

The race to replace POTS lines is on, new survey shows

Market
Pulse

There's a new **urgency to replace obsolete POTS lines** with a solution that enables organizations to keep using their existing safety systems. According to a new survey, almost 90% of enterprises are swiftly migrating to reduce liability, ensure compliance, and cut costs.



The copper lines that enable communications for plain old telephone service (POTS) will soon exist only in the history books, as carriers increasingly decommission them. Most organizations have already set their replacement strategies in motion, according to a new survey.

Organizations that don't have a solid plan in the works are exposing themselves to increasing risks. They could find themselves in a traffic jam when POTS reaches its end of life and demand for resources exceeds supply. What some may not realize is that they can completely replace their copper lines while keeping their existing fire alarm panels, elevator phones, building entry systems, and other critical life safety devices in place, avoiding expensive and disruptive facility rehab work. With the right solution, they can realize ample cost savings, ensure regulatory compliance, heighten safety system reliability, and avoid falling behind the competition.

Survey uncovers heightened appetite to move past POTS lines

Foundry recently conducted a poll of senior technology decision-makers to learn where enterprises stood with their POTS line replacement plans. The research, on behalf of Ooma, targeted large organizations in the technology, financial services, education, energy, and retail industries. On average, respondent organizations have 31 POTS lines in use, with some respondents managing more than 100 lines.

The survey uncovers a new sense of urgency among POTS decision-makers to seek an alternative. The vast

[86%] report they were previously aware that **POTS lines are being decommissioned.**

majority (86%) are aware that POTS lines are being decommissioned, and 90% have either selected a replacement solution or are in the process of evaluating vendors or researching alternatives.

In addition to knowing that services for the old lines would soon dry up, many organizations are driven to action by other negative factors associated with their soon-to-be-obsolete lines. More than half (53%) cite increased monthly service costs, and 45% are experiencing integration issues with their newer technologies. More than a third point to contract or vendor issues (36%) and lack of support services (34%). Also, 32% are concerned about decreased reliability, regulatory and compliance challenges, or feature limitations. More than a fifth of the respondents mention scalability or sustainability challenges.

90%

of respondents are looking to **replace POTS lines.**

POTS replacement decision drivers

The survey illuminates the factors driving decision-making when developing POTS replacement strategies. The concerns respondents identify as *critically important* are reliability and uptime (55%), security/compliance (50%), integration with existing systems (47%), business disruption (45%), and impact on customer experience (44%). When combined with concerns identified as *very important*, all of those factors rank between 83% and 90%.

Top 5 Uses of POTS Lines

- **Fire alarm panels**
- **Elevator phones**
- **Building entry and security systems**
- **Public safety phones**
- **Fax machines**



POTS replacement stumbling blocks

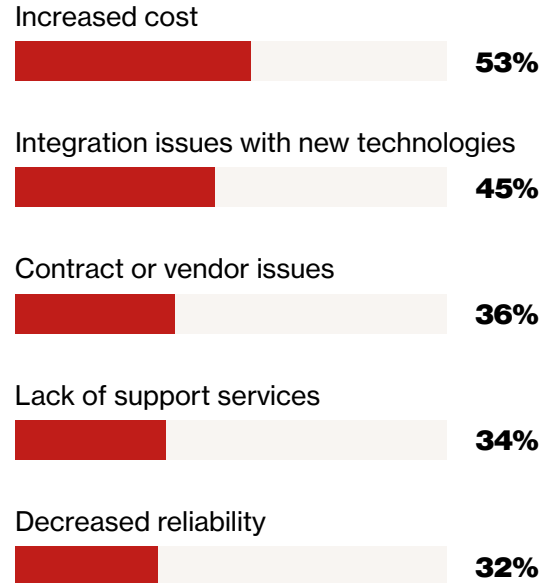
Still, some organizations are struggling to see a clear path, the survey results indicate. Of the factors considered very or extremely challenging, security and compliance are top of mind for nearly two-thirds of the respondents. Network infrastructure limitations are cited by 58%. Almost as many decision-makers (57%) consider the risk of business disruption and uncertainty about service reliability and quality to be major challenges. More than half of the survey participants believe that internal change management and costs would challenge their organizations.

To alleviate those concerns, organizations are largely turning to experts in the field to assist in selecting the optimal solution that will enable them to quickly advance their POTS replacement plans, the survey finds.

90%

care about **reliability and uptime** and worry about POTS lines being **able to support them.**

Top challenges that organizations face with POTS lines



SOURCE: FOUNDRY

Charting a POTS replacement path

More than half (53%) of the survey respondents are poised to consult with IT vendors and partners to develop a POTS replacement plan. Also, at least 51% intend to analyze the impact the transition would likely have on their customers. Half of the participating decision-makers report that they are planning to review the current usage, costs, and performance of POTS at their organization.

Conclusion

The organizations that have already replaced their POTS lines have said goodbye to unreliability, standards incompatibility, compliance concerns, and rising POTS costs. With the right solution, a business can cut its monthly costs by about half. Further, organizations may discover they don't have to rip and replace everything but instead can adopt a single solution that works with all their existing devices. Those that start

planning without delay can avoid the rush to the finish line that's likely to occur when POTS lines are decommissioned.

With expert guidance, they can choose a solution tailored to their specific needs, determine resource allocations required, and establish a timeline for deployment. By acting swiftly, they can ensure full integration with newer technologies, compliance with data security and privacy standards, substantial cost savings, and peace of mind. ♦

About Ooma AirDial®

Ooma AirDial is an award-winning, all-in-one POTS replacement solution that includes hardware, software, remote device management, and cloud telephony. Built with the applicable compliance guidelines of UL, NFPA 72, and ASME A17.1B in mind, Ooma AirDial works with all life safety devices, including fire alarm panels, elevator phones, blue light safety phones, building entry systems, and more.

Ooma AirDial can be deployed as a complete turnkey solution, from assessment to installation and support. Patented technology provides dual connectivity through LTE and Ethernet, so critical calls never drop, and the managed facilities-based voice network (MFVN) ensures that information never traverses the public internet.

Learn more by visiting Ooma.com/AirDial
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