



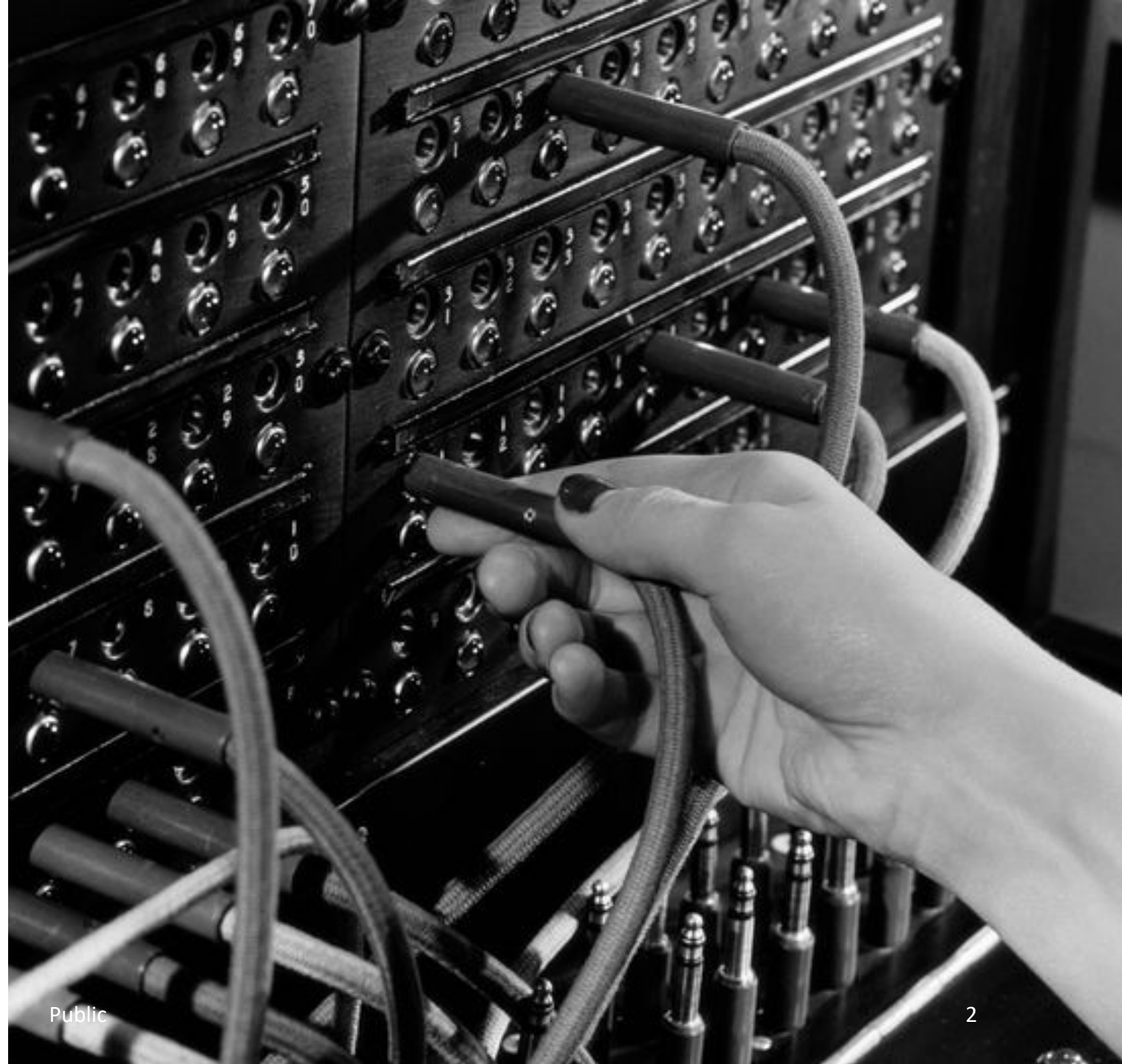
Helping Businesses Prepare for the Digital Switchover

