good news is that the organisations that took part in our survey do have a firm grasp on what digital transformation can deliver, from

better working cultures to more sustainable businesses and more cost-efficient operations.

The move to a digital network gives organisations the opportunity to simplify their systems, keep on top of costs, and make it easier for their people to do what they need to get done, quickly – as well as enabling a much more flexible workplace.

What is needed now is a greater understanding of the relationship between the digital transformation of individual businesses and the digital transformation of the telecoms network. Preparing effectively for external changes to the national network will ensure that internal digital initiatives will continue to deliver. Making the move in plenty of time before the deadline means organisations can enjoy the benefits sooner and avoid disruption in the future.

In this report we look at why organisational leaders and IT teams need to come together, develop clear project plans, engage with partners and vendors and lead their organisations to success – and why the time to start is now.

# Methodology

BT commissioned an independent survey of 400 IT managers and 400 business leaders/CEOs in organisations with more than 500 employees in the following sectors across the UK: councils, finance, healthcare, hospitality, manufacturing and utilities, retail, travel and transport. The survey was carried out online between 25th November and 2nd December 2022.



1

# Business strategy and digital dependence

We live in a world where instant access is expected. Long gone are the days of walking around with a brick phone in the air trying to find service – and thinking that was okay. As such, it is crucial that the proper infrastructure is implemented to support ever-increasing data demands – that’s where IP technology comes in. Delivering faster speeds, reliable connectivity and greater flexibility, IP solutions are built for the modern workforce.

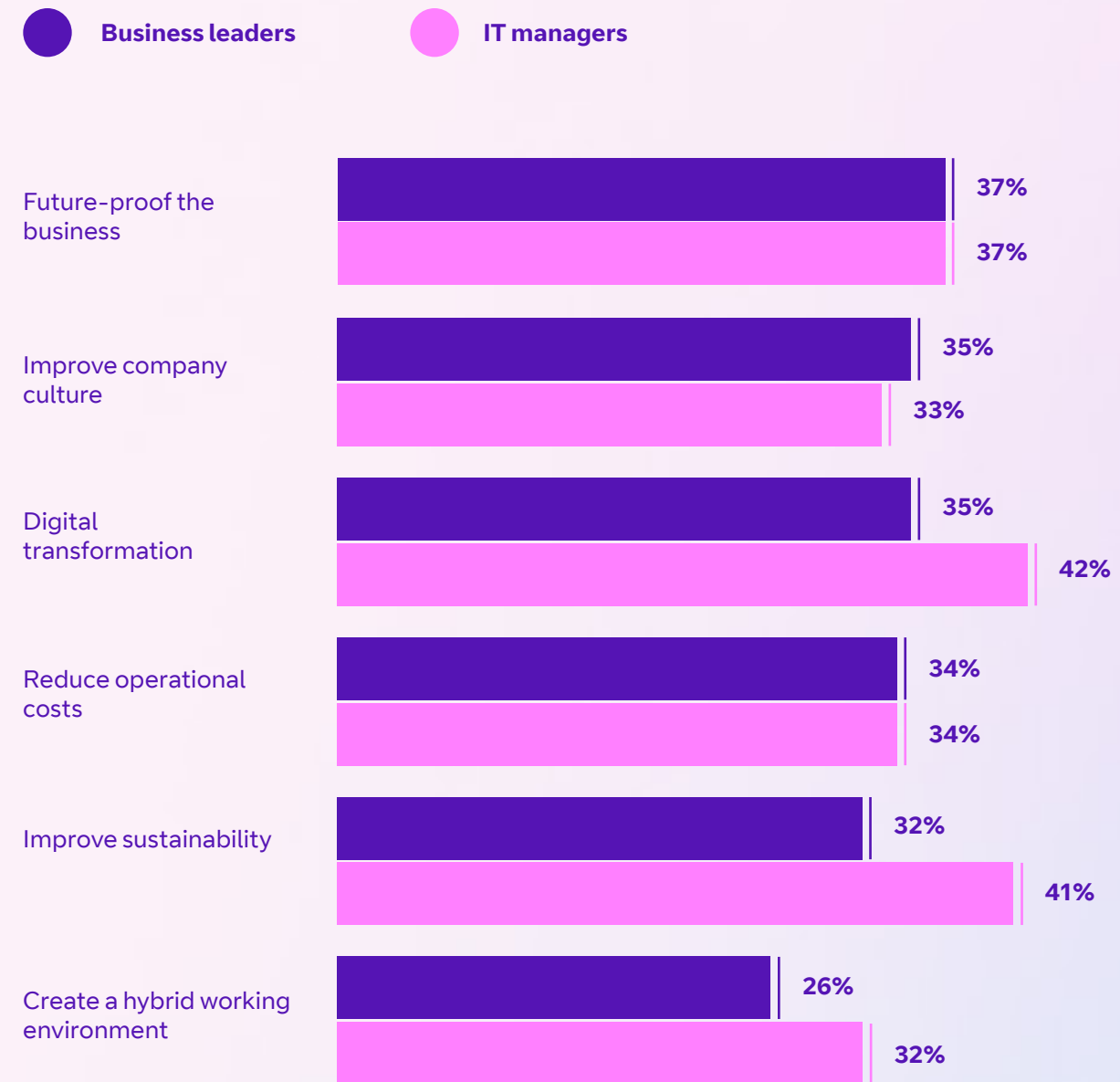
Understandably then, digital transformation is the most important strategic goal for the next five years for around four in ten organisations, just ahead of their next priority – improved sustainability. Preparing for a move to all-digital networks is a key tactic for achieving those goals. However, it is IT directors that pushed digital transformation into the top spot. CEOs and other leaders are prioritising efforts to future-proof their organisation and improve team culture – they put digital transformation in third place.

Of course, it can be hard to separate many of these strategic goals. Sustainability, reducing operational costs and improved company culture are all benefits associated with the move

to more digital operations. Equally, a future-proofed organisation has both sound financial foundations and digital capabilities that enable it to respond quickly to new people, new ideas, new technologies and new customers.

The results from both groups of respondents reflect both the interconnected nature of these goals as well as some subtle differences in perspective and responsibility. Business leaders and CEOs are understandably more concerned with the economic outlook than their IT directors and have a broader view of the challenges their organisation faces. Equally, creating a sustainable IT estate has been front of mind within the technology sector for some time.

## What, if any, are your organisation’s top strategic goals for the next 5 years?



# Greater internal collaboration will help smooth the path to a fully digital network.

That said, there are a couple of areas where the differences between senior business leaders or CEOs and their IT teams are more stark - most notably around questions of how well IT and business teams work together.

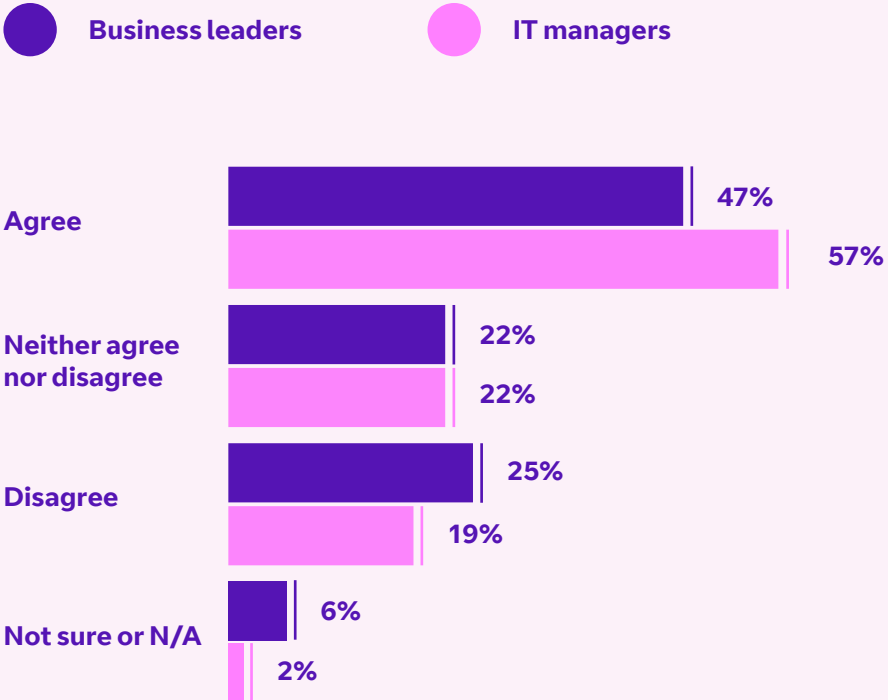
For example, nearly 60% of IT heads feel that their team is aligned with wider business goals, but less than half of all business leaders and CEOs agreed with them. What's more, IT directors were more likely than business leaders to say that there is a mutual understanding of each other's priorities.

When business leaders were asked whether they and their colleagues make an effort to understand the day-to-day work of technology projects, less than half said yes. This is obviously not a new issue. But addressing it by finding ways for greater internal collaboration will help smooth the path to a fully digital network.

