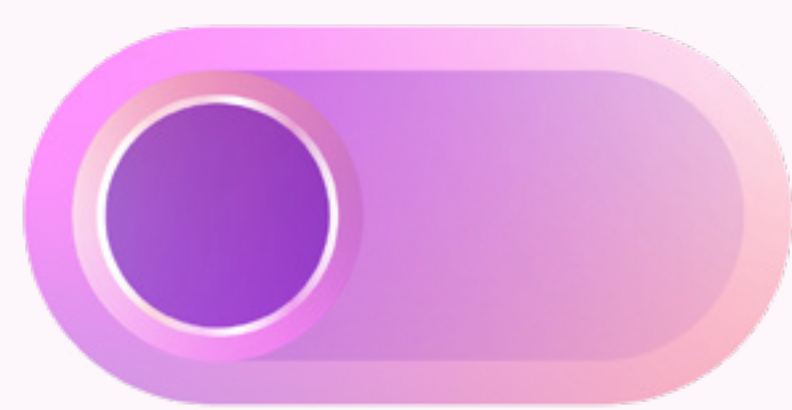


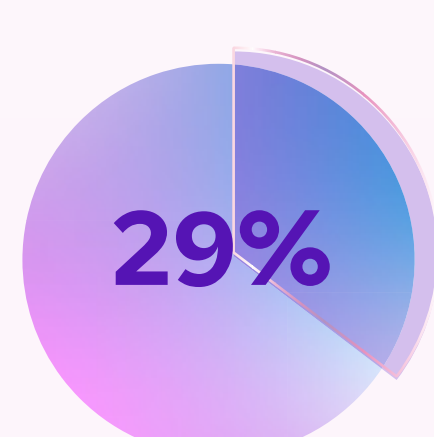
Are you ready for the digital 'switch-on'?



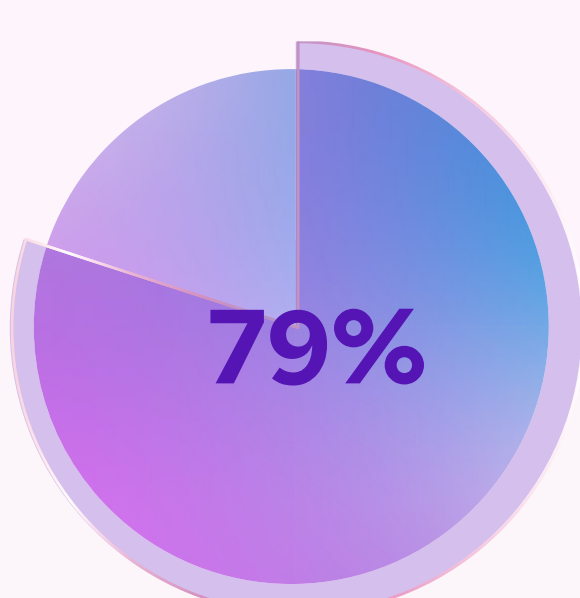
By 2025, all organisations must have moved their communications to the cloud or a digital phone system. In other words – transitioned to IP (Internet Protocol) solutions.

While organisations understand the many benefits of becoming fully digital, new data highlights a lack of preparation across industries ahead of the switch. That's why we're here to help.

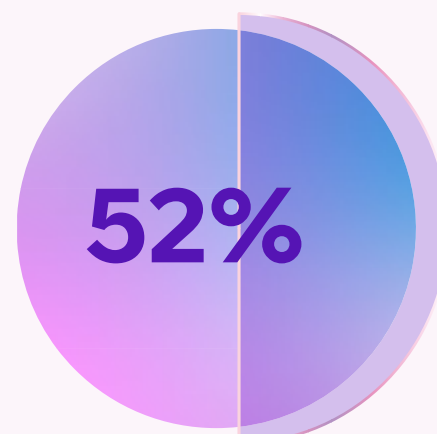
Don't underestimate the size and scale of your IP migration



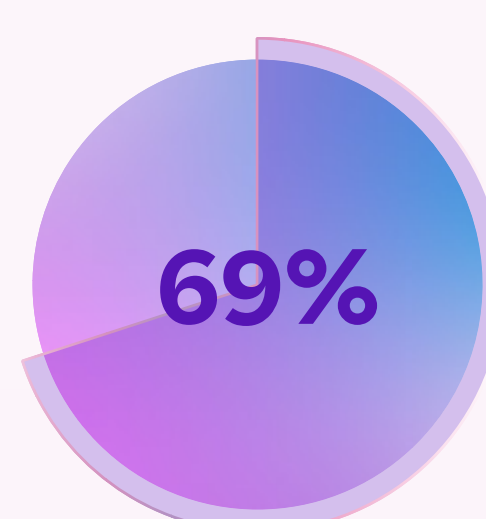
of IT managers believe moving communications to the cloud is difficult.



of IT managers at councils were confident the switch to IP solutions is easy, higher than in any other sector. Despite this...



of organisations are struggling for a consistent IP strategy across all sites and...



of CEOs still don't fully understand the phrase 'all-IP'.

Why it's time to seize the day



49%

of organisations agree failing to move communications will negatively affect company culture but just...



