## **POTS**

## TRANSFORMATION





Traditional POTS (Plain Old Telephone Service) has been the primary form of communication for businesses in the USA for decades. However, with the advancements in technology, it has become outdated and costly for businesses to maintain. The need for faster and more efficient communication has led to the need to migrate the end points connected over to POTS alternatives.

POTS transformation involves replacing the traditional alarm lines, fax lines, and POS lines with newer technologies such as an adapter that connects to the internet via an all in one aggregating device combining broadband and Wi-Fi or 4G LTE SIM with dual SIMs. This solution provides business continuity and ensure successful 911 completion should that be required. Some POTS replacement devices have battery backup in case of outage and offer portal management options.

In addition to this, POTS transformation also includes voice line replacement by UCaaS / SIP – VoIP. Instead of using traditional phone lines, SIP-VoIP uses the internet to make and receive calls. This technology offers advanced features, telephony on multiple endpoints, versatility and lower costs.

POTS transformation is an ongoing process, and there is no fixed timeline for its completion. Businesses can start the process of upgrading to POTS replacement technologies or SIP-VoIP, depending on their needs and budget. However, with the phasing out of POTS services by telecommunications companies, businesses are encouraged to make the switch sooner rather than later.

## 6 STEPS TO TAKE TO ENSURE A SUCCESSFUL POTS TRANSFORMATION:

- **1. Conduct a cost-benefit analysis:** The first step in POTS transformation is to evaluate the current communication system and the potential costs and benefits of upgrading to new technologies.
- **2. Choose the right technology:** Depending on your business's specific needs, choose the appropriate technology 4G/5G, VoIP, or Centrex emulation for POTS transformation.
- **3. Select a service provider:** Once you have decided on the technology, select a reliable service provider that offers the best features and pricing for your business.
- **4. Plan the transition:** Develop a plan for transitioning from POTS to the new technology. This may involve installing new equipment, training employees, and transferring existing phone numbers.
- **5. Test the new system:** Before fully implementing the new system, test it to ensure it meets your business's requirements and works effectively.
- **6. Make the switch:** Once all preparations are complete, make the switch to the new system. Monitor its performance and make necessary adjustments.

In conclusion, POTS transformation is crucial for US businesses to ensure they meet compliance and provide essential services in their buildings. By upgrading to POTS replacement businesses see a reduction in their telecom spend and can gain more visibility into the performance of their endpoints through use of a portal.

