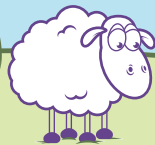


# **THE UK PSTN, ISDN & ADSL NETWORK WILL SWITCH OFF IN 2025!**

*How to help your  
business survive the  
'Big Switch Off'*



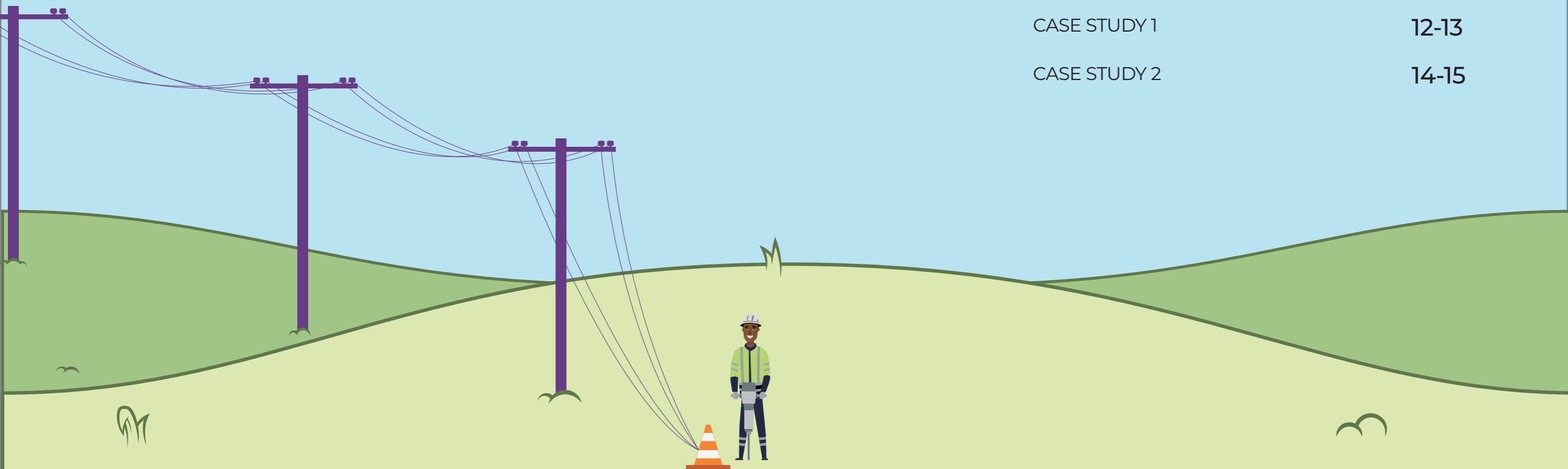
**Black Sheep Utilities**



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# ARE YOU READY FOR THE BIG SWITCH OFF IN 2025?

We turn the 'Big Switch Off' from a problem to a solution, with bespoke replacement opportunities for your business.

## WHAT'S HAPPENING?

BT announced in 2015 that it was phasing out its PSTN network, on which ISDN and ADSL operate, and replacing it with more advanced IP services. The process has already begun as BT stopped taking ISDN orders in 2020 leading up to the 2025 switch off date.

## WHAT ARE PSTN, ADSL AND ISDN?

PSTN or 'Public Switched Telephone Network', is the copper wire based telephone system that's been in place since the 1800's. ISDN or 'Integrated Services Digital Network', built upon the original PSTN technology to allow the digital transmission of voice and video or data. ADSL or 'Asymmetric Digital Subscriber Line' allows voice and data at the same time using a microfilter.

## WHY ARE BT PHASING out PSTN, ADSL and ISDN?

They are now outdated legacy technologies with significant limitations and maintenance costs.

Although significantly improved over the years, it's still the same base infrastructure that's been in place for almost 200 years and is therefore becoming more costly to maintain.

ISDN is still limited to speeds of about 128kbps well below the UK average broadband speed which rose 18% in 2020 to 64 Mbps.

ADSL unlike its name suggests is an analogue solution with considerable speed and reliability issues especially dependent on your distance from the exchange.

## WHY WILL IT AFFECT ME?

Most business infrastructure relies on older technologies that are being switched off. Everything from Broadband to phone systems, even Credit card machines, fax machine and EPOS systems will be affected.

