

**Job Number:** 7698Q

**Project:** Narrowband Review 2017

**Survey:** Business users of ISDN and IP alternatives

**Introduction:**

*All respondents*

Thank you for agreeing to participate in this research. Assuming your business meets the Ofcom criteria for inclusion, the survey should take around 20 minutes to complete.

Please take a moment to maximize this window for optimal performance.

We'd like you to complete all of the questions appearing on each page. Always scroll down to make sure you've answered all of the questions provided.

The survey is conducted in accordance with the Market Research Society Code of Conduct. You will not be contacted as a result of taking part.

To move forward through the questionnaire, please use the [Next](#) button.

Do not use the forward and back buttons on your browser.

Please click the '[Next](#)' button below to start the survey.

## Screening Questions

### All respondents

The first few questions are for classification purposes and will help us properly analyse the results of the survey.

### All respondents

**S3a.** Which of the following best describes your personal involvement with purchasing decisions regarding your organisation's telecoms and other communications services?

*Please select*

Solely responsible	1	
Jointly responsible with somebody else	2	
Or is someone else primarily responsible	3	CLOSE

### All respondents

**S5.** Which of these best describes the sector your business operates in?

*Please select one option*

Primary (Extraction, mining, agriculture, forestry etc.)	1
Manufacturing	2
Construction	3
Wholesale/Transport/Communications	4
Retail	5
Financial Services	6
Other services	7
Public admin and services	8
Other (Please type in)	9

Monitoring  
Quota

## All respondents

**S6a.** Including yourself, how many people does your organisation currently employ in the UK either full or part time?

*Please select one option*

1	1
2-4	2
5-9	3
10-19	4
20-49	5
50-249	6
250-999	7
1,000+	8
Don't Know	9
Prefer not to say	x

Monitoring  
Quota

## All respondents

**S6b.** Thinking about your company's current telecoms provisions, which of the following types of business communication service does your company have?

*Please select all that apply*

Analogue telephone line(s) i.e. fixed telephone lines that are not ISDN lines	1	
Mobile phones (including Smartphones)	2	
Cable modem or ADSL Fixed line broadband	3	
ISDN 2/2e channels or Business Highway	4	
ISDN 30 channels	5	
IP based alternatives to ISDN (e.g. SIP trunks, hosted VOIP)	6	
SDSL	7	
Leased lines	8	
Virtual Private Networks	9	
Ethernet	10	
Other business communications services	11	
None of these	12	Close
Don't know	13	Close

QUOTA ON  
USERS OF ISDN  
2/2e, ISDN 30  
AND IP BASED  
ALTERNATIVES

## Narrowband Review 2017 – Business users of ISDN and IP alternatives

*All respondents who do not currently use ISDN2/2E or ISDN 30 at S6B*

**S6c.** Have you used the following business communication services in the last 3 years?

SHOW ALL COMMUNICATION SERVICES NOT USED AT S6B

*Please select all that apply*

Analogue telephone line(s) i.e. fixed telephone lines that are not ISDN lines	1	
Mobile phones (including Smartphones)	2	
Cable modem or ADSL	3	
ISDN 2/2e channels or Business Highway	4	
ISDN 30 channels	5	
IP based alternatives to ISDN (e.g. SIP trunks, hosted VOIP)	6	
SDSL	7	
Leased lines	8	
Virtual Private Networks	9	
Ethernet	10	
Other business communications services	11	
None of these	12	CLOSE
Don't know	13	

QUOTAS: WE ARE AIMING TO ACHIEVE **350** INTERVIEWS IN TOTAL SPLIT AS FOLLOWS:

- 1) 100 x ISDN2/2E INTERVIEWS (S6b = 4)
- 2) 100 x ISDN30 INTERVIEWS (S6b = 5)
- 3) 100 x IP BASED (S6b = 6) ALSO USE ISDN (S6b=4 or 5)
- 4) 100 X IP BASED (S6b = 6) WHO DO NOT USE ISDN (S6b=NOT A 4 or 5)

ALL OTHERS CLOSE

## All respondents

**S7.** How long has your organisation been trading?

*Please select*

Not yet actively trading	1	CLOSE
Less than 2 years	2	
2-5 years	3	
6-9 years	4	
10-19 years	5	
20+ years	6	
Don't know	7	

**S8.** How many sites or offices does your organisation operate from in the UK?

*Please type in number of sites*

Don't Know

Rather not say

## ASK IF MORE THAN 1 SITE AT S8

**S8a.** Does your involvement with purchasing decisions regarding your organisation's telecoms and other communications services extend to all sites, some sites or just the site you operate out of?

