



**Means
Business**

Making Switching Simple

**Why moving to IP means
welcoming an exciting
digital future**



Introduction

The move away from the traditional phone network such as PSTN (Public Switched Telephone Network) is set to radically improve the way your business communicates and collaborates.

With PSTN set to be turned off in 2025, everyone will move to the all-IP (Internet Protocol) network. In simple terms, this means upgrading to a digital phone line – a move that provides multiple, wide-reaching benefits.

By switching to all-IP, you'll unlock greater reliability for digital services, boosted security, and more flexible connectivity. It also helps businesses easily integrate key apps and APIs like Teams, Office 365 and MailChimp, and makes it easier to work remotely thanks to the ability to connect anywhere. You'll even benefit from reduced costs. Previously, PSTN was expensive to maintain, requiring a lot of physical real estate and machinery to install, scale and fix. In contrast, the cloud-based all-IP network does away with the need for this, and the cost savings get passed on to you.

Working out how the new IP solution fits into your business' plans for the next 5 years is key – and we are on hand to help you plan and deliver this upgrade in the way that benefits your business most.

The IP switch is big news for business. And presents a lot of opportunities. This guide will reveal the top three things to help you get started:



Understand why the switch is happening and how it affects you



Know which benefits will make a difference to your business



Learn how to make the switch happen – and how to make a success of it

Read on to learn more.

Why switch?
Why now?

www.in?

Fundamentally, all-IP is about ensuring that businesses have access to best-in-class communications solutions in the long-term – but it's not just all about voice. It means reliable network access, easy app and tool integrations, and robust security that keeps pace with digital threats. In turn, that means you can find innovative ways to connect with customers, collaborate with colleagues wherever they are, or simply get on with the most important aspects of your role, without worrying about networks and connectivity.

Why you don't want to get left behind

It always pays to get ahead of the game. The sooner you get started, the quicker you'll have everything ready and in place for the switch. And if you make the leap with BT as your trusted partner, we can work it out for you, handling it at a pace that works for your business – meaning minimal disruption to what you do best.



Here's a few reasons to get going soon:



Boost efficiency, cut costs

Every business should be led by its customers. And today's customers increasingly look for easy, seamless ways to communicate with businesses. That means multi-communication touchpoints including voice, instant messenger and social media. For customers, it makes life easier – for you as a business it makes communications far more efficient, as you can manage everything via one platform.



Make hybrid work

So many businesses adapted to the proliferation of remote and hybrid working seamlessly and swiftly. But now businesses have the opportunity to build upon these strong foundations, taking the time to refine and optimise their IT strategy to make hybrid working super-efficient and cost effective.

The thing businesses that have successfully adapted have in common is the right tools to make hybrid easy for everyone. And the right digital infrastructure to enable those tools to work. While the existing phone network served businesses well for many years, it's simply not robust enough to cope with the digital demands put on it today. A shift to all-IP will empower fast, easy integration of the apps that make hybrid happen – helping your people work more seamlessly and efficiently in the process.



Consolidate your supplier base

As digital technologies multiply, so do digital suppliers. And that can be a challenge for time stretched businesses – as well as costly, as multiple contracts usually means higher costs.

The switchover provides the ideal opportunity to review and change this, bringing more solutions under one roof, with one partner, rather than multiple vendors. Of course, a key consideration here is identifying a partner that can credibly offer all of IP, data, network and Unified Communications (UC) from one provider. And has the critical network infrastructure to provide it reliably to your business, enhancing the IP experience with a tailor-made package to suit your needs.

Migration managed

Switching doesn't need to be complex. Choosing the right partner can ensure a smooth and simple process.

At BT we draw on our unrivalled heritage in working with UK businesses to understand what pain points switching may trigger, and how we can ensure the process avoids them. We're migrating around 100 customers a week, so we have a comprehensive understanding of how to make the move as simple as possible.

For you, that means a fully worked out migration plan, dedicated migration support, and professionals working with you at every stage of the journey.



Five steps to a
seamless switch

Switch

Your business needs a plan that will ensure you get the best experience before and after the move, and that sets you up for future success in the long term.

Here's five steps to getting the most out of your switch:

01

Know your connectivity needs

Yes, every business is different. But today more than ever most have some consistent needs – particularly around the networks required to support digital tools.

Collaboration apps and tools – such as Microsoft Teams and Zoom – all require high capacity, low latency connectivity if they're to work in the way the developers intended. It means you need to bring in an IP partner that can offer and support this, along with a significant reduction in downtime.

02

Take note of your special services

Business phone lines haven't been solely used for business phone calls for years now. Alarms, entry systems, emergency lifts, payments terminals – you name it, it can run from the phone line.

As you switch, you'll need to ensure that each of these is either on IP mode (where possible), upgraded to an IP equivalent, or that you have requested a BT Analogue Telephone Adaptor (ATA) to convert the signal. This can be a complex part of the switchover. A migration partner like BT takes the weight off here, helping with device switchover, as well as infrastructure.

03

Understand employee hardware needs

The way people work has changed. That means there's now a wide range of devices that need to fit around flexible working needs.