## YOU NEED TO ACT NOW!

Not taking action is not an option! Switching now means you are not only prepared but empowered with all the advantages available with our digital solutions. We are here to help keep things simple with our 'FLEX' packages.

We anticipate engineer availability will decline the closer we get to the 2025 deadline, so are advising all our customers to upgrade to Fibre as soon as it becomes available.

## WHAT ARE THE PSTN AND ISDN ALTERNATIVES?

BT is moving its network to be based on IP 'Internet Protocol' solutions, which don't require copper lines and only require an active internet connection to use. The two options that are available are VOI, 'Voice Over IP' and SIP, 'Session Initiation Protocol'.

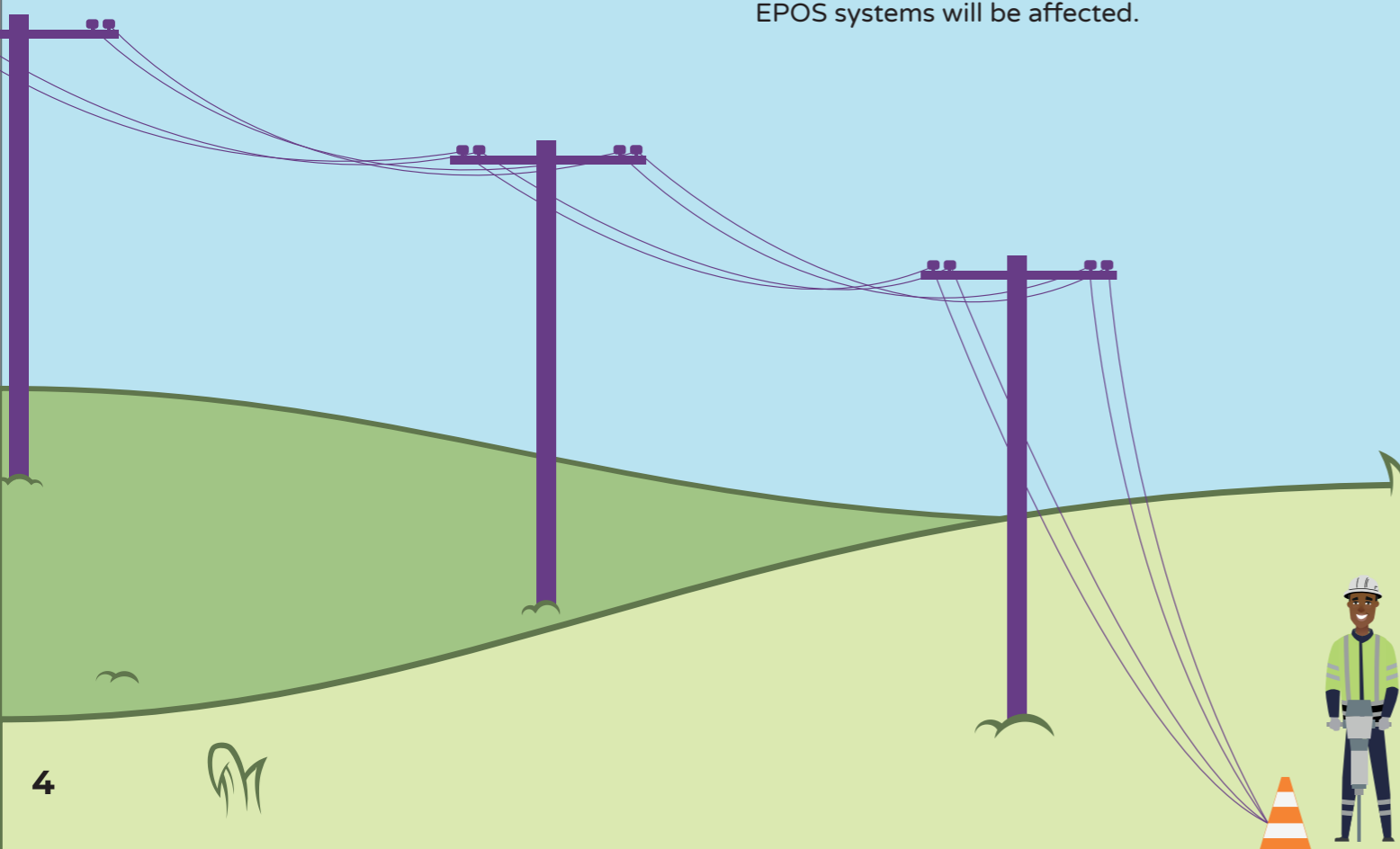
## VOIP OR SIP?

