

Are you ready for the PSTN switch-off?

WHY YOUR BUSINESS PHONE SYSTEM NEEDS UPDATING TODAY...

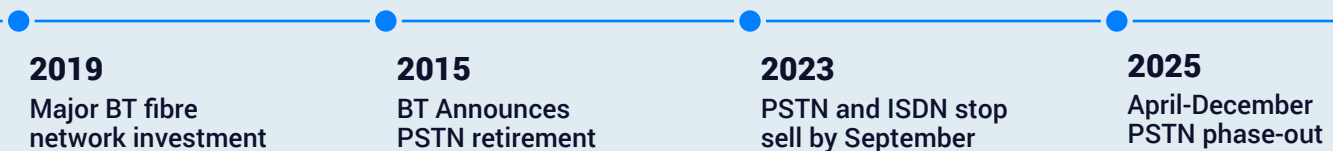


What is the PSTN?

The Public Switched Telephone Network, or PSTN, has been around in some form since the first phone lines were introduced back in 1875. Many parts of this network, specifically copper cables that carry phone calls are outdated and considered 'end-of-life'.

What's happening?

By December 31st 2025 the PSTN will be retired. This means any services relying on it will no longer function.



What services will be affected?

The PSTN supports several services sold to both businesses and consumers:

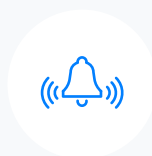
- Traditional PSTN landlines
- Integrated Services Digital Network (ISDN) lines – Including ISDN2 and ISDN30
- Asymmetric Digital Subscriber Line (ADSL) broadband connections

“2 million businesses are currently using services that rely on the PSTN”

THESE SERVICES UNDERPIN MANY PRODUCTS USED BY MANY BUSINESSES:



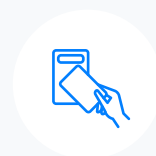
Phone systems



Alarms



Door entry systems



Card machines

What is the solution?

In recent years the UK has seen huge investment in its fibre network. This is enabling the uptake of internet-based replacements for all the affected services – including phone systems.

This is referred to as **VoIP** – Voice over Internet Protocol

How does it work?

VoIP uses your internet connection to make and receive calls, but it also comes with some improvements over traditional landlines.

Because **VoIP** uses an internet connection, calls can be carried over Wi-Fi or 4G/5G and there's no need for clunky

handsets. Users can make calls from mobile or desktops apps and browsers, and 'landline' number are no longer tied to an office location.

How can we help you?

2025 may still seem a long way off, but there really is no better time to upgrade your phone system. Our industry-leading VoIP solution includes exciting features that can help mobilise your business.

Keep your existing numbers

We can port in the numbers your customers know and love – and we can provide new local numbers to help you build a geographical presence.

Reduce communication costs

CallSwitch removes the burden of maintenance contracts or line-rental, and includes generous call bundles and free calls between users

Enjoy free mobile & desktop Apps

We offer our proprietary CallSwitch Communicator app at no additional cost, allowing users to take their office number with them wherever they go.

Maintain a professional appearance

Advanced call management includes on-hold music, voicemail, out-of-hours routing, IVR menus (Press 1 for sales, press 2 for finance etc.).

Collaborate effectively

CallSwitch is more than just a phone system, with instant messaging, presence settings, CRM integration, and voice & video conferencing included.

Freedom to scale

Futureproof your business with a system that scales instantly as your business grows, with new features deployed to your service as soon as they're developed.