*Please select*

All sites	1
Some sites	2
Just the site operating from	3

IF MORE THAN 1 SITE AT S8

For the rest of the interview, where relevant we would like you to focus on <IF S8A=1

INSERT: all / IF S8A=2 OR 3 INSERT: just> the sites you have knowledge of.

## Narrowband Review 2017 – Business users of ISDN and IP alternatives

### All respondents

**S10.** To the best of your knowledge what is the annual UK turnover for your company?

Please do not include turnover from overseas.

Please select

Less than £250,000	1
£250,000 - £499,999	2
£500,000 - £999,999	3
£1 million - £2.5 million	4
£2.5 million - £20 million	5
£21 million - £50 million	6
£51 million - £100 million	7
£101 million - £500 million	8
Over £500 million	9
Don't know	x

## Narrowband Review 2017 – Business users of ISDN and IP alternatives

### All respondents

**S11.** Approximately how much does your organisation spend annually on business communications services within the UK across all sites.

Please select

Less than £5k	1
£5k - £9k	2
£10k - £24k	3
£25k - £49k	4
£50k - £99k	5
£100k - £249k	6
£250k - £499k	7
£500k - £999k	8
£1 million - £4 million	9
£5 million - £9 million	10
£10 million - £24 million	11
£25 million or more	12
Don't know	x

### All respondents

I'd now like to think about your business communications services.

ASK IF CODED A COMBINATION OF:

- 'both ISDN2/ISDN2e and ISDN30' - CODE 4 AND 5 AT S6B OR
- 'both ISDN2/ISDN2e and IP-based' - CODE 4 AND 6 AT S6B OR
- 'both ISDN30 and IP-based' - CODE 5 AND 6 AT S6B OR
- 'ISDN2/ISDN2e, ISDN30 and IP-based' - CODE 4 AND 5 AND 6 AT S6B

## All respondents who use a combination of services

**S13.** You have indicated that you use <INSERT TEXT FROM ABOVE>. Which of these services would you say your business mostly uses?

SHOW CODES FOR RELEVANT SELECTION AT S6B

*Please select*

Mostly ISDN2/ISDN2e	1	Go to section A
Mostly ISDN30	2	Go to section A
Mostly migrated to IP	3	Go to section D

FOR SECTIONS A-C <SERVICE> IS DEFINED BY S13 i.e.

CODE 1 – ISDN2/ISDN2e

CODE 2 – ISDN30

## ASK IF CODED BOTH ISDN2/ISDN2E AND ISDN30 - CODES 4 AND 5 AT S6B

**S14.** Why does your company use both ISDN2/ISDN2e and ISDN30?

*Please select all that apply*

Flexibility (can add ISDN2 at short notice/for fewer lines)	1
Use different products at different sites	2
Use for different applications (please type in)	3
Other reason (please type in)	4



## Section A – ISDN Current Communications

### ISDN RESPONDENTS ONLY – CODE 4/5 AT S6b OR CODE 1/2 AT S13

I'd now like to ask some questions about your <INSERT RELEVANT TEXT FROM S6b> service(s)

#### ASK ALL ISDN2/ISDN2e RESPONDENTS

**A1a** How many ISDN2/2e channels are in use across your organisation in the UK?

Please note that 1 ISDN2/ISDN2e subscription = 2 channels, so for every subscription to ISDN2/ISDN2e you have, this counts as 2 channels.

*Please select*

2 channels (1 ISDN2/ISDN2e subscription)	1
4 channels (2 ISDN2/ISDN2e subscriptions)	2
6 channels (3 ISDN2/ISDN2e subscriptions)	3
8 channels (4 ISDN2/ISDN2e subscriptions)	4
10 – 18 channels (5 – 9 ISDN2/ISDN2e subscriptions)	5
20 -28 channels (10-14 ISDN2/ISDN2e subscriptions)	6
30 or more channels (15 or more ISDN2/ISDN2e subscriptions)	7
Don't know	8

#### ASK ALL ISDN30 RESPONDENTS

**A1b** How many ISDN 30 channels are in use across your organisation in the UK?

Please note that 1 ISDN30 subscription = 30 channels, so for every subscription to ISDN30 you have, this counts as 30 channels.