The main difference between the two systems is that in the majority of cases SIP allows you to connect and continue to use your existing phone system.

Both systems offer significant improvements, including:

- Scalability
- Versatility
- Enhanced functionality
- Reduced costs
- Reliability
- Improved Call quality (HD audio)

**WE ENSURE EVERYTHING RUNS SMOOTHLY FOR ALL OUR CUSTOMERS DURING THE TRANSITION PERIOD AND BEYOND. IF YOU'RE WORRIED ABOUT THE POTENTIAL IMPACT ON YOUR BUSINESS, OR WANT TO FIND OUT MORE ABOUT OUR FLEX PACKAGES, GET IN TOUCH TODAY.**



# FREQUENTLY ASKED QUESTIONS

## WILL MY BROADBAND BE AFFECTED?

It could be, especially if your current internet connection is either ISDN or ADSL both of which use the PSTN network that is being shut down in 2025! Even some fibre connections known as FTTC connections or 'Fibre To The Cabinet' will be replaced with FTTP or 'Fibre To The premises' as the FTTC connections partly use the copper wires that make up the PSTN network!

## WILL IT AFFECT EVERYONE?

Yes, everyone including businesses and residential customers will no longer have access to the PSTN network from 2025 as it's being completely shut down. It's not just phone services that are affected either, all non voice services that are connected to the PSTN network such as ISDN, ADSL, alarms, EPOS, CCTV and even fax machines will need to run over Fibre based IP from 2025.

## WHY IS BT MAKING SUCH A DRASTIC CHANGE?

PSTN was first introduced in the 1800's and has been the backbone of the UK's communication network for decades but modern data hungry technologies call for a new communication network. The current PSTN network has been pushed to it's limits whereas it's digital Internet Protocol (IP) replacement has almost limitless potential to both meet and exceed any requirements placed upon it.

## ARE CALLS AS GOOD?

Call quality is actually better with crystal clear audio with no delays or echoes!

## WHAT ABOUT OTHER COUNTRIES?

The switch to digital from PSTN isn't just a UK thing, the worldwide network shutdown is in full force. Estonia and The Netherlands have already switched off their PSTN networks, with other countries with countries such as Germany, Japan and Sweden planning to switch off their PSTN network before 2025.

## WHY IS IT SOMETHING I NEED TO THINK ABOUT NOW?

Depending on your current infrastructure, there could be a lot to do! Anything that currently relies on the PSTN network will need to be updated to ensure continued functionality following the switch off. Alarms, door entry and EPOS systems are just some of the infrastructure that will be affected. Demand for specialist engineers will increase the closer we get to switch off, so it's important that you act now to be ahead of the game.

## IS DIGITAL BETTER?

It's hard to compare digital to PSTN simply because digital communications are vastly superior it's a bit like comparing a length of string and two cans to your mobile phone.

Being able to make and receive calls from the same number from multiple devices wherever you are gives you the flexibility you need to work from wherever you want.

In addition to this, the lower cost that IP digital connections provide mean it makes sense to upgrade and pay less as soon as you can!

## WHAT ABOUT RELIABILITY?

Digital lines are much more resilient than PSTN lines, with cloud resilience meaning your connection can run across multiple data centres enabling switching to occur seamlessly in the background rather than rain clouds causing your traditional PSTN lines to stop working.

## I DON'T UNDERSTAND AS I'M NOT VERY TECHNICAL - WHAT DO I NEED TO DO?

Not to worry, all the hardware we recommend is plug and play and all the settings you need are made available through an intuitive web interface which actually makes things even easier for you to manage and keep on top of.

## WHAT ABOUT MY CURRENT NUMBER?

You can keep all your current numbers if you want to, as they can be ported. As a business you may find you need fewer numbers and upgrading your phone system might be a good opportunity to review your requirements and any additional cost savings available.

