

# Is your business ready for the Digital Switchover?

BT's Openreach and Virgin Media O2 are upgrading their telephone landline networks and plan to turn off the Public Switched Telephone Network (PSTN) by the end of 2025.

After this date, all services will be provided using internet-based services. This presents a number of risks to businesses, but also an opportunity to benefit from embracing digital technology.

## The risks

All businesses need to upgrade their telecoms systems. Moving to a full fibre broadband network and / or a Voice over Internet Protocol (VoIP) phone system is essential - otherwise, you risk losing the ability to communicate with your customers.

Any businesses with or responsible for premises need to look at the physical systems in place, such as emergency lift lines and fire or alarm systems, as they either won't work at all or won't work consistently on a new internet protocol (IP) network.

The main risk for health and social care businesses is that telecare services will be affected and require upgrading and/or adapting to fit the new technology. This is the biggest risk, as there has already been an instance following a fibre upgrade occurring where a resident died as their Care Line product wasn't reconnected.

All of these problems will be further complicated by the closure of the 3G mobile network, so it's a perfect storm of change.

**Turn over to find out about the opportunities and how to get help**

## The opportunities

To adapt to these infrastructure and technology changes, it's essential that businesses become digitally included and promote digital inclusivity.

Full fibre (known as Fibre to the Premise (FTTP) or FTTx) is being rolled out by Openreach and Virgin Media O2 as well as by many smaller broadband suppliers, who can all provide businesses with fast, reliable, gigabit-capable connectivity - meaning no slow-down to connectivity, regardless of the number of devices or time of day.

Benefits of being a digitally included business include:

- Improving the efficiency of transactions
- Improving your products and services
- Enhancing performance and productivity
- Improving recruitment and retention
- Boost employee motivation, innovation, and loyalty
- Making it easier for users and customers to engage with you and helping to increase your customer base through extended reach.

If you have questions or want to know more about how to become a digitally included business - or would like to share information to help others about how your business has already digitalised and is preparing for the digital switchover - we'd love to hear from you.

Contact us via our website [connectingcambridgeshire.gov.uk](https://connectingcambridgeshire.gov.uk) or email us on [contact@connectingcambridgeshire.co.uk](mailto:contact@connectingcambridgeshire.co.uk) and quote 'Digital Inclusion – Business' in the subject line.