



daisy.



PSTN SWITCH-OFF

A STEP-BY-STEP PLANNING TOOL
FOR RETAIL ORGANISATIONS

The PSTN switch-off affects all UK retailers, often in ways they might not expect. What exactly will it mean for you, and what are your options?

Don't put off finding out.



FUTURE-PROOFING YOUR TELEPHONY IS ONLY HALF THE STORY

We all instinctively know what a great retail experience feels like.

But while new technology enables highly personalised customer experiences - it's easy to overlook the plethora of legacy and analogue tech still relied upon today.

Which is why retailers need to act now to protect vital platforms and systems.

And we're not just talking about phones and Internet. Upcoming changes to the UK communications infrastructure could easily put the wider workings of your business at risk, from EPoS and card machines to emergency alarms, lifts, entry systems and much more.

That's right. We're talking about the imminent PSTN SWITCH-OFF.

TTFN, PSTN

In the biggest communications shake-up in 30 years, BT will switch off the Public Switched Telephone Network (PSTN), which incorporates conventional phone lines, ISDN, single analogue lines and other connections, by January 2027. This will be preceded by a total "stop-sell" of these services as early as 2023.

What does this mean?

These services will be replaced by "all IP" technologies using Openreach's fibre network. This means all businesses currently relying on single analogue or ISDN for their calls or broadband will need to migrate to a single-order, fibre-only alternative like Single Order Generic Ethernet Access (SOGEA), through which voice, broadband and other services can be delivered together.

But it's not just your phone and broadband. Retailers rely on a whole range of other common devices and appliances that use single analogue lines in order to function. If you don't have an alternative in place by January 2027, these too will cease to function.

HOW TO USE THIS GUIDE

In these pages, we provide information to help you audit your current communications (and other business-critical technologies) and determine whether (and how) you need to act in each case.

We also provide concrete examples of potential solutions.

There are a number of successor technologies readily available such as SIP and broadband replacement services (over both the Gamma network and Openreach's full-fibre network), as well as single-user voice replacement products. These technologies will help you to future-proof your communications, give you more options and streamline your costs. The earlier you act, the sooner you'll benefit.

THE ONLY SURE THING IS: YOU NEED TO ACT.

**HERE'S HOW TO DO SO IN A WAY THAT SUITS
YOUR BUSINESS AND YOUR CUSTOMERS.**



IS YOUR TECH ON BORROWED TIME?

DO YOU RELY ON ANY OF THESE TECHNOLOGIES?



Business Telephony Users

Does your phone system currently rely on any of these technologies?

- ISDN2
- ISDN30
- PSTN Multiline



Broadband (ADSL2)

Does your broadband currently rely on ADSL2 technology?

- ADSL2



Single Analogue Exchange Line

Does your business currently use services that use a Single Analogue Exchange Line?

- Door entry systems
- Store mobiles
- PDQ handheld payment devices
- EPoS
- Telephony voice
- Emergency alarms
- Lift lines and help point systems

YOUR FUTURE, NOW

BUSINESS TELEPHONY

Option one:

SIP Trunking connected to your current telephony solution (PBX)

What is this?

Daisy can use SIP Trunking to deliver Voice Over Internet Protocol (VoIP) technology directly into your private branch exchange (PBX), enabling high-quality voice calls with existing telephone numbers ported across.

Why might it suit me?

Can be used to future-proof your telephony or upgrade your current unified communications (UC) solution with VoIP, regardless of provider.

What's necessary to make it work?

Your PBX may need to be upgraded to enable SIP. Daisy can install a Session Border Controller that fits the requirements of your UC supplier, and manage any licensing and software upgrades.

Option two:

SIP Trunking connected through an AudioCodes "ISDN to SIP Converter"

What is this?

An alternative way for Daisy to deliver VoIP telephony into your business, enabling high-quality voice calls with existing telephone numbers ported across.

Why might it suit me?

In some cases, your PBX may not allow an upgrade to support SIP, or the cost of doing so might considerably outweigh the cost of an ISDN to SIP converter.