## ISN'T IT ONLY FOR LARGE BUSINESSES?

No, everyone using the current PSTN network will be affected from residential customers through to large companies. With a range of upgrade options available, upgrading now means you will be ahead of the curve and will potentially provide you with bespoke options for your business that previously were only available to larger companies.

## IS SECURITY AN ISSUE?

Your systems are as secure as you want to make them. Firewalls, authentication and encryption help keep your network protected.

## ISN'T IT EXPENSIVE?

No, it's incredibly cost effective with significant savings achievable compared to current PSTN infrastructure. Instead of paying for installation, operation and maintenance, it's a cloud-based service that's available with a wide range of add-ons depending on your requirements.

## ISN'T BANDWIDTH AN ISSUE?

One question we get asked a lot is if customers will have enough bandwidth for calls and data. With the entire PSTN network being switched off (including ISDN) all connections will be digital. This includes technologies such as 4G, 5G and fibre which have much faster connection speeds than those used across the PSTN network. Calls don't use as much bandwidth as you might expect, but we're here to make sure you get the right system to suit your business needs and budget.

For further information, get in touch with one of the team today who will be happy to complete your FREE, no obligation review.





## THE CLOUD

EMPOWER YOUR BUSINESS WITH EASY TO MANAGE SCALABLE CLOUD BASED TELEPHONY SOLUTIONS.

TRANSFORM YOUR MOBILE AND OFFICE-BASED COMMUNICATIONS WITH A FEATURE RICH PHONE SYSTEM PROVIDING MARKET LEADING CONTROLS, INSIGHTS AND ANALYTICS.

### WORKING FROM HOME SHOULDN'T BE REMOTE!

With 2020 being the year that working from home became the new norm, hybrid home and office working has added a new communications dimension to contend with.

The emergence of new innovative cloud-based communications systems give businesses the platform they need to empower themselves and their people, removing boundaries both new and old.

### GETTING FLEXIBLE

From luxury to necessity, the ability to work from anywhere doesn't have to limit your business and people.

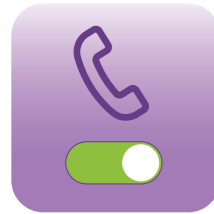
Get all the functionality of a desk phone on your mobile, with an easy-to-use system which ensures unparalleled success rates on call delivery.

### ADVANCED CALL ANALYSIS AND INSIGHTS

From listening in on calls to full sentiment analysis and transcription. The tools, and solutions we can provide enable you to evolve your business telephony to new levels and streamline your existing working practices.

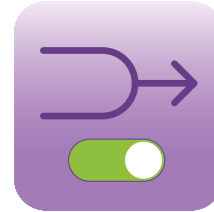
### PORTING EXISTING NUMBERS

We ensure seamless transition of existing phone numbers through porting which is controlled by a national porting authority. To find out more about what's involved, just speak to one of the hosted team. We are here to help!



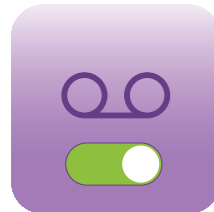
## CALL CONTROLS

From advanced call routing and extension management to individual device and spend controls, you now have the controls needed to minimise the risk of overspend or downtime by responding to developments in real time.



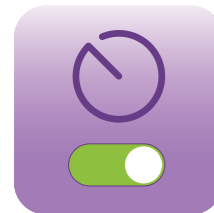
## CALL ROUTING

Get complete control over your call flow with bespoke options and possibilities all controlled through an insightful visual control interface. From time-of-day routing to interactive voice response, mapping out your customers call journey has never been easier.



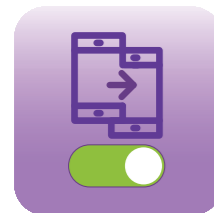
## NEXT-LEVEL CALL RECORDING

Compliant with all UK regulations and legislations - secure encrypted hosted call recording and retention. Now available with automatic transcribe as well as sentiment analysis.



## SPEND CONTROLS

Available on a device or user level keeping you in complete control of call spend.



