



The Simple Guide to POTS Replacement

Your resource for
understanding the
challenges of the copper
phone line sunset.



Everything you need to know about POTS lines.

Copper lines, digital lines—what’s the difference and why does it matter? Your phone lines are working fine, why go through the trouble of replacing them? Add in terms like POTS lines and it’s even harder to know how all of this impacts your business.

We understand, so we’ll give you the breakdown on what POTS lines are, what they’re used for and what’s happening to them.

Then we’ll share options that can help you save money and set you up for the future—a future without worry of rising phone bills and reduced quality of service.

What is a POTS line?

POTS stands for Plain Old Telephone Service.

POTS stands for Plain Old Telephone Service, and is an industry term for those copper phone lines that used to connect all of our telephones.

These lines were originally suspended overhead on poles or across rooftops, but as the years went by it became common to bury them underground instead.

Over time devices other than traditional telephones, such as fax machines, fire alarms and elevator phones, came to rely on POTS lines, especially in business and commercial buildings.



Devices that rely on POTS lines.



POTS lines are being decommissioned.

For a long time, POTS lines were the only way to communicate with each other through a telephone.

There used to be central telephone offices filled with switchboard operators who manually connected callers by plugging lines into a big panel. This process eventually got automated and became known as the Public Switched Telephone Network (PSTN).

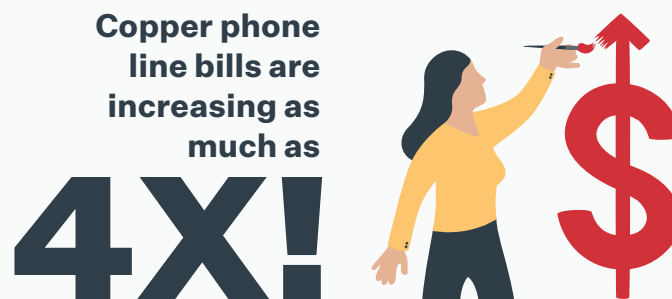
Some in the telecom industry started calling the old school PSTN network “Plain Old Telephone Service” to distinguish it from the modern network. Yep, POTS for short. They are also referred to as analog lines or copper wire lines.

The Federal Communications Commission (FCC) tightly regulated PSTN lines through the 1990s. Now, in a 2019 order effective August 2022, the FCC has lifted its oversight of the PSTN and no longer sees any reason to require carriers to continue POTS service.

What is the impact?

POTS lines that service millions of mission-critical devices are being decommissioned in what is being called the “copper sunset”. Examples of such devices are fire alarms, security panels, elevator phones and building entry systems. In addition:

1. **POTS lines are becoming more and more expensive.**
Telecommunications carriers are pushing through **unprecedented POTS line service increases**, sometimes as much as 400 percent.
2. **Quality of service for POTS lines is declining.**
Some carriers are maximizing revenue opportunities with a captive audience while **giving less attention to the quality of their POTS networks**.



The challenge.

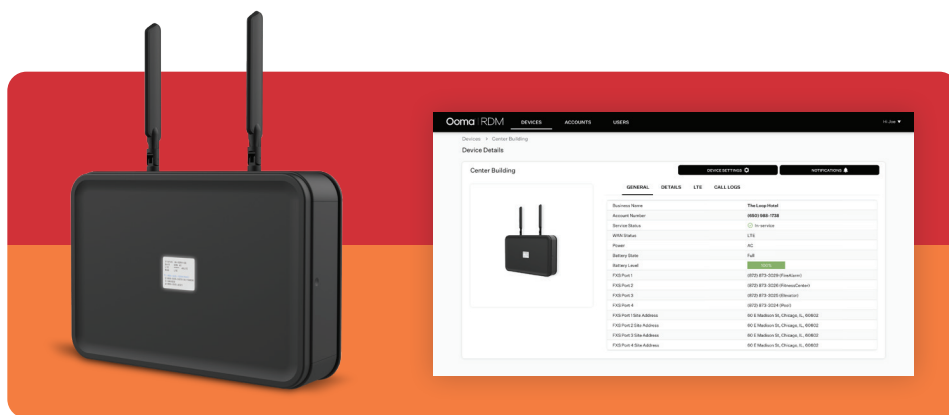
It's time to switch away from copper. Both larger and smaller businesses have been making the shift, but there are still business use cases that rely on POTS lines. Why? Two primary reasons:

1. **Inertia.** Many businesses have had POTS lines for years and never got around to making the switch.
2. **Legacy devices.** There are millions of mission-critical legacy devices in businesses that require a POTS line to function.

