Your budget + critical communication systems are at risk

zLinq

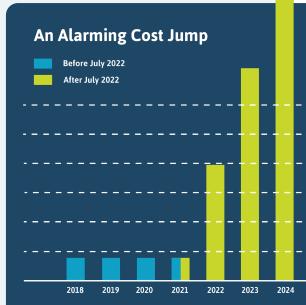## Legacy phone lines for emergency services are more expensive and less reliable

Enterprises have migrated many telephony services to the cloud. Yet, plain old telephony services (POTS) are still often used for faxing and emergency services like fire, alarm, and elevator lines. As local exchange carriers (LECs) such as AT&T and Verizon phase out their investment in copper infrastructure, the cost of POTS is escalating at a rate of 2–5 times annually. Plus, to discourage reliance on copper, LECs are often slow — or even unwilling — to repair these phone lines.

Regulation of POTS costs and maintenance ended in July 2022

These POTS challenges were set in motion by a 2019 Federal Communications Commission (FCC) order that set a three-year grace period for subsidization of the telecom industry. When this grace period ended on July 22, 2022, analog phone costs and copper line maintenance were no longer regulated by the FCC. While LECs have not terminated services altogether, they will continue to disincentivize use of legacy POTS. Rates have increased by 36% from 2010 to 2021, and will continue to do so — even through resellers and wholesalers. And deteriorating copper networks will not be serviced or upgraded.

Don't let aging POTS put your business at risk

Your business needs cutting-edge, reliable, affordable technology in every location to protect your employees and customers in the event of an emergency. Allowing your legacy phone systems to age out doesn't just put your business at significant financial risk with large, unbudgeted telephony expenses. Unreliable life safety applications also put your reputation on the line.

An Alarming Cost Jump

- Before July 2022
- After July 2022

2018 2019 2020 2021 2022 2023 2024

Discover your telephony options

Making a proactive choice about your POTS today can help minimize risks, costs, and surprises due to the FCC regulation changes.

1 **Renegotiate existing POTS.** To mitigate the impact of price increases, audit to eliminate unneeded lines and proactively renegotiate rates. Costs will be higher, but more predictable.

2 **Choose another POTS provider.** Because cost and performance will vary among providers, you may find that a LEC, reseller, or cable company is a better solution for your POTS.

3 **Adopt powerful new POTS replacement technology**. POTS in Box is a hardware, plug-and-play solution that transforms traditional POTS lines to a digital form. It is a cost-effective, resilient way to ensure your critical safety systems stay online.

The POTS in Box independent power source ensures resilience and survivability in the event of power outages, fires, robberies, or elevator emergencies. Its managed service ensures that you have immediate backup support.

There are a range POTS in Box options available from Granite, MetTel, Ooma, Bullseye, AT&T, and others. All offer these advantages over copper:

- ⊘ Immediate savings, with no month-over-month increases
- ⊘ Rapid deployment
- ⊘ Plug-and-play installation
- ⊘ Flexibility, scalability & reliability
- ⊘ Robust maintenance programs, security, & backup protection

Know Your Telecom Terms

FCC	Federal Communications Commission
POTS	Plain Old telephony Services
LEC	Local Exchange Carriers (for POTS)
Reseller	Company that purchases telecom equipment from LECs and resells to client

Transform your tech go-forward strategy and savings

zLinq is expert in leveraging the right communications options to minimize risk and maximize savings. We partner with your IT team to find strategic solutions that align your business objectives with your fiduciary interests. Together, we will transform your spend and your tech go-forward strategy.

Evaluate your risk Tolerance and technical requirements ✓

Audit options to evaluate cost, ROI, and quality ✓

Deliver a vendor-neutral comparison of several optimal choices for your business ✓

Negotiate the best price and terms ✓

Oversee the project to save you time and ensure your business objectives are met ✓

The zLinq Advantage

Visualize your environment in full context
Our Visualization Toolkit collects, analyzes, and decodes your infrastructure data in near-real time for IT audiences - so you can take decisive action

Align your people around top priorities so they collaborate, not compete
Integrated consulting & support that works for, and across, all impacted teams

Execute with purpose without having to take on all the work
A risk-sharing partner model that takes on the burden of change and guarantees results.

Own the success, not just the effort.