What's necessary to make it work?

Daisy can install the AudioCodes hardware and, if necessary, reconfigure the programming of any internal systems.

Option three:

Design and deploy a comprehensive new UC solution

What is this?

A completely integrated unified communications solution, with voice calls, instant messaging, video conferencing and other collaboration tools made available to all your people on a single, mobile-friendly app.

Why might it suit me?

All elements of your business communications are brought together in the most efficient way for your particular needs – transforming productivity and scalability while improving the customers' experience.

What's necessary to make it work?

Daisy's specialists can assess your needs and design a solution based on one of the following three models:

- Combining Microsoft Teams with external voice calling (using direct routing technology)
- A private cloud solution delivered in collaboration with our partners Mitel, or another UC platform suited to your needs
- A public cloud solution delivered in collaboration with our partners Gamma, or another UC platform suited to your needs.

YOUR FUTURE, NOW

BROADBAND (ADSL2)

SOGEA full fibre broadband ("to cabinet" or "to premises")

What is this?

Daisy can supply Single Order Generic Ethernet Access (SOGEA) broadband over both the Gamma network and with a choice of bandwidths over Openreach's fibre network, either on a "Fibre to the Cabinet" (FTTC) or "Fibre to the Premises" (FTTP) basis, as appropriate to your needs.

Why might it suit me?

Your broadband Internet, as well as other services like VoIP (through our partners Gamma) can be delivered through one single-order fibre connection. As well as being convenient, it's also likely to be cost-effective.

What's necessary to make it work?

Your current router may need to be upgraded to accommodate an FTTC or FTTP connection.

OnlineUC Phonline+

What is this?

This is a cloud-based single-user VoIP service, designed for a single-user environment deployment. Daisy can supply a single-user voice overlay to your SOGEA service to provide both speech and analogue data services like a fax machine.

Why might it suit me?

If you currently use the analogue line element of your broadband service to make voice calls or to support an analogue data service like a fax machine, then this solution will support your future needs.

What's necessary to make it work?

A SOGEA or appropriate data service, an IP-enabled handset for speech or an ATA for an analogue data service like a fax machine.





YOUR FUTURE, NOW

SINGLE ANALOGUE

EXCHANGE LINE

Do you rely on a Single Analogue Exchange Line for any of the essential services listed here?

Then you need to take action.

The services affected by the PSTN switch-off go far beyond voice calls and web connectivity. As well as helping you switch to a SOGEA broadband connection using either Gamma's network or Openreach's "full fibre" network, Daisy can help you identify and execute a migration pathway for other services that currently rely on a traditional analogue connection.

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What is this?

This is a cloud-based single-user VoIP service, designed for a single-user environment deployment. Daisy can supply a single-user voice overlay to your SOGEA service to provide both speech and analogue data services like a fax machine.

Why might it suit me?

If you currently use the analogue line element of your broadband service to make voice calls or support any of these services, then this solution will support your future needs.

What's necessary to make it work?

A SOGEA or appropriate data service, an IP-enabled handset for speech or an ATA for an analogue data service like a fax machine.



*examples of manufacturers of these technologies

DON'T PUT IT OFF... TAKE THE FIRST STEP

The clock is ticking towards the demise of the PSTN. If you don't have an alternative fully in place by January 2027, your tills will stop working, other essential platforms and services may cease to function and valuable customers may be prevented from contacting you.

But there's a far better reason to act now. Retailers who've already switched their telephony to public cloud UC are already saving thousands on their call costs, as well as relaxing in the knowledge that their operations are set for 2027 and beyond.

Daisy works with more than 185 retail organisations in the UK, and we know that no two retail organisations operate in the same way - it is important to understand your current situation and know how to move forward.

Daisy's Asset Audit will identify and review your current PSTN and ISDN estate. Whether the assets are with Daisy or another provider, and whatever stage you're currently at, Daisy's specialist team can help you assess your needs and manage a seamless migration.

Because the best time to act is always now.

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