6%

of organisations on average have started transitioning.



9%

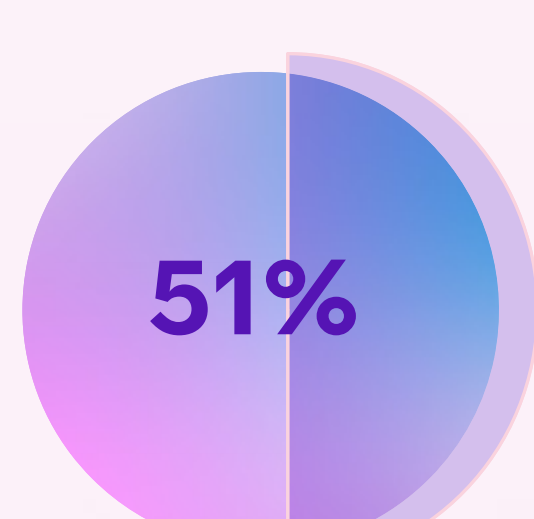
of hospitality businesses have already started moving communications, ahead of all other industries, however...



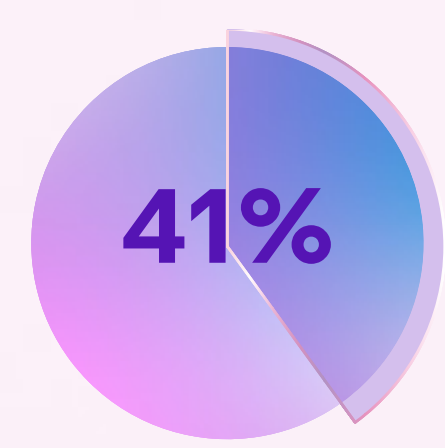
60%

of organisations will not begin for another 6 months.

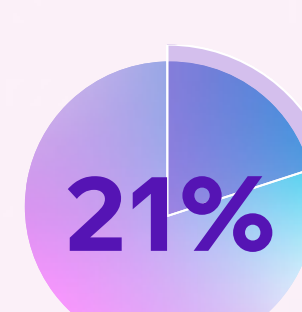
Collaboration between organisational leaders and IT managers is crucial



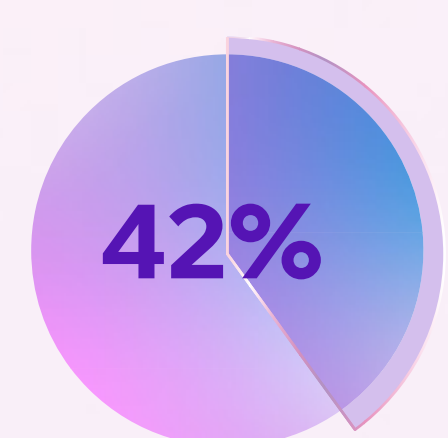
of business leaders and IT managers agree their priorities are aligned.



of IT teams believe they are responsible for driving the shift to fully digital solutions, on the other hand just...

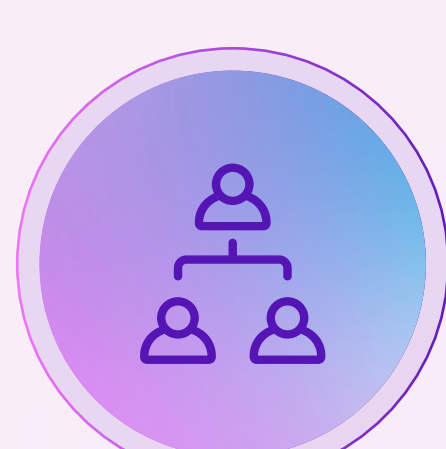


of business leaders think IT teams are driving this.



of retail business leaders agree IT teams should lead, the most united sector.

Get ahead of your competition, get excited

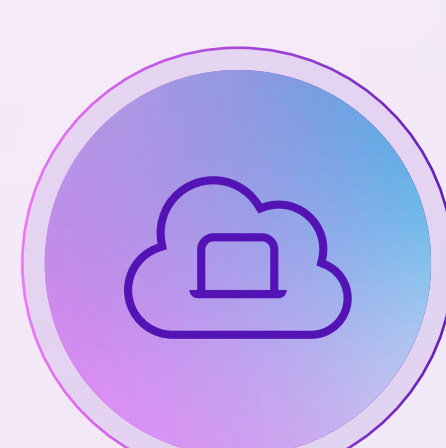


37%

of business leaders and IT managers agree future-proofing their organisation is a key strategic goal.



IP technology promises improved reliability, faster connectivity, greater flexibility and simplified communications.



With your communications in the cloud, you can be ready to embrace new business models and meet the unpredictable head on.

No matter what stage of your IP journey you're at, BT is here to support you and your customers. And, with 31% of organisations citing difficulty navigating complex infrastructures and legacy technology as a top three barrier to transformation, our team of experts can make switching simple. We'll carry out an audit of your current set up to provide suitable solutions and we expertly design, deploy and oversee your move.

Speak to our specialists today. It's time to get excited by the digital 'switch-on'.

[Find out more](#)