What can you do about it? The answer is **POTS replacement.**

Replacing every legacy device that relies on a POTS line is impractical, difficult and expensive. The alternative is to find a POTS line replacement solution, which substitutes a digital connection for the old copper wire line connection. Legacy devices will still work, since the digital connection mimics the old copper one.

**The answer
is POTS
replacement.**



Meet Ooma® AirDial™

Ooma AirDial™ is the all-in-one POTS replacement solution that includes hardware, data and phone service for one low monthly rate.

Organizations can continue to use their existing systems while saving money and remaining compliant with all safety rules and regulations.

Built with the applicable compliance guidelines of UL, NFPA 72 and ASME A17.1B in mind, Ooma AirDial is ideal for:

- Fire, facility and burglar alarm panels
- Elevator phones
- Pool phones
- Public and blue-light safety phones
- Building access systems
- Fax machines
- Backup phone service



Ooma makes moving to the cloud easy.

Ooma POTS replacement experts can help you identify the critical POTS lines that need to be migrated to Ooma AirDial. Our support team is also available to install devices and provide training.

An **intuitive web portal** makes it easy to monitor and manage all devices from a single screen. You won't have to make the trek to each location to check status. You can even arrange for some team members, like facility directors, to receive automated email and text alerts in case any device goes offline. Ooma AirDial's battery backup will **keep it working for at least 8 hours** during power outages.

If you ever have a question, help is available 24/7.



Save up to
60%
on monthly
POTS line costs.

Ooma AirDial delivers value across your organization.

CEOs/building owners can:

- Save up to 60% on monthly POTS phone line costs.
- Remain or become compliant with safety rules and regulations.
- Rest comfortably knowing life-safety communications systems are powered by a cloud platform that is trusted by more than 2 million users.

Facility directors/managers can:

- Keep using existing voice and alarm systems.
- Get everything they need—hardware, data and phone service—at one low monthly rate.
- Monitor and manage all systems from an easy-to-use dashboard.



Information Technology leaders can:

- Reduce complexity by resolving all POTS problems with Ooma, the POTS replacement expert.
- Ensure voice and data traffic only transmits through MFVN-compliant providers and not the public internet.
- Port existing phone numbers.
- Eliminate organizational dependency on POTS lines for good.

Summary

Organizations have two choices:

1. **Do nothing and continue paying high monthly phone bills.**
Many experts predict this will be accompanied by network degradation which is happening in your area.
2. **Switch now to a POTS line replacement. Ooma AirDial** is the all-in-one solution that helps businesses save significant money on monthly phone bills, remain compliant, keep using existing life-safety phone and alarms systems and eliminate POTS line dependency once and for all.

**Resolve
all POTS
problems with
Ooma.**

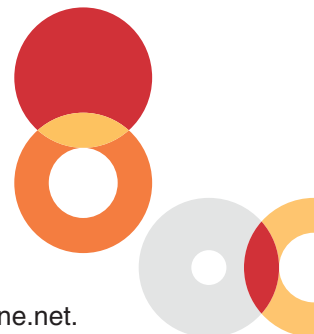
**Interested in learning more?
Contact us at (866) 839-5810 for
a free consultation.**



About Ooma

Ooma provides leading communications services and related technologies that bring unique features, ease of use and affordability to businesses of all sizes and residential customers through a smart cloud-based software as a service (SaaS) platform.

We have more than two million users and have been recognized by readers of PC Magazine as the best business VoIP phone service for 10 consecutive years.



Request a free consultation and personalized quote today.

Contact TouchTone Communications, an Ooma Authorized Partner, at 800.900.3668 or sales@touchtone.net.