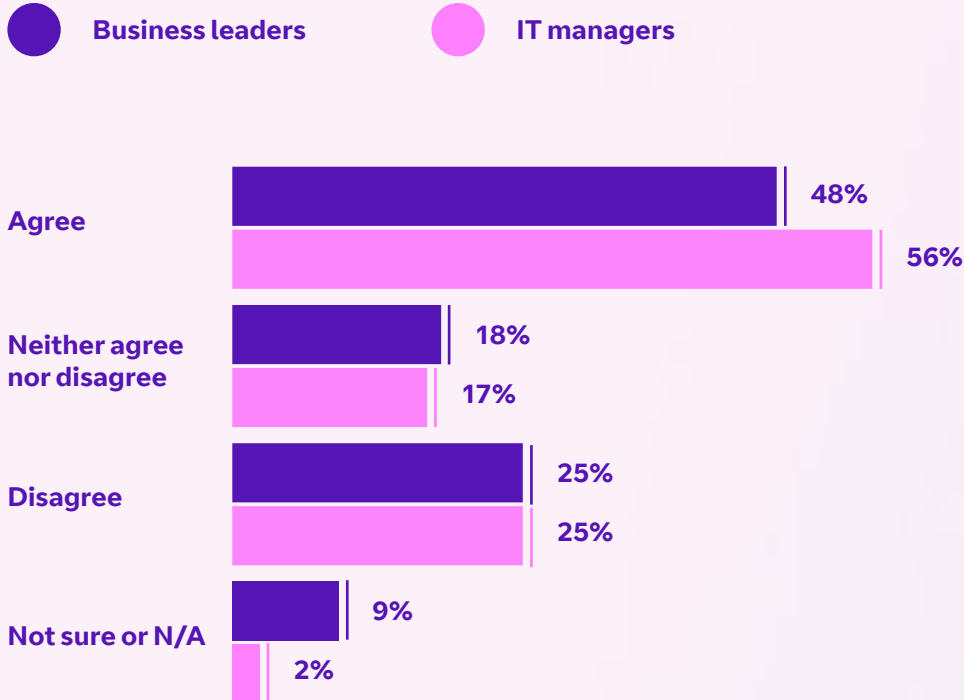


We asked business leaders and IT managers to what extent, if at all, do you agree or disagree with the following statements about your company's business strategy and operations?

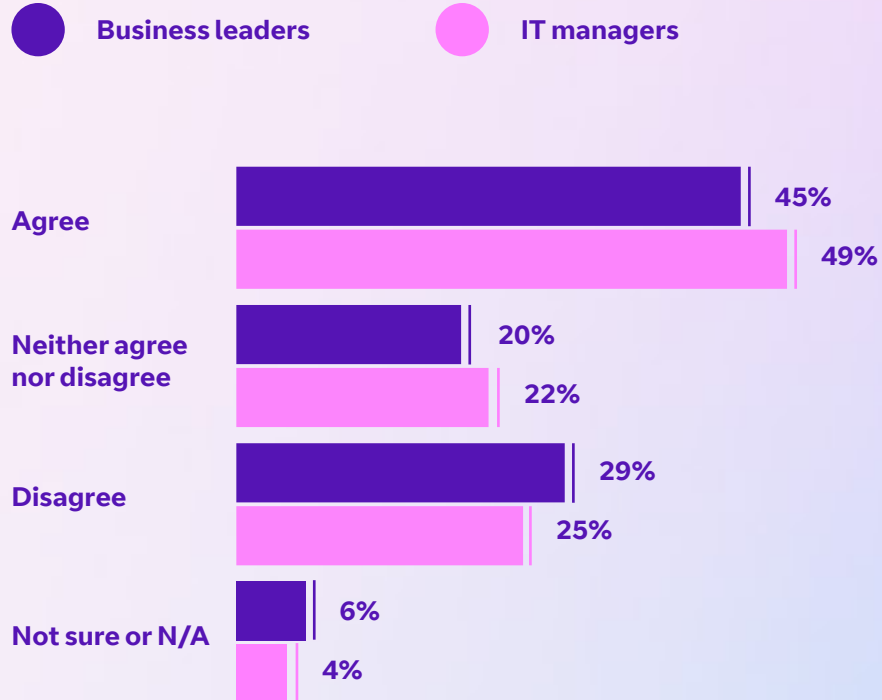
I feel my organisation's IT team is aligned with the wider business goals



Business leaders and IT teams understand each other's priorities



Business leaders in our organisation do not make an effort to understand the day-to-day of technology projects



# Communications built for the modern workforce

As for organisational culture, more than half of all respondents agree that helping to create the best possible environment for employees – whether they are remote or on-site – is important to them. The same number agree that technology upgrades are crucial to their organisation’s culture and the future of work.

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Currently, different working styles – hybrid working, remote working and in-person working – are equally represented

across all organisations. In total, 53% of respondents want the future of their organisation to be – or to remain – hybrid, with enthusiasm for off-site working slightly higher among IT teams than business leaders. In this sense, IT workers reflect the wider workforce. In 2022, the ONS found that **more than eight in ten workers** who had to work from home during the coronavirus pandemic said they planned to continue doing so through hybrid work.



# Organisations want cost-effective, digitally enabled and sustainable operations that are fit for the future.

In fact, the pandemic acted as a ‘moment of truth’ for many organisations, revealing if they were prepared for the future of work. It spurred organisations on to switch their communications to the cloud; those that accelerated the move experienced a much easier transition to home working in comparison to organisations still using traditional solutions.

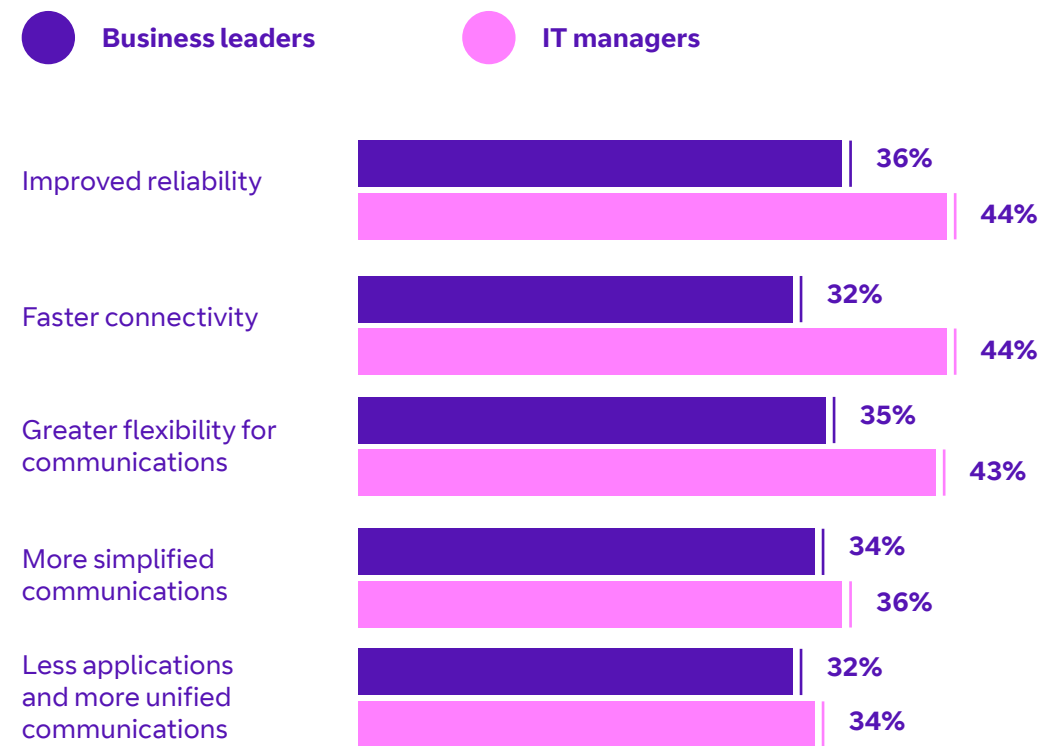
Again, this is a key advantage of moving to a fully digital network. It enables organisations to use the tools that fit around employees’ actual working lives – allowing them to make calls, and use video, chat or apps on any device, from any location, with all the necessary information at their fingertips – rather than tying them to their desk. The majority of organisations, therefore, want to see the benefits of moving to more cost-effective, digitally enabled, and sustainable operations that are fit for the future.

# 2

## Staying ahead of the switchover

Making the move to the cloud early means making the most of all the benefits early. Organisations that switch sooner rather than later will be ready to embrace new business models and meet the unpredictable head-on.

## What motivated, or what is motivating your organisation the most to move to the cloud or a digital voice solution?



**Top three motivating factors for moving to a digital phone network are: improved reliability, greater flexibility for communications, and faster connectivity.**

The benefits afforded by cloud or digital voice solutions are recognised. Survey respondents said that their top three motivating factors for moving to a digital phone network are: improved reliability, greater flexibility for communications, and faster connectivity. It is an opportunity to streamline the complexity of the current suite of communication tools and bring it all into one simple system, making it easier to analyse performance, allocate budget and stay current.

But not everyone sees the link between these benefits and the wider organisational priorities. The commitment to better working culture and a desire for more remote working options is certainly evident in the survey and, as discussed above, a fully digital network is key to enabling remote working in all types of commercial and public sectors. Yet less than half of all respondents agree that a failure to migrate to the digital phone network will negatively affect company culture and the future of work.



# The time is now

There are also signs of complacency when it comes to the upcoming PSTN switch-off. Nearly 60% of all business leaders and more than 70% of all IT staff surveyed think that moving their communications to the cloud or a digital voice solution will be easy.

