



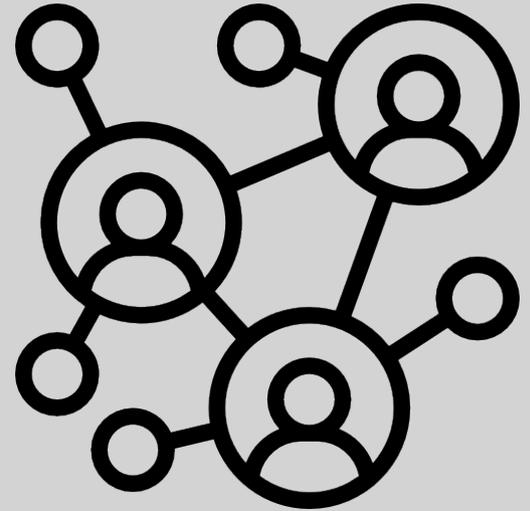
Why Are You Still Using ISDN?

Why is VoIP the new 'go-to' for businesses worldwide?

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The world is constantly evolving, but telephony is a sector of tech that hasn't changed much over the years in comparison to others. However, there is now a wholesale change in motion; one that, if you are left behind, could leave your business playing catch up in the hunt for growth and success.

2025 is the deadline for BT to retire their ISDN services, so therefore it has become essential that you take the time to explore alternatives, to discover a modern capable option that is catered to the way you and your team work. This needs to be a revised decision that is planned, not a last-minute decision with a 'fingers crossed' approach.



ISDN - What is it?



ISDN stands for Integrated Services Digital Network and consists of a set of protocols which allow for the transmission of voice, video, and data across the vast and varying infrastructure of the Public Switched Telephone Network (PSTN). ISDN was the first high speed broadband that was made publicly available, and was one of the key reasons the world has grown into the fast, agile, connected place it is today.

Why change something that works?

A fair point to make, but that is the way technology is, with the greatest minds always finding ways to better our lives. Also, ISDN has got to the point where some of its aging components are becoming difficult to replace and some aren't even being manufactured anymore. Most of the individuals with the knowhow for creating the systems are – rightly so – retiring or in the process of slowing down. Landline services have also seen a rapid decline in use, which has led ISDN to be a financially unviable choice for communications providers.

Preparing for the switch off

There are some businesses who are still investing hard earned capital on ISDN phone lines – they are paying a lot of money for temporary solutions, and wasting capital that could be better spent on long term gains for the business.



To make a successful transition to a full IP-based network you will need a VoIP phone service – you may not even know what one is, so we will explore this further in the document so as to guide you to the right revised decision for you. VoIP stands for Voice over Internet Protocol and is the new ISDN for businesses.



What can you do to prepare?

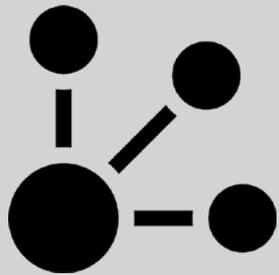
VoIP telephony can be implemented in a variety of diverse ways, as follows:

- **A hybrid phone system**

A system that combines a mix of all technologies (IP, ISDN, analogue, and digital).

- **A Cloud hosted phone system**

A phone system that puts all the technical aspects in the hands of a provider. The infrastructure is not your concern, and this fact alone makes it a great option. When using a Cloud hosted phone system you utilise a virtual PBX that enables you to call from anywhere that has an internet connection – for modern day remote working to be possible this is essential, as you can appear to be in the office when being active anywhere in the world.



- **A SIP trunk**

These function as 'Virtual Phone Lines' which you can purchase and plug into any compatible PBX server.

- **IP phone system**

This is like a traditional phone system only with IP enabled handsets connected via ethernet cables to a local area or

The future beyond ISDN

Modern technology has allowed businesses all over the globe to adopt a remote working team. Recent events sped up this transition, meaning that – as good as the effort was to make the adaptations successful – they were only sufficient as a temporary measure.

In looking for a long-term solution, IT professionals all over the country agree that it needs to be very flexible and capable of adapting to changes in the IT landscape as progress advances. That is where VoIP comes in...



VoIP

There are many factors that make a business successful – by some way, communication with colleagues and clients to ensure everything happens as it should, and your clients feeling listened to and understood, are the most important.

We could be here for days dissecting why these are important and what they help you achieve, when, in reality, we all know how important they are, or we wouldn't have got this far in business.

Why is VoIP the new 'go-to'?

Mirroring of the office setting

We all know how important it is to always project a professional image of your business, and VoIP is the only tool that makes this possible. You can theoretically be anywhere in the world with an internet connection and VoIP allows you to mirror the professionalism achievable in the office setting from anywhere. Your customers' journeys need not change, the company number can stay the same, and they will be greeted by the same familiar – and, most importantly, professional – company slogan as normal.



Client Interaction

Voicemail was once essential for organisations all over the world but in the modern world it simply isn't good enough, because it can't keep up with the pace at which we need to be working to be the most productive.

This is, of course, not the case for everyone, but with VoIP there is no need for Voicemail, as VoIP allows you to assign the places that your incoming calls will ring. Confused? Let's explain. You can use your settings to ensure the first rings take place where you spend most of your time, the second could take place at home, for example, and lastly your mobile, so regardless of what your schedule looks like for the day you will never miss that all important call.

Why is VoIP the new 'go-to'?

Feature Versatility

Once having connected VoIP's various features, having them integrated together will revolutionise the way your team works. One feature, in particular, is Voicemail-to-text, when the feature takes a transcript of all of your business Voicemails and sends them straight to your inbox to be read at your will. As poor a service as it sounds, you can then deliberately miss calls that you regard as less important and can carry on with your day knowing that you aren't going to miss an important message.



Reliability

There are flaws to VoIP, however – the biggest is that if you lose your internet connection the entire system becomes inoperational. Your staff losing the ability to communicate at a moment's notice may cause you to annoy suppliers and potentially lose customers. But VoIP does offer a solution to its own problem with the call forwarding feature we mentioned earlier – if correctly set up – because then you can simply change to your second location of choice, and so on, until you have a connection again, and, crucially, your clients see no change in service.

Modern Technology to Help You Thrive

Technology is pivotal to your business and we want you to understand the value it provides when it is allowed to work seamlessly with your operations on the most updated tools available. Apogee values transparency and simplicity – we provide the IT support you need when you need it. Within this support is the guarantee that your technology is secure against all manner of cyber threats, that it is operationally beneficial to the way you run your business and is always updated to the latest version. We will work alongside you and guide you into a secure, brighter future with technology as your ally. Contact us now to find out how we can help you.

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