*Please select*

30 channels (1 ISDN30 subscription)	1
60 channels (2 ISDN30 subscriptions)	2
90-120 channels (3-4 ISDN30 subscriptions)	3
150-270 channels (5-9 ISDN30 subscriptions)	4
300-420 channels (10-14 ISDN30 subscriptions)	5
450-570 channels (15-19 ISDN30 subscriptions)	6
600-1470 channels (20-49 ISDN30 subscriptions)	7
1500 or more channels (50 or more ISDN30 subscriptions)	8
Don't know	9

## ASK ABOUT ISDN 2/2e AND ISDN30 IF THEY USE BOTH

**A2.** Can you specify whether you use <ISDN2/ISDN30> for the following business uses?

### ASK ABOUT ISDN 2/2E AND ISDN 30 IF BOTH USED

*Please select all that apply*

	ISDN2/2E	ISDN 30
Incoming calls	1	1
Outgoing calls	2	2
Calls between different sites	3	3
Internet services	4	4
Fax services	5	5
Security/alarm systems	6	6
Data services	7	7
Card payments	8	8
Video conferencing	9	9
Other (Please type in)	10	10
Don't know	x	x

## SHOW EACH SERVICE USED

**A3.** Please rank the top three most important functions for which your company uses <ISDN2/ISDN30>?

*Please select first, second and third ranking*

	First	Second	Third
Incoming calls	1	1	1
Outgoing calls	2	2	2
Calls between different sites	3	3	3
Internet services	4	4	4
Fax services	5	5	5
Security/alarm systems	6	6	6
Data services	7	7	7
Card payments	8	8	8
Video conferencing	9	9	9
Other (Please type in)	10	10	10
Don't know	x	x	x

## ASK ABOUT MAIN ISDN SERVICE USED

**A4.** Does your company have a switch i.e. PBX or PABX?

*Please select*

Yes	1
No	2
Don't know	3

ASK IF HAVE A SWITCH AT A4

**A5.** Approximately, how often do you replace your switch(es)?

*Please select*

Every 6 months	1
Yearly	2
Every 2 years	3
Longer than 2 years	4
Never replaced the switches before	5
Don't know	6

ASK IF HAVE A SWITCH AT A4

**A6.** Are you planning to replace your switch(es) in the next twelve months?

*Please select*

Yes	1
No	2
Don't know	3

ASK IF HAVE A SWITCH AT A4

**A7.** Is your switch IP-enabled? (i.e. can it be connected to IP based telephone services instead of <SERVICE>)?

*Please select*

Yes	1
No	2
Don't know	3

## ASK FOR MAIN ISDN SERVICE

**A9.** Which supplier(s) do you use for <ISDN 2/2e / ISDN30 SERVICES>?

*Please select all that apply*

BT	1
Colt Communications	2
Daisy Communications	3
KCOM (incl. Kingston Communications & Affiniti)	4
Virgin Media (incl. NTL:Telewest)	5
Opal Communications	6
Unicom	7
XLN	8
AT&T	9
MCI	10
Global Crossing	11
Spitfire	12
Vodafone (inc. Cable & Wireless)	13
Talk Talk	14
Other (Please type in)	15
Don't Know	16

## ASK ABOUT ISDN 2/2e AND ISDN30 IF THEY USE BOTH

**A10.** Approximately how much does your organisation spend annually, across all UK sites, on < ISDN 2/2e / ISDN30> services?

*Please select*

	ISDN 2/2E	ISDN 30
Less than £1,000	1	1
£1,000 to £2,499	2	2
£5,000 to £9,999	3	3
£10,000 to £19,999	4	4
£20,000 to £49,999	5	5
£50,000 to £99,999	6	6
£100,000 to £249,999	7	7
£250,000 to £499,999	8	8
£500,000 to £999,999	9	9
£1,000,000 to £4,999,999	10	10
£5,000,000 to £9,999,999	11	11
£10,000,000 or more	12	12
Don't know	x	x

## ASK ABOUT MAIN ISDN SERVICE

**A11.** Approximately how long have you been using your <ISDN 2/2e / ISDN30> services?

*Please select*

Less than six months	1
Six month to twelve months	2
Twelve months to eighteen months	3
Eighteen months to Twenty-Four months	4
Two to Five years	5
Six to Ten years	6
Ten to Fifteen years	7
Sixteen to Twenty Years	8
Over Twenty Years	9
Don't know	x

## ASK ABOUT ISDN 2/2e AND ISDN30 IF THEY USE BOTH

**A12.** Do you consider < ISDN 2/2e / ISDN30> to be?

*Please select*

	ISDN 2/2E	ISDN 30
A primary service	1	1
A supplementary service used in addition to your main one	2	2
A back-up system in case your main system fails	3	3
Other (Please type in)	4	4



## Section B – ISDN Usage

### ISDN RESPONDENTS ONLY – CODE 4/5 AT S6b OR CODE 1/2 AT S13

I'd now like to ask you some questions specifically about your usage of your <ISDN2/2e / ISDN 30> services.