It's a strong suggestion that many are underestimating the size and scale of such a migration project. This lack of urgency is given extra weight by the fact that only 6% of all organisations surveyed say that moving their communications to the cloud or a digital voice solution is already underway – only slightly more than the number of businesses that are waiting up to a year to start their own migration (5%).

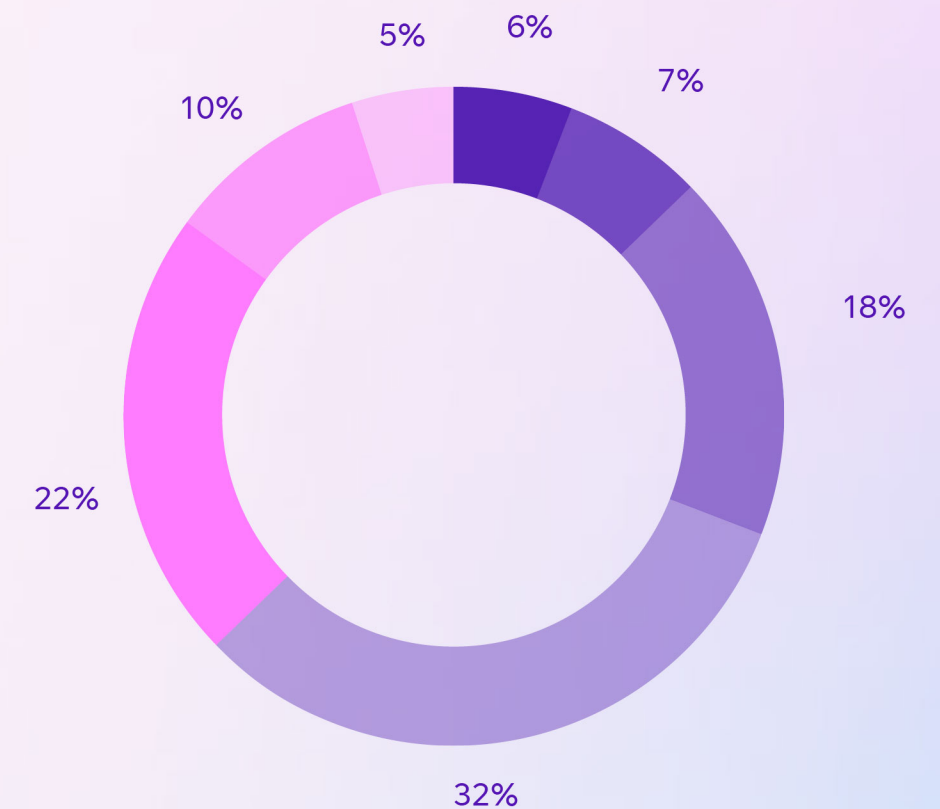
More than half (57%) propose to start their move within the next six months. The rest are opting for a six-to-twelve-month timeframe. But time is ticking: the process is a complex one and the switch-

off is getting closer. We would encourage those organisations waiting more than six months to start their move, to bring their start date forward to minimise potential disruption and to begin reaping the benefits as soon as possible. Especially because the reality is that more than half (52%) agree that their organisation is struggling for a consistent strategy and execution for moving communications to the cloud or a digital voice solution across all its sites.

# Only 6% of all organisations surveyed say that moving their communications to the cloud or a digital voice solution is already underway

Any organisation that has not completed its transition will find that its systems and solutions will no longer work from 2027. That will create immense problems for IT teams and will also stall plans for future-proofed and digitally transformed organisations.

## When do you plan to move your communications to the cloud or a digital voice solution?



# Collaborating for success

Action needs to be taken to ensure a smooth and successful transition to fully digital solutions, and any successful migration plan must understand and overcome barriers to change – both real and perceived.

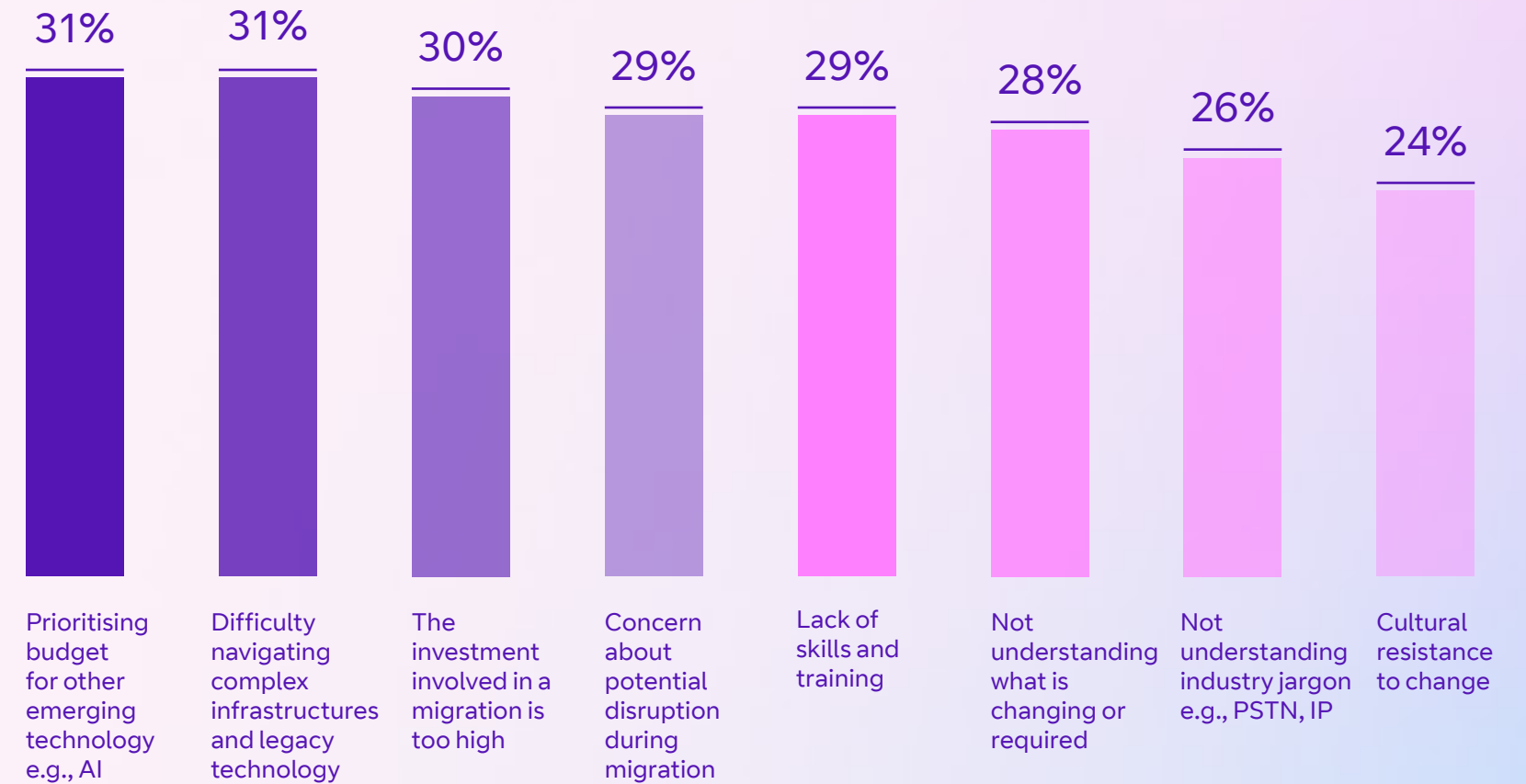
Although many respondents said that moving their organisation's communications to a fully digital network would be easy, they can still acknowledge the challenges involved. When asked which barriers are preventing (or have prevented) them from making the move, the top three answers were: the difficulty of navigating complex infrastructures and legacy technology; the high level of investment required in the current economic climate; and the desire to prioritise budget for other, emerging technologies such as AI.

There's a lot to unpack here. The complexity of the move is a reason to start now, not in six months' time. The attraction of other, perhaps flashier, technology is understandable but there is a compelling case in favour of getting the fundamentals sorted out before bringing in the latest technology. There is also a strong argument that embracing the move to a digital phone network now means the time to benefit will be shorter and organisations will be in a much stronger position to build a more streamlined, digitally enabled and sustainable operation.