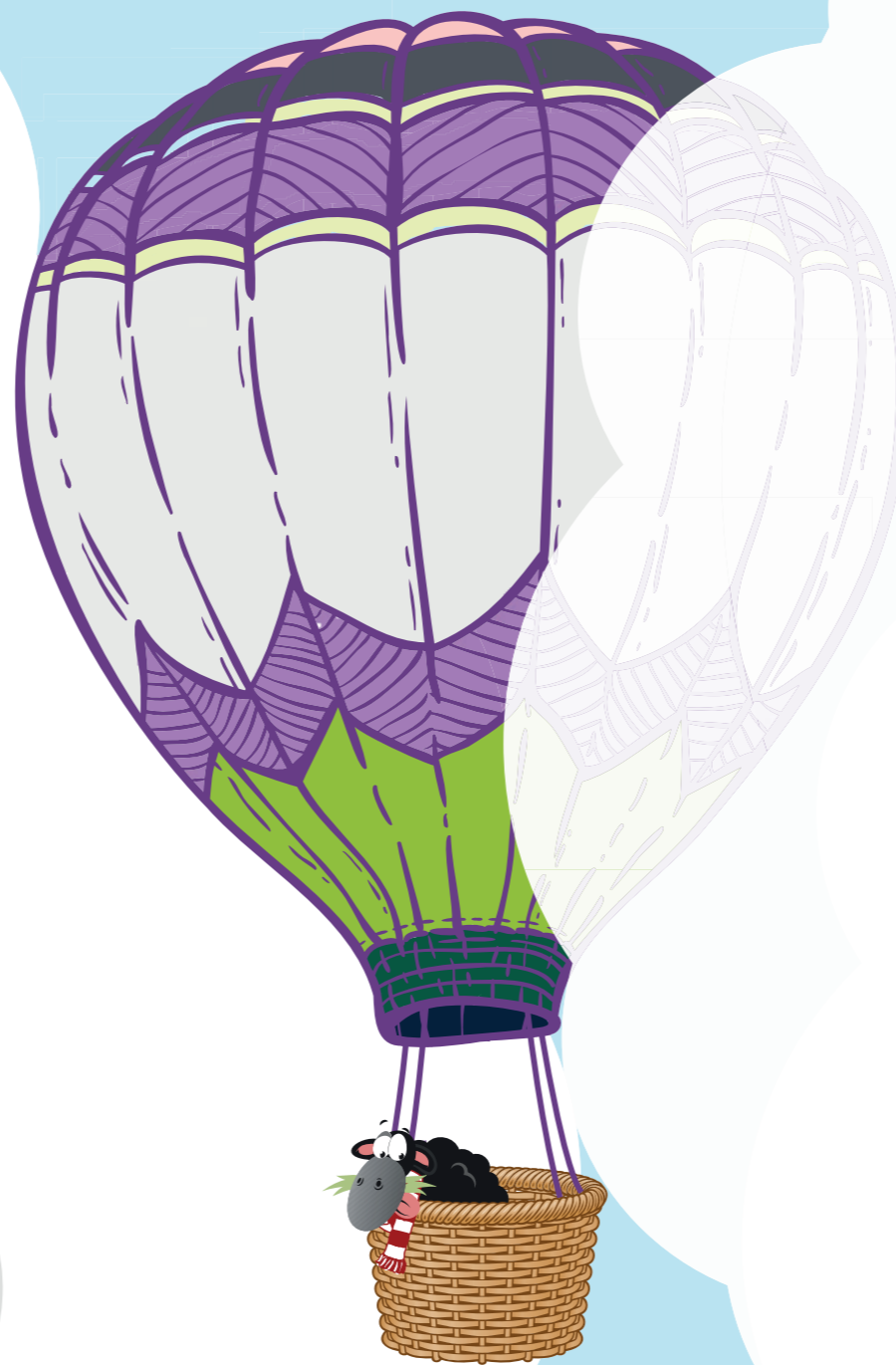
## EXTENSION MANAGEMENT

Full extension management and organisation, keeping your business and customers talking.



## CALL FORWARDING

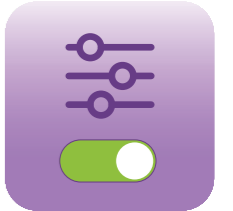
Get callers to where they need to be with bespoke call forwarding options.