Business leaders need to take a strategic look at what's necessary now and how that might change. Speak to employees to garner their opinions, and use your migration partner as a sounding board to understand what businesses of a similar size and structure to yours are doing. That way, you'll approach the switchover with a really clear device and hardware plan.

Whatever you do, don't rush into like for like replacements.

04

Educate and energise your employees

In a highly competitive market, ensuring employees have the best experience possible is crucial to retention – but there's more to working preferences than working from home alone.

For example, access to the right tools and devices can deliver an improved, integrated experience by streamlining and supporting employees' tasks. But this does involve change.

Ensuring that employees know how the services they use are changing is crucial to making transformation efficient, so aim to introduce any new equipment they'll be using ahead of time so they have a chance to get to grips with it.

Integration – meaning having all systems working together – is key to simplifying the day-to-day and increasing productivity, in turn building trust between your leadership and broader teams.

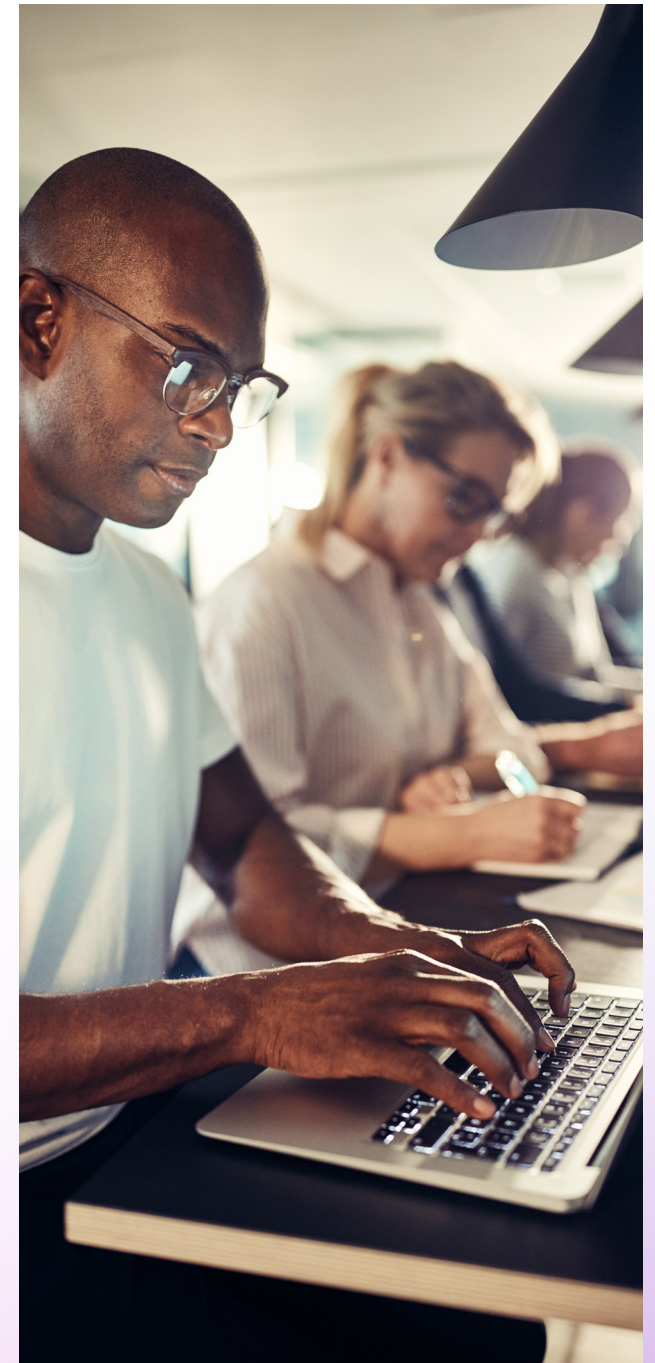
05

Plan for the future and beyond

The IP switch isn't about playing catch up with digitisation, or digitising existing tools and processes. Instead, it's about getting UK business connectivity in shape for the coming decades. So, get thinking about what role it will play in your business' future.

New cloud-based systems will boast a wide range of features. Including easy mobile integration, more detailed reporting, seamless remote working and the ability to keep existing phone numbers and port them across, you also get the latest updates without having to replace hardware.

We can manage and install your new all-IP network for you, making the entire process seamless and providing unlimited support to ensure your business makes the most of all the advantages that IP has to offer.



BT and all-IP

The IP switchover is a big event for UK businesses. And with it comes a lot of great potential for your business, as you face an exciting digital future. Today, however, is all about understanding why the switch is happening, the exact benefits it will deliver, and who you need to work with to make a success of it.

We're currently helping thousands of UK businesses move to all-IP. Get in touch to learn more about how we're approaching it, and why you might want to join us.



Find out how BT can help you switch at bt.com/digitalnetwork



Offices Worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract.

© British Telecommunications plc 2020. Registered office: BT Group plc | One Braham | Braham Street | London | E1 8EE. Registered in England No. 1800000.

January 2023