**Top barriers preventing moving to a digital network are: difficulty navigating complex infrastructures, high investment and prioritising budget for other emerging technologies**

**What, if any, are your organisation's top strategic goals for the next 5 years?**



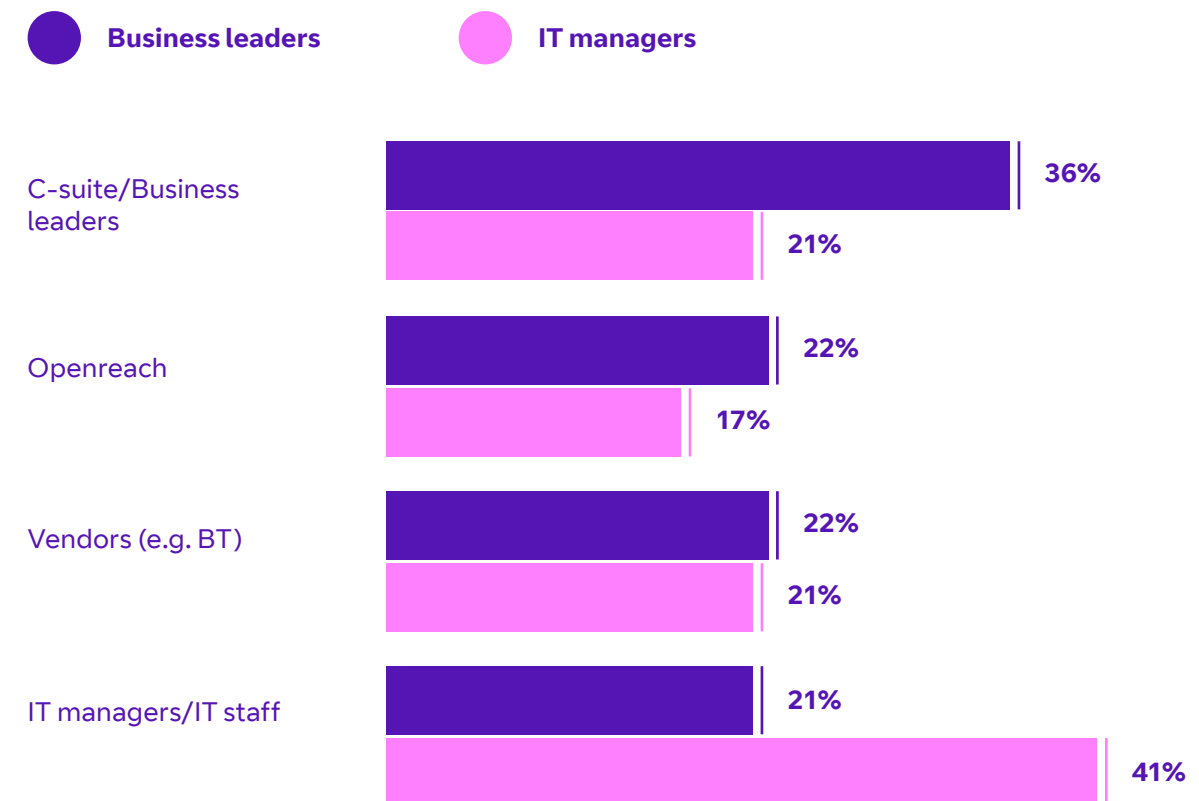
Interestingly, the biggest difference between the two groups was concern about potential disruption during migration: a third of IT respondents said this was a barrier to migration, but only a quarter of business leaders agreed. It's another subtle indication that business leaders in particular are underestimating both the potential benefit and the scale of the work that is required.

This is important because 36% of business leaders state that they are mainly responsible for driving the migration of their organisation's

communications to the cloud or digital voice solutions. Another 44% think it is external third parties, and only 21% think it is their IT team. This is almost entirely reversed among IT respondents: 41% believe they and their team are responsible for driving migration, and 21% think it is the C-suite.

As we have seen, moving communications to the cloud is no mean feat. There is a clear opportunity for collaboration between these two job roles to ensure a clear strategy is defined and there is enough time to plan.

## Who do you think is mainly responsible for driving the migration of your communications to the cloud, or digital voice solutions for your organisation?



# 3

## Kickstart the switch with a plan

**This is a complex project with a strict and shortening timeframe. It requires coordination, collaboration and leadership from within.**

The move to a digital phone network will enable organisations throughout the UK to meet their stated strategic ambitions and their technological goals. Improved sustainability, reduced operational costs, and a company culture that suits today's workforce are all on offer; as is faster, more reliable, and more efficient connectivity. Creating a future-proof organisation able to respond to new challenges and make the most out of technology solutions is very much dependent on successfully moving to a digital phone network.

# Key steps to success

To minimise the disruption and greatly enhance the chances of success, businesses need to act now. The key steps to success are:

- 1** Assign clear leadership that incorporates both organisational and technology perspectives and can communicate clearly with all parts of the business.
- 2** Identify the specific benefits for your organisation, what you hope to achieve from migration, and how this aligns with strategic goals in the short and longer term.
- 3** Identify the potential pitfalls that your organisation could face, who will be affected within your organisation, and mitigating strategies to minimise disruption.
- 4** Develop a roadmap for action and communicate it regularly to the wider organisation.
- 5** Most of all, engage with the available support and guidance. We want you to know we're here to help.





# Begin with BT today

The future of IP is here and following these steps will help ensure a successful move to the cloud or a digital voice solution. However, for organisations that are looking at this monumental task and don't know where to start, an audit of your current estate is recommended.

First, organisations must identify site locations, circuit types, associated phone numbers and fibre availability amongst other things to get a lay of the land. What's needed is an audit of all technology, including phones all the way to CCTV and alarm services, to understand what systems still use PSTN and ISDN. Then, organisations must figure out what fully-digital solutions can be used to replace them, from **Unified Communications** to **Contact Centres**. For help with this, BT offers professional and managed services to help you audit technology and expertly design and deploy solutions.

As this report has shown, leaders understand the many benefits of IP solutions and are keen to engage in transforming their organisations for the future. However, they also often have misaligned business and IT priorities, are confused about who is responsible for what, and are underestimating the size and scale of migration projects. That's why BT is here to help. No matter what stage of your IP journey you're at, we're here to support you every step of the way.

# 4

## Appendix: Deep dive into the sectors

How does your organisation compare?

# Local government

The research shows councils are positive and motivated to improve their organisations. For organisational leaders, the two main strategic goals over the next five years are digital transformation and improving team culture. For IT staff it's about improving sustainability. Less than half of the organisational leaders surveyed however felt that they and their IT teams understand each other's priorities, or that their organisation's IT team is aligned with the wider organisational goals.

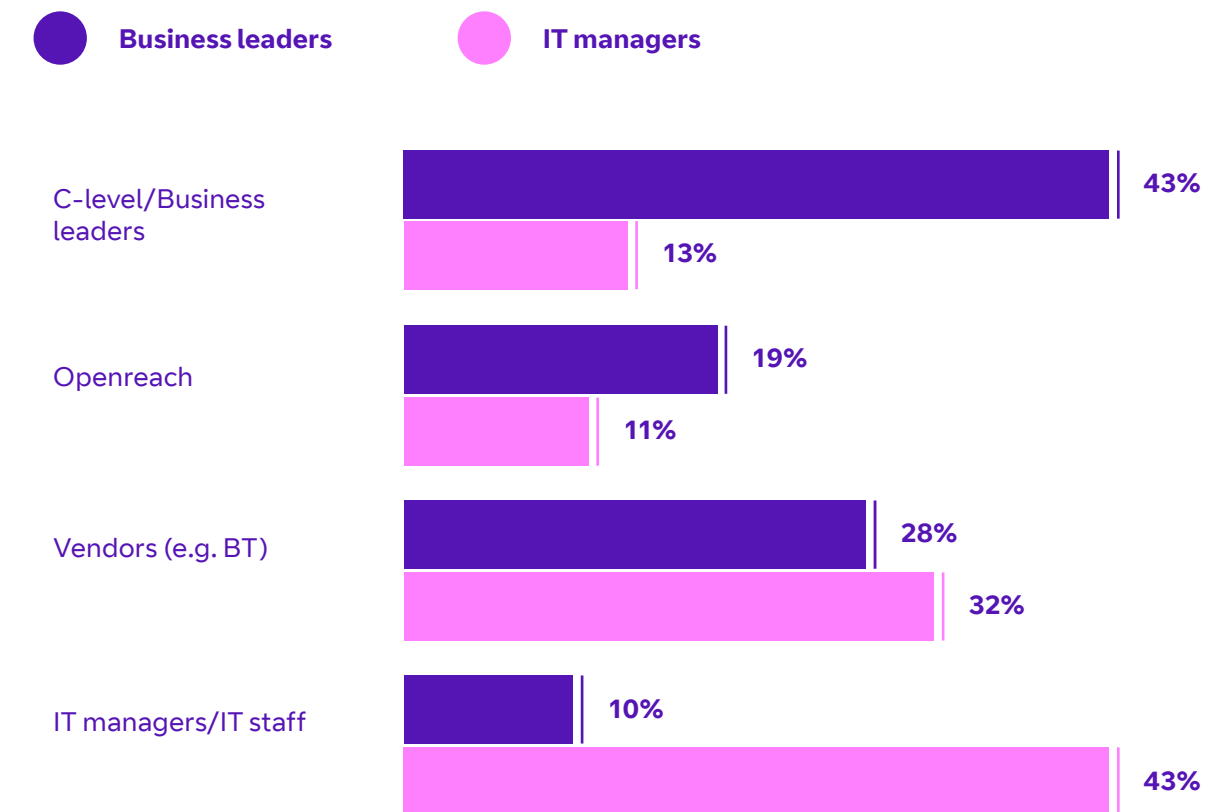
Councils were also the least aligned out of all respondents on who is driving the move to all digital networks: 43% of organisational leaders were confident they are responsible for the migration, and just 10% said IT staff. On the other hand, 43% of IT managers said their teams were leading the way, and only 13% said it was a job for the organisational leaders.