# CLOUD TELEPHONY FEATURES

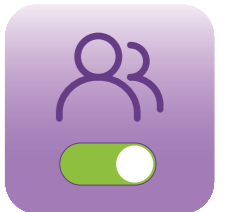
## DEVICE CONTROLS

Individual device controls allow for additional call and user management options.



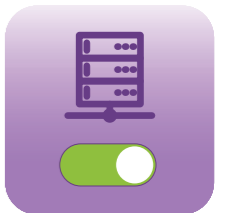
## CONFERENCE CALLS

Unsurpassed conference call functionality keeping your team connected.



## HARDWARE DETAILS

All the tools you need to instantly troubleshoot any potential issues, with deep-dive diagnostics that provide immediate insight into system performance and hardware.



## INTERNATIONAL CALLS

International call capability with full per device/user control.



## CALLER ID

Full communication transparency with caller ID





Company Name: UNIQUE KLEAN

Team Count: 6

Owner: Nova

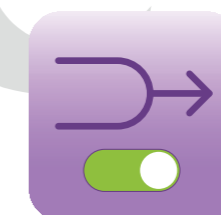


“ *Black Sheep Utilities put us in control of our business telecoms. We aren't office based and can all be working in different locations at different times. The cloud package they set up for us means the whole team have mobiles and call diverts are setup depending on individual team availability during the day. The call recording features have been fantastic as I'm able to audit any calls made with other members of the team to make sure that customer requirements are met and that agreed work is both completed and billed.*

*For some calls it's important that I'm always the first port of call and sometimes clients need to speak to their regular members of the Unique Klean team to finalise arrangements. Having the flexibility of call controls, including call routing and extension management allows us to ensure we have just one number but specific control.*

*Black Sheep Utilities also organised for our existing numbers to be ported into the system allowing us to maintain communications whilst also streamlining our future telecoms as now we only need to give out one main number to all our clients.* ”

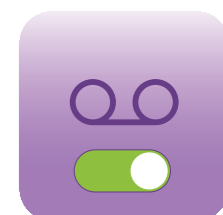
### 3 FAVOURITE FEATURES



CALL ROUTING



SPEND CONTROLS



CALL RECORDING



Company Name: StreetVisit

Team Count: 1

Owner: Charles

“It’s just me, so features like spend controls weren’t an issue but having the ability to still offer call routing to my customers provides an extra level of professionalism and allows me to run numerous campaigns with different contact numbers to monitor advertising spend and performance.

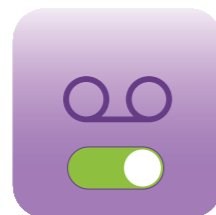
Call recording allows me to spend less time and energy taking notes about a project during a call and more time discussing the project capabilities which directly results in higher overall project value.

The team at Black Sheep Utilities went above and beyond to make sure I had everything I needed. They certainly live up to their company moto – to be outstanding in their field!

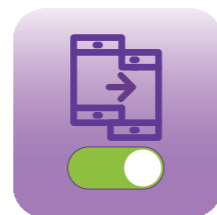
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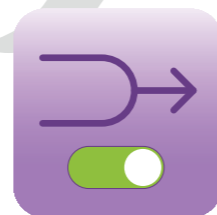
3 FAVOURITE FEATURES



CALL RECORDING

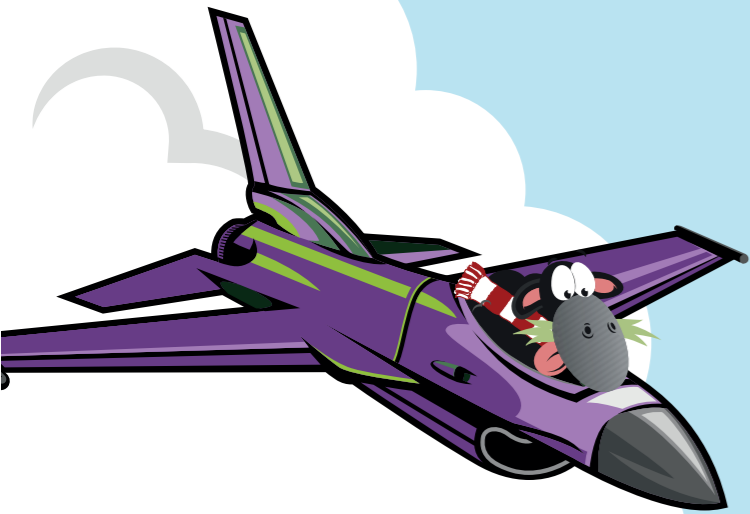


EXTENSION MANAGEMENT



CALL ROUTING





## **Need High Speed Fibre?**

Just speak to one of our specialist team about high speed fibre availability in your area!