VMO2 Update – 16 May 2023

23/05/2023

You've heard what's happening

- The Public-Switched Telephone Network (PSTN) is the equipment that supports the majority of phone calls in the UK and has been for decades
- Its technology is now becoming outdated and equipment support from manufacturers cannot be guaranteed in the long term
- If we don't modernise, the systems will become unreliable and eventually will not be able to be repaired
- PSTN technology is also limited and will not support new and innovative services that will become increasingly relevant to modern society



The change isn't coming, it's already here

- 2025 is not necessarily the date your phone will change
- 2025 is the date set by Openreach for their withdrawal of their WLR products
- CPs supplying voice services over analogue technology are facing the same need to migrate whether they use Or or not.
- VMO2 has it's own network, and we're also working to complete our migration by 2025.
- This means we've **already started** turning these services off in line with Ofcom's guidelines and will continue to do over the next few years – '23, '24 and '25.
- Other CPs will be planning for their own programmes and may be on different timescales.

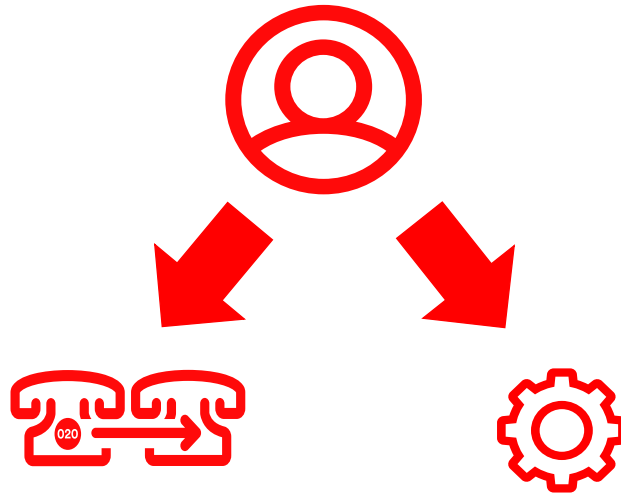


Migration of Customers

- Business / Public Sector customers tend to have more complex needs than B2C and often require different (data based) solutions
- VMO2's migration will occur in different ways:

Organic Migration, through

- New Customer Sales
- Single Customer Interactions
- Occurs anywhere across VMO2's network footprint
- Ongoing from 2018



Managed Migration, through

- Replacement of network equipment
- Affects customers served by that equipment
- Occurs on geographical basis
- 2022-2025/6

Migration of Business / PS Customers



- Advance notice to all customers – 12 months for B2B / PS
- All 2023/4 switch migration plans now shared with key stakeholders
- Advice provided on VMB website - [Analogue switch-off FAQs | Virgin Media Business](#)
- All customers provided with:
 - Key information in relation to migration (eg Power Resilience)
 - Specific information in relation to (unidentified) connected devices
- Migration may be “like for like” line switch, or a move to an alternative solution (eg monitoring, CCTV, lift lines; use of cellular or data solutions)
- Understanding estate / use cases is essential
- Back-up provision may be more important for certain use cases
- Outsourced services may also be impacted by switchover
- Early discussion will deliver best outcome

Web resources



Small 1-10 peopleMedium Business 11-249 peopleEnterprise Business 250+ peoplePublic SectorWholesaleHelp & Advice

The big analogue switch-off FAQs

Why are you making this change?

When are the changes taking place?

How will I know when my services will be impacted?

What if I want to keep my existing analogue service?

Will I be charged if you turn off my service?

I don't just use my telephony service for phone calls, I also use it for other special use cases – what happens now?



WHAT ARE YOU WAITING FOR?

Your guide to upcoming UK telephony changes – and how you can make sure the switch from analogue to digital works for your organisation



FASHIONABLY LATE NOT DIGITALLY GREAT

INSIGHT

The age of digital voice for organisations is approaching

Watch our latest panel discussion exploring how the end of traditional telephony brings new opportunities for organisations

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LOOK LIVELY!

Your guide to the big analogue switch-off



Thank You

23/05/2023