Six in ten organisational leaders think it will be easy to move the council's communications to the cloud or a digital voice solution – just above the survey

average. Nearly 80% of IT staff agree, higher than any other sector. Despite this, councils are having difficulty navigating complex infrastructures and legacy technology. Just over half of organisational leaders (51%) and just under half of IT staff (49%) feel that their organisation is struggling for a consistent strategy and execution over multiple sites.

This may explain why only 4% have started that migration process. More positively, 61% are planning to start within the next six months.

## Who do you think is mainly responsible for driving the migration of your communications to the cloud, or digital voice solutions for your organisation?



# Councils are having difficulty navigating complex infrastructures and legacy technology

As for the drivers and barriers to migration, the top three motivating factors are the desire for improved reliability, faster connectivity, and more unified communications with fewer applications. However, budget is being directed to other emerging technologies, and many consider the investment involved in a migration to be too high in the current economic climate.

It is no surprise that budget and investment is a barrier for councils.

They face unique challenges compared to private sector businesses – allocations change year-on-year, there is not necessarily one budget holder responsible for technology, and there isn't a consistent approach across councils in the UK. Figuring out how they pay for the upheaval of their infrastructure and the move to IP solutions, especially with **budgets being cut** and a challenging economic climate will be a key factor.

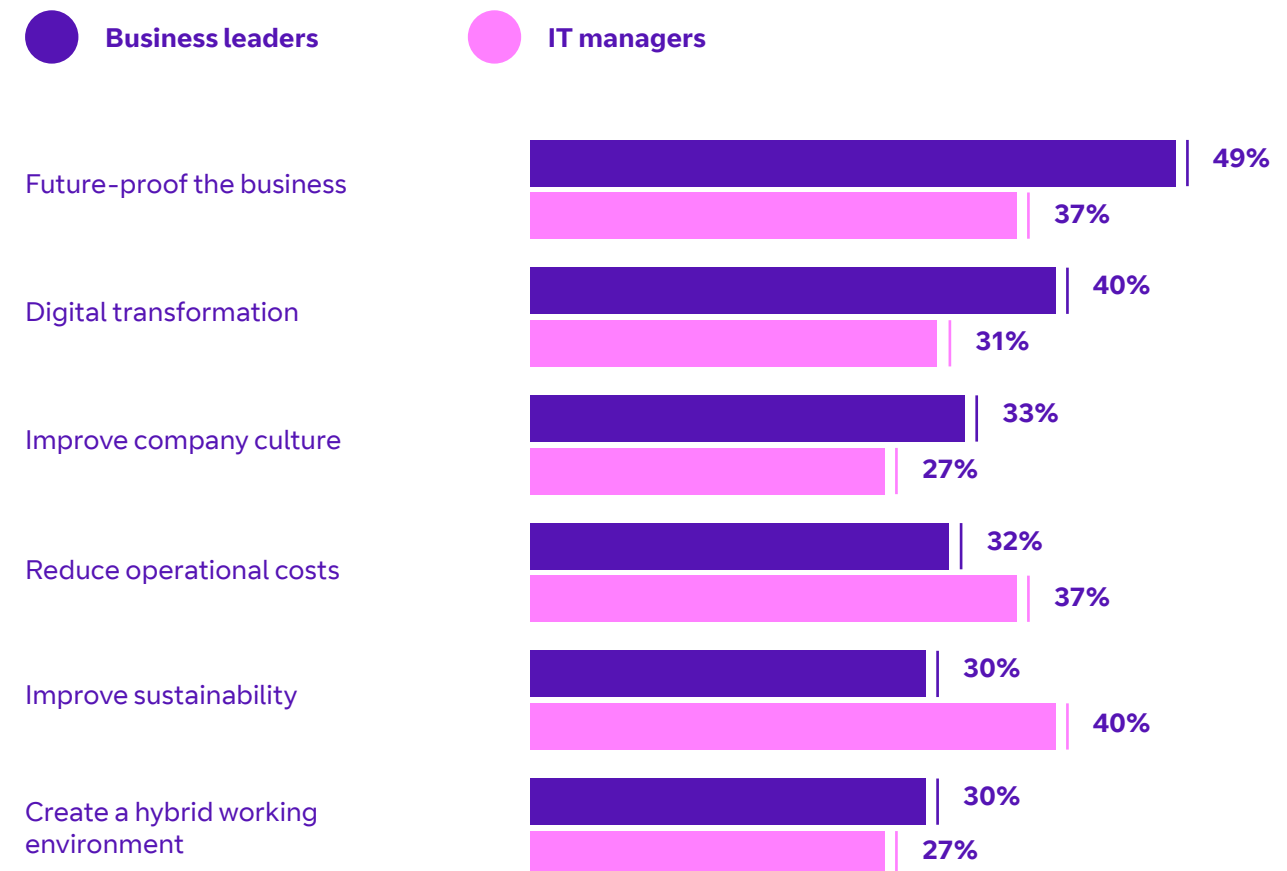




# Finance

For business leaders in the finance sector, the top strategic priority for the next five years is clear: to future-proof the business. For IT staff it is improving sustainability and reducing operational costs.

## What, if any, are your organisation's top strategic goals for the next 5 years?



# 57% of respondents in the finance sector think it will be easy to move their communications to the cloud or to a digital voice solution

Most business leaders believe they are in a good position to meet these ambitions, with 63% saying that their organisation's IT team is aligned with the wider business goals, and 54% saying that their business leaders and IT teams understand each other's priorities. However, IT staff are not so sure: less than half agree that this is the case.

The majority of business leaders also agree that technology upgrades are crucial to their business's company culture and the future of work, and that failing to migrate to fully digital networks will have negative impacts on work styles. One finance vertical where an increasingly digital future of work is apparent is banking. As of 2022 in Great Britain, **93% of people** use online banking, up from 68% just five years earlier. Driven by this change in customer behaviour, bank and building society branches have been "**disappearing from high streets at a frightening pace**"; as a result, these organisations must be geared up for moving to IP solutions in order to provide good customer service

without face-to-face interaction. Less obvious to consumers is the wider finance sector's ongoing digital transformation, but it is still very much there.

Around 57% of respondents in the finance sector think it will be easy to move their organisations' communications to the cloud or to a digital voice solution. And finance businesses are among those most likely to have already started (6%) with 60% saying they plan to do so in the next six months. That said, 54% of business leaders and 43% of IT staff feel they are struggling for a consistent strategy and execution over multiple sites.

The three main barriers to migration identified are not understanding what is changing or required, concerns about potential disruption during the migration, and the prioritisation of budget for other technologies. As for desired outcomes, all respondents are motivated by the desire for improved reliability, speed and flexibility.

# Healthcare

Both organisational leaders and IT staff in the healthcare sector are looking to the future, and their top strategic goal for the next five years is to future proof their organisation. For organisational leaders, the next top priorities are reducing operational costs and improving sustainability, while sustainability and digital transformation round out the top three among IT staff.

Interestingly, healthcare was the only sector where senior leaders did not cite digital transformation as a top priority. That's indicative of the much wider challenges the sector currently faces - such as the **increasing number of patients and the shortage of clinical staff** - for which technology is not the most obvious solution. That said, there is certainly evidence to suggest that technology can help alleviate some (albeit, not all) of the pressures on staff and the NHS currently, for example, 74% of healthcare staff agree that technology helps to deliver better quality care.

Although 53% of organisational leaders think it will be easy, healthcare is the sector where the greatest number also acknowledge the difficulty of migrating communications to the cloud or a digital voice solution.

The good news is that 64% have started moving or are planning to move in the next six months - although more than half are still struggling for a consistent strategy and execution over multiple sites.