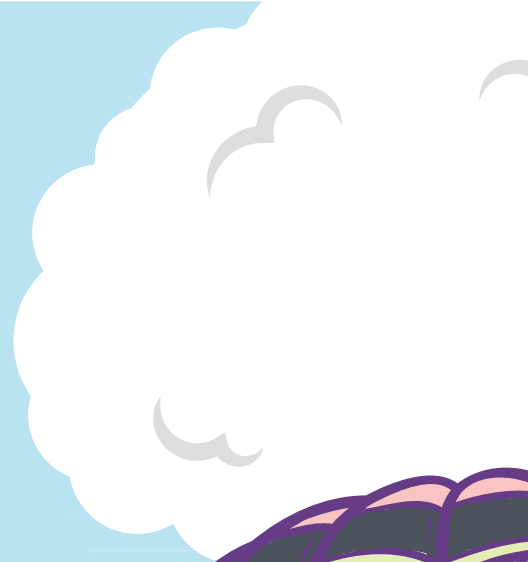
## **Every cloud has a silver lining!**

This change doesn't need to be taxing! We can help you navigate these new horizons, making tangible improvements that benefit your business.

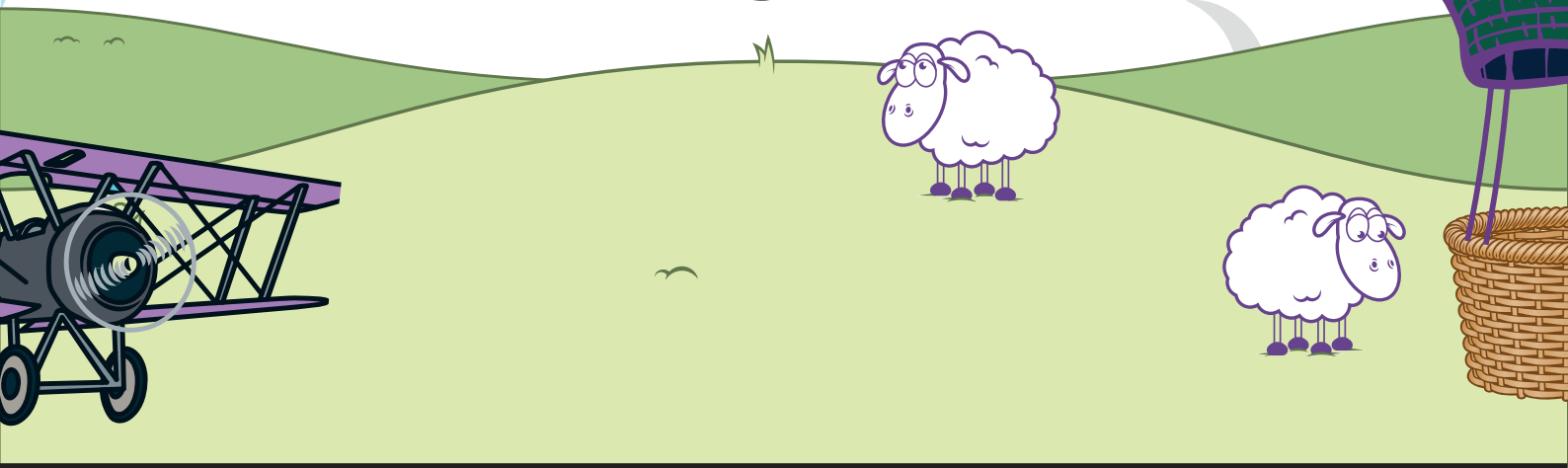
Whatever your utility requirements, we are here to help!



**Get in touch**  
**01273 914000**



# Outstanding in our Field



**Black Sheep Utilities**

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