8x8 FAQs
ISDN Switch Off

What is ISDN?

Most technology that's running phone systems today is either ISDN or PSTN.

ISDN stands for 'integrated digital services network'. It's a network of digital lines carrying voice and data (the internet) into buildings. This powers your company's PBX system, letting everyone access both the phone and the internet simultaneously.

PSTN stands for 'public switched telephone network': it's the analogue phone lines that many of us have at home.

When is ISDN being switched off?

In 2025, BT is switching off its traditional phone network: this means ISDN and PSTN lines will no longer work.

Why is it happening?

It's old technology: BT is future-proofing communications, moving everything over to VoIP (Voice over Internet Protocol).

They're doing this because these multiple legacy systems are expensive for BT to run and maintain.

In addition, from the customer's point of view, moving to VoIP also has advantages, such as:

- You have more flexibility over your system – with the ability to scale up and down much faster,

- You can move your phone number around with you – wherever and whenever you need.

Why is the ISDN switch-off such big news?

Because much of the UK is either unprepared or unaware of what's going on:

- Three in four businesses are still using ISDN or PBX phone systems,

- 74% of the UK is still using this old technology,

- A third of the UK isn't aware that it's being turned off in 2025,

- And, from 2020, you won't be able to purchase any more ISDN or PSTN systems from BT.

Why move to the cloud with 8x8?

With phased decommissioning due to start next year, it's an ideal moment to move your communications to the cloud.

Wrestling new functionality from your old PBX is going to be a costly and unending struggle.

You may have heard of next generation on-premises converged communication systems: these can cost millions of pounds. Compared to cloud communications, they're prohibitively expensive, and lack the agility, functionality, and hassle-free advantages of cloud alternatives.

Moving to the cloud with 8x8:

- Offers cost benefits – low capex and hardware requirements,

- Provides a better customer experience – including powerful analytics tools to leverage data in real-time,

- Provides flexibility and scalability,

- Offers improved functionality – including both UCaaS and CCaaS functionality and multiple customer contact channels,

- And will help future-proof your business.

Migrating to the cloud isn't just about being prepared for 2025, it's an opportunity to transform your business digitally, drive innovation and meet the ever-changing demands of today's customers.

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Supporting information

Target Audience - Profile

Customer Profile

- Customers and prospects with On Premise Telephony (PBX installed – haven't moved to cloud)
- Greater than 100 telephony extensions/seats
- Multiple locations with branches across the country and/or countries
- Distributed workforce—Look for companies that have or want to implement remote working
- Multiple applications & vendors across communications technology estate
- Customer engagement and customer experience areas of concern / focus for improvement

Persona's

- **SMB** – IT Manager / Telephony Manager / Network Manager / Operations Manager
- **Corporate** - IT Director or CIO, Operations Director or COO, Customer Service Director, Customer Experience Director, Contact Centre Director

Business Pain for <u>On-premise</u> Telephony & Contact Centre

Pain Caused by Legacy OnPremise PBX (Telephony)

- High maintenance costs
- High upgrade costs
- Disparate solutions
- No disaster recovery
- Limited scalability
- Not easy to add features
- No mobility
- Lack of back-office integrations
- Complex deployment
- No meaningful reports
- ISDN becoming obsolete

Pain Caused by Legacy OnPremise ACD (Contact Centre)

- Costly maintenance and upgrades
- Single site only
- No disaster recovery
- Limited scalability
- Limited agent management tools
- Can't support work-at-home agents
- Cannot personalise interactions
- Inflexible call-flows
- Narrow reporting
- Voice only interactions
- No global service
- Difficult CRM integrations

Why 8x8?

One System of Engagement - manage all employee to employee and employee to customer interactions across any channel (Voice, Email, Chat, Social) with call plans UK and Global call plans included

One System of Intelligence - Analytics owned for all external and internal interactions across any channel

Single Vendor - one throat to choke across Unified Comms/Contact Centre/Collaboration/Analytics

Single Platform - one offering on one platform for SMB, MM, ENT, cross vertical

Call Quality - Independent experts including Tolly Group and 3rd parties agree 8x8 delivers the best audio quality across a wide variety of competitive platforms

Innovation - 150+ patents and counting

Financials - 8x8 is the most financially stable provider in the industry with zero debt and 30 consecutive quarters of profitability

Global Reach & Scalability - 8x8's global reach supporting 50,000 customers in 150 countries across 15 data centres in 4 continents

Market Credibility - 7x time consecutive Gartner Magic Quadrant Leader in UCaaS worldwide

Customer Satisfaction - Global churn rate of only 0.5% and 0.05% locally in the United Kingdom

Future proof - road-map to the future (natively own technology across all core applications so not reliant on third party development and innovation like our competition)

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