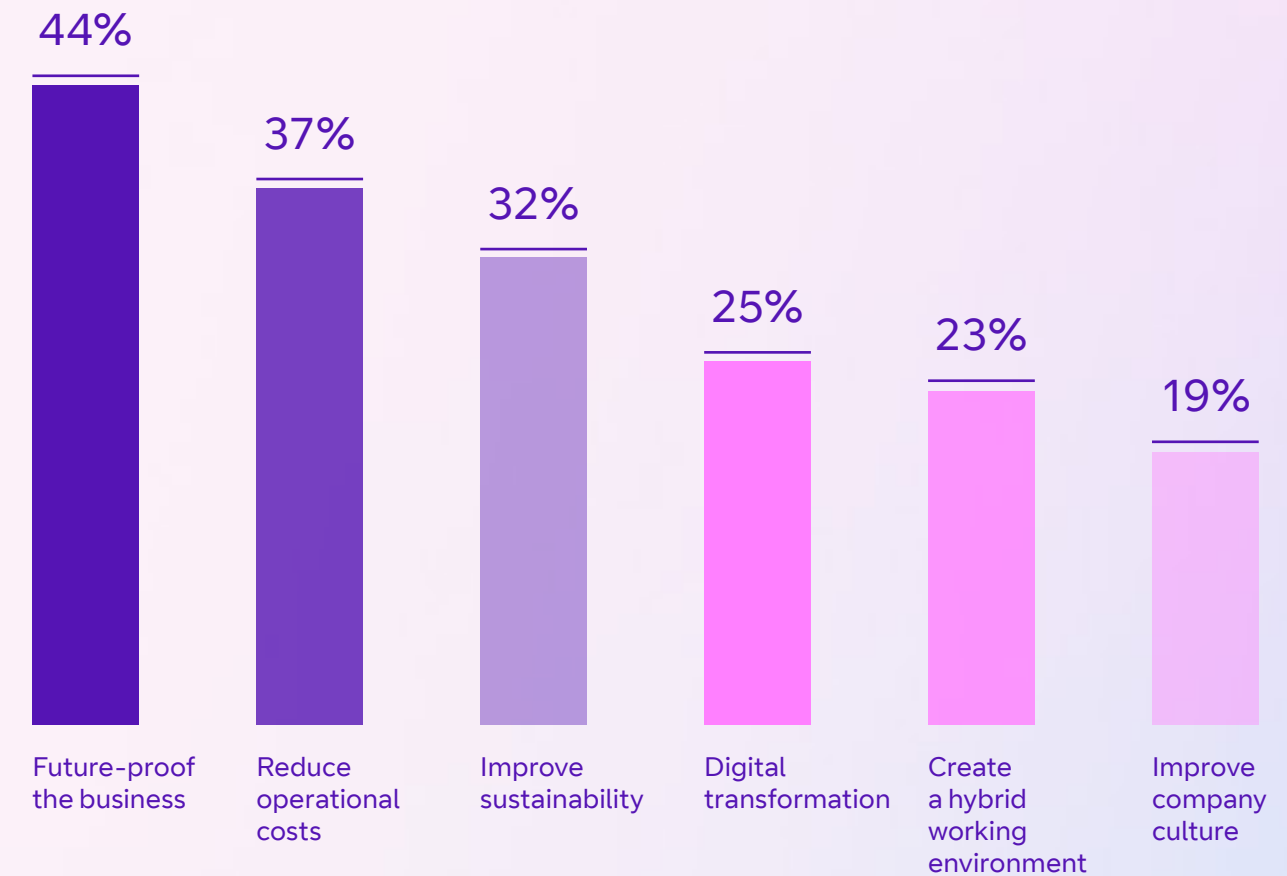


# 64% have started moving or are planning to move in the next six months

Senior leaders at healthcare organisations are motivated largely by the wish for greater flexibility in their communications, for more simplified and unified communications with fewer applications. The cost factor is a major

concern, however, with the investment necessary for the migration being seen as too high in the current economic climate – the major barrier to making the switch among organisational leaders.

We asked organisational leaders what, if any, are your top strategic goals for the next five years?





# Hospitality

In the hospitality sector, 67% of business leaders want the future of their organisation to be – or stay – hybrid, while 68% agree that technology upgrades are crucial to their company culture and the future of work. This is reflected in the main strategic goals for the next five years, in which improving company culture is the clear priority.

Since hospitality was so badly hit by the pandemic, and is facing lingering consequences, morale is low. UK restaurants are **going bankrupt faster now than during the pandemic**, so improvements in this area are an understandable priority for business leaders.

Hospitality business leaders and IT staff are also among the most likely to believe that migrating communications to a cloud or digital voice solution will be easy, at 63% and 77% respectively. 9% have

already started the migration, higher than the average, while 57% are planning to do so in the next six months.

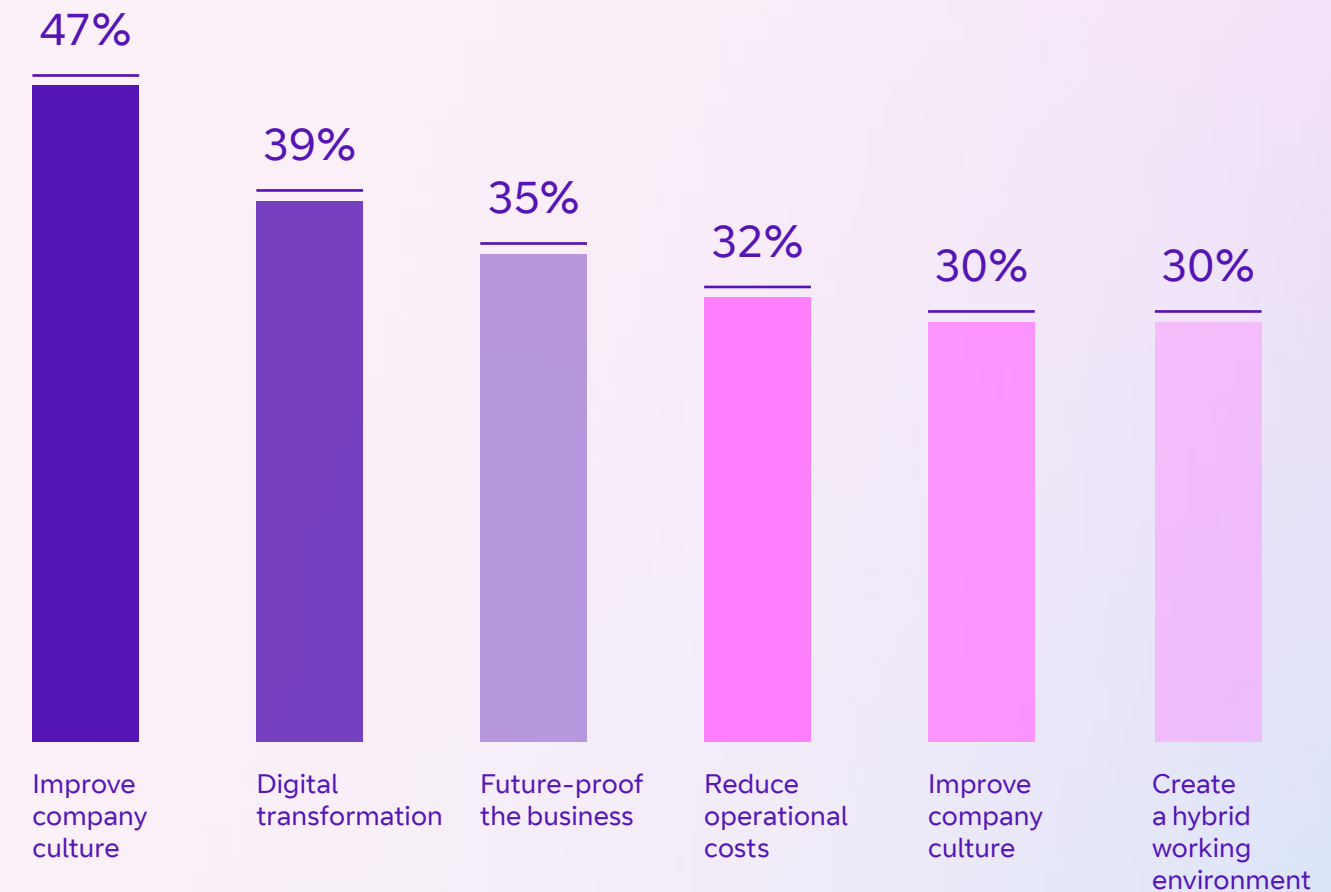
Nonetheless, 53% of business leaders agree that their organisation is struggling for a consistent strategy and execution over multiple sites. And although 60% of business leaders said that they and their IT teams understand each other's priorities (and 57% of IT staff agree), less than half also feel their organisations' IT team is aligned with the wider business goals.

# 68% agree that technology upgrades are crucial to their company culture and the future of work.

As for the driving forces, faster connectivity was top of the list for business leaders, while IT wants greater reliability. Meanwhile, the main barriers are financial: business leaders are

concerned about the investment needed in the current economic climate, while IT staff see budget being prioritised for other technologies as the major hurdle.

We asked business leaders what, if any, are your organisation's top strategic goals for the next five years?



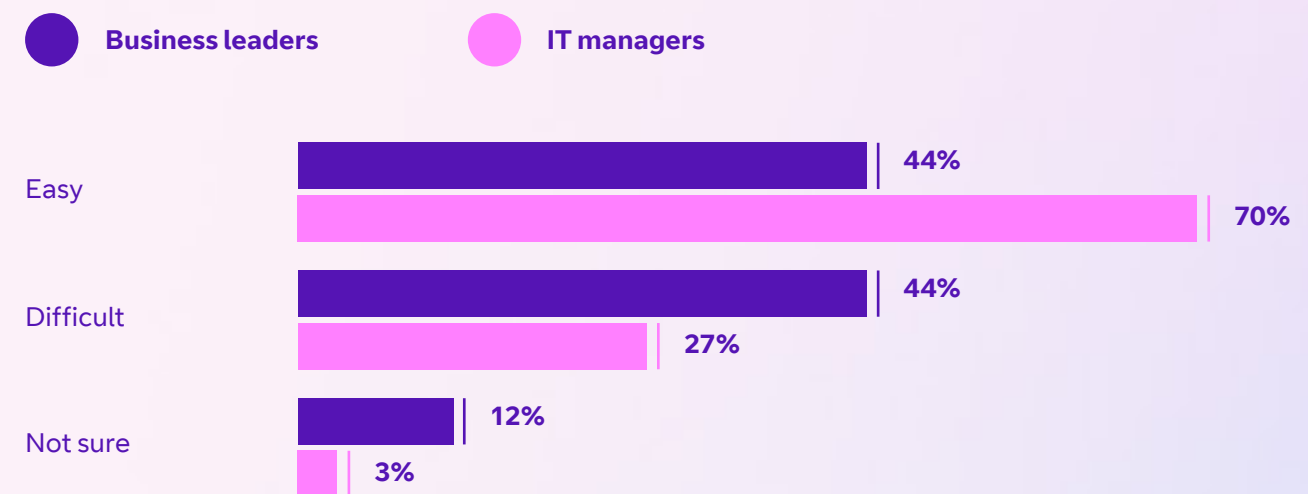
# Manufacturing and utilities

Business leaders in manufacturing and utilities are the least likely to agree that moving their organisation's communications to the cloud or a digital voice solution will be easy. In fact, the sector is evenly split between the 44% who think it will be easy and the 44% who think it will be difficult – the rest were unsure. IT staff are much more confident: 70% say it will be easy. Although 63% have started or plan to start the migration process in the next six months, 52% agree that their organisation is struggling for a consistent strategy and consistent execution over multiple sites.

In these sectors, the top strategic goals for business leaders over the next five years are future-proofing the business, followed by improving sustainability, improving company culture and digital

transformation. IT staff agree with the requirement for digital transformation and improved sustainability, but also see the need to create a hybrid working culture as a top strategic goal.

## How easy or difficult do you think moving your communications to the cloud or a digital voice solution is?



**Business leaders in manufacturing and utilities are the least likely to agree that moving communications to the cloud or a digital voice solution will be easy.**

It's no secret that manufacturing is a hugely energy intensive sector, so it's understandable that sustainability is high on the agenda. The good news is, despite global energy shortages and record-high utility costs, **74% of manufacturing organisations** are actively involved in sustainability initiatives. Switching to a fully digital network alone won't solve all of the sector's sustainability issues, but, with modern, more reliable networks and a smaller infrastructure estate, there will be fewer engineer callouts, reducing CO2 emissions and helping to support tech innovation.

As for drivers, business leaders are drawn by reliability, flexibility and connectivity. For IT staff it's speed and faster connectivity that really stands out. Meanwhile, the three main barriers for business leaders are cultural resistance to change, difficulty navigating complex infrastructures and legacy technology, and prioritising budget for other technologies. For IT staff, potential disruption is a major barrier.



# Retail

In retail, 51% of business leaders want the future of their organisation to be – or to stay – hybrid, and agree that technology upgrades are crucial to their organisations’ company culture and the future of work. Their top strategic goal over the next five years is to improve sustainability. IT staff also opt for sustainability, and improving company culture, but put digital transformation at the top of the list.

Despite the role that digitalisation can play in achieving these goals, only 35% of business leaders say that digital transformation is a key priority for their organisation. In contrast, 54% of IT staff say it is a priority. Two thirds (67%) of business leaders also think it will be easy to move their organisation’s communications to the cloud or a digital voice solution; 76% of IT staff agree. 7% have started already, and another 55% are planning to start in the next six months.

Interestingly, although 57% of business leaders say they are struggling for a consistent strategy and execution over multiple sites, more of their IT staff disagree than agree.

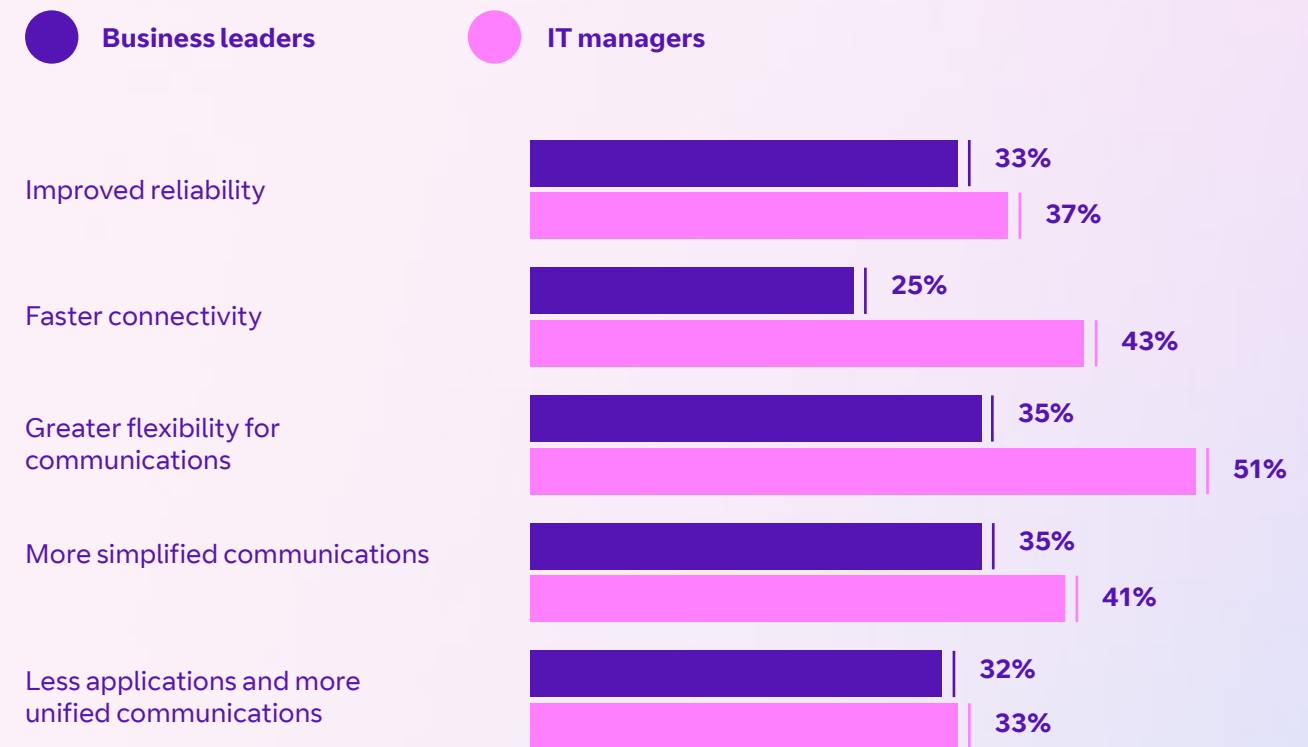
It’s important that retail businesses embrace the shift sooner rather than later. Although online shopping has decreased since the peak of the pandemic, it still remains high. Indeed, the e-commerce share of retail sales in the UK is expected to **reach over 38% this year**. IP technology lends itself better to the online experience, with faster speeds and better reliability. Communication within shops is often hybrid, plus IP technology supports artificial intelligence (AI) and IoT (internet of things) tools that can improve operations, like intelligent stock replenishment.

# The top three drivers among retail business leaders are improved reliability, greater flexibility and more simplified communications.

With this in mind, it's reasonable that the top three drivers among retail business leaders are improved reliability, greater flexibility and more simplified communications. For IT staff it's speed, flexibility and simplification. As for barriers to migration, difficulties around

navigating complex infrastructures and legacy technology are top of business leaders' lists, followed by a lack of understanding of industry jargon and a lack of skills and training. IT staff broadly agree – but add concerns about disruption.

## What motivated, or is motivating, retail organisations the most to move to the cloud or a digital voice solution?

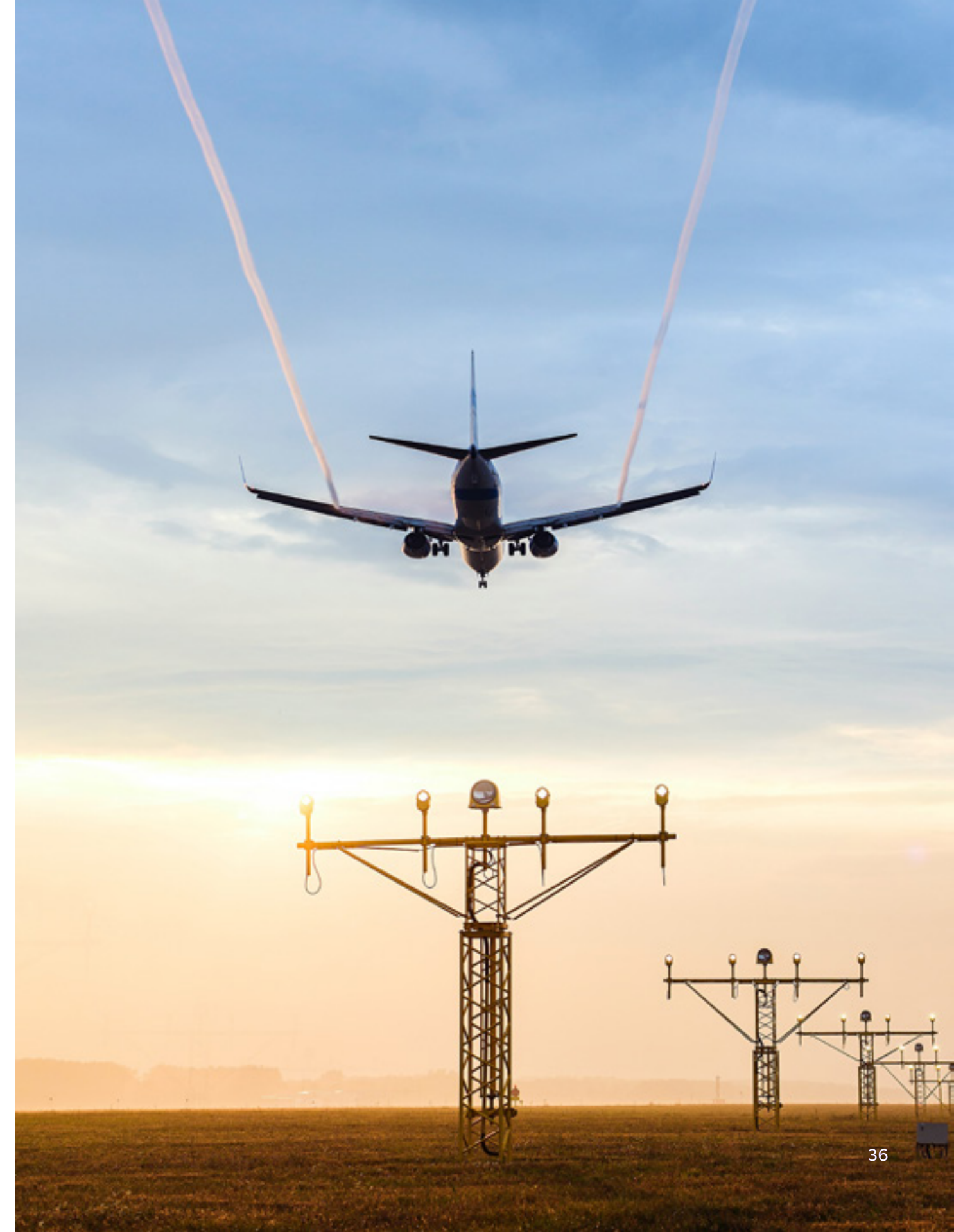


# Travel and transport

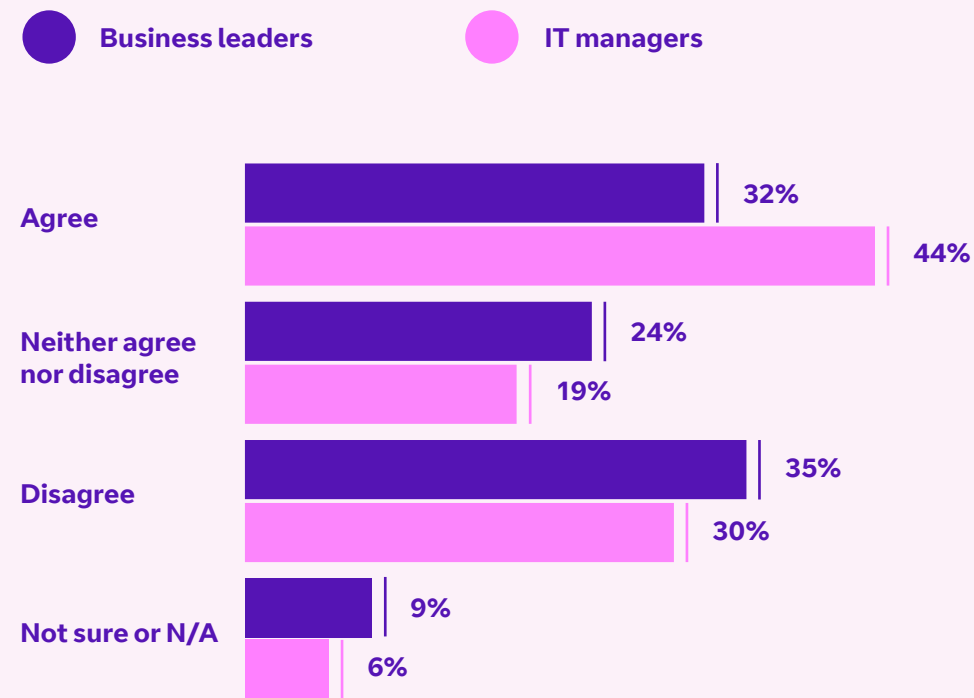
The travel and transport sector was hit hard by the pandemic and is now experiencing a strong rebound. However, **travel experts are adamant** that it cannot be business as usual if the industry is to recover quickly and flourish. As part of this, technology has a huge role to play in improving customer experience, increasing efficiency and retaining talent – which is exactly why these businesses must make the switch to IP technology as soon as possible.

The research found that reducing operational cost is the top strategic goal for business leaders and IT staff over the next five years, followed by improving company culture for business leaders and future-proofing the business among IT staff. In addition, 53% of business leaders say that digital transformation is a key priority for their organisation, with 68% of IT staff agreeing. 51% of business leaders also agree that failing to migrate to fully digital communications will negatively affect company culture and the future of work: that number rises to 57% among IT staff.

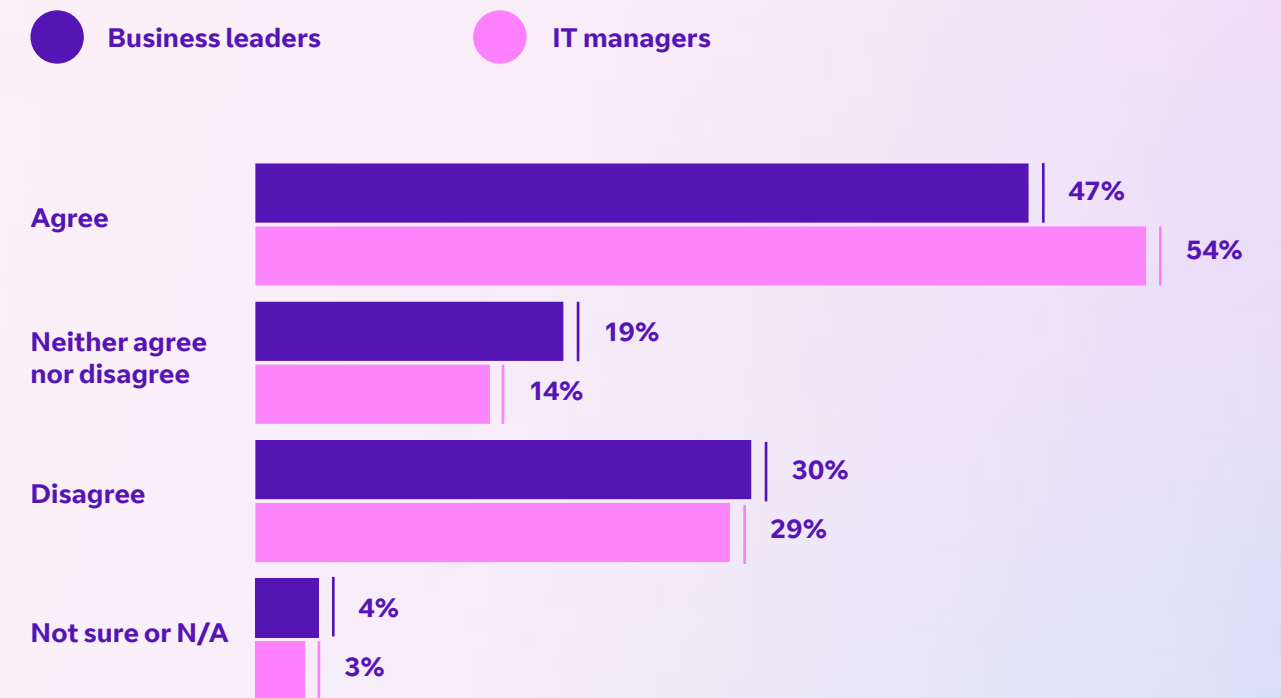
Interestingly, business leaders in this sector are the most likely to disagree with the following statement: “Business leaders in our organisation do not make an effort to understand the day-to-day of technology projects.” Only 30% of IT staff disagree with the statement – but 54% do say that their organisation’s IT team is aligned with the wider business goals.



### Business leaders in our organisation do not make an effort to understand the day-to-day of technology projects



### I feel my organisation's IT team is aligned with the wider business goals



## Leaders are hoping to gain greater flexibility, more simplified and more unified communications.

Nearly two thirds (63%) of business leaders and three quarters (75%) of IT staff think it will be easy to move their organisation's communications to the cloud or a digital voice solution, and 62% have already started or are planning to do so in the next six months. Nonetheless, 64% of business leaders agree, and 55% of IT staff say their organisation is struggling for a consistent strategy and execution over multiple sites. This is also reflected in the biggest barriers to migration in this sector: the difficulty of navigating complex infrastructures and legacy technology, and the lack of necessary skills and training.

Interestingly, IT staff are more concerned about the wider economic situation and the costs involved, as well as the potential for disruption. As for what leaders are hoping to gain from the switch, it's all about greater flexibility, as well as more simplified and more unified communications with fewer applications, and speed, reliability and simplification for their IT staff.

To find out how BT can help your business prepare for the PSTN switch-off and the move to a digital phone network, visit [bt.com/digitalswitchon](https://bt.com/digitalswitchon) or contact your account manager.





## About BT

BT Group is the UK's leading provider of fixed and mobile telecommunications and related secure digital products, solutions and services. We also provide managed telecommunications, security and network and IT infrastructure services to customers across 180 countries.

BT Group consists of three customer-facing units: Consumer serves individuals and families in the UK; BT Business\* covers companies and public services in the UK and internationally; Openreach is an independently governed, wholly owned subsidiary wholesaling fixed access infrastructure services to its customers - over 650 communication providers across the UK. British Telecommunications plc is a wholly owned subsidiary of BT Group plc and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on the London Stock Exchange.

For more information,

Offices Worldwide

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