#### ASK ABOUT ISDN 2/2e AND ISDN30 IF THEY USE BOTH

**B3a.** Overall, what do you regard as the main functional value(s) of <ISDN 2/2e / ISDN 30 SERVICE> for your organisation?

*Please select all that apply*

#### ASK ABOUT ISDN 2/2e AND ISDN30 IF THEY USE BOTH

**B3b.** What is the most important functional value?

*Please select*

	B3a	B3b
Flexible line capacity	1	1
Call management functionality	2	2
Easy to use	3	3
Reliable	4	4
Requires little post purchase support	5	5
Voice connectivity	6	6
Data connectivity	7	7
Provides voice & data communications via the same service	8	8
LAN connectivity	9	9
CTI capability (Computer Telephony Integration)	10	10
Other (Please type in)	11	11
Don't Know	12	12

## ASK ABOUT MAIN ISDN SERVICE

**B4.** Have you ever switched your <ISDN 2/2e / ISDN 30 SERVICE> supplier?

*Please select*

Yes – switched in the last year	1
Yes – switched one to two years ago	2
Yes – switched three to four years ago	3
Yes – switched more than four years ago	4
No – have never switched	5
Don't know	6

## ASK IF SWITCHED SUPPLIER (CODES 1-4)

**B5.** What prompted you to switch your <ISDN 2/2e / ISDN 30 SERVICE> supplier?

*Please select all that apply*

Contract came to an end	1
Was offered a better deal (price)	2
Was offered better quality of service	3
Was offered a more attractive package/range of services	4
Other (Please type in)	5
Don't know	6

## ASK ABOUT MAIN ISDN SERVICE

**B6.** Are you currently considering switching away from <ISDN 2/2e / ISDN 30 SERVICE> services?

NOTE: This is changing away from the **service** not just a different supplier.

*Please select*

Yes	1
No	2
Don't know	3

## Narrowband Review 2017 – Business users of ISDN and IP alternatives

*NOT CONSIDERING SWITCHING – CODE 2 AT B6.*

**B7.** Why would you not consider switching from <ISDN 2/2e / ISDN 30 SERVICE>?

*Please select all that apply*

Alternatives not reliable enough	1
Good contacts at existing company	2
Tied to long term contract	3
Price of alternative services too high	4
Hassle	5
Current supplier(s) understand our business	6
Historic links to existing company(s)	7
Was offered a more attractive package/range of services	8
Easier to manage one supplier	9
High internal costs associated with switching	10
Current service features are what we need	11
Other (Please type in)	12
Don't know	x

FOR ALL WHO GIVE MORE THAN ONE ANSWER: And what is the main reason you have for not considering switching from <ISDN 2/2E / ISDN 30 SERVICE>

## CONSIDERING SWITCHING – CODE 1 AT B6.

**B8.** What do you perceive are the benefits of switching away from <ISDN 2/2e / ISDN 30 SERVICE>?

*Please select all that apply*

Lower price	1
Better value for money	2
Less expensive equipment required	3
Greater functionality	4
More reliable	5
Better service features	6
Requires little post purchase support	7
Provides voice and data communications via the same service	8
More scalability as company grows	9
More flexibility to add/change services	10
Ability to change numbering beyond local exchange	11
More options for LAN connectivity	12
Other (Please type in)	13
Don't know	x

FOR ALL WHO GIVE MORE THAN ONE ANSWER: And what do you perceive as the main benefit of switching away from <ISDN 2/2E / ISDN 30 SERVICE>

## CONSIDERING SWITCHING – CODE 1 AT B6.

**B9.** Do you have any hang-ups/concerns about moving away from <SERVICE>?

*Please select all that apply*

Yes – Reliability of alternative	1
Yes – Security of alternative	2
Yes – High price of alternative	3
Yes – Internal costs of moving away from <SERVICE>	4
Yes- Other (Please type in)	5
No, None	6
Don't Know	x

## IF CONCERNED ABOUT INTERNAL COSTS CODE 3

**B9b.** Which of these would concern you about moving away from <SERVICE>?

*Please select all that apply*

Capital costs - Cost of hardware (e.g. phones)	1
Capital costs - Cost of infrastructure (e.g. cabling)	2
Operational costs - Cost of training	3
Operational costs - Installation costs (e.g. down time, costs of removing existing equipment etc)	4
Other costs (Please type in)	5

## ASK ABOUT MAIN ISDN SERVICE

REFER TO NUMBER OF CHANNELS AT A1A/A1B FOR VALUE OF £X AT B10 – AT £25 PER CHANNEL PER MONTH – E.G. 8 ISDN2/2E CHANNELS AT A1A (CODE 4) WOULD HAVE AN ANNUAL VALUE FOR £X OF £2400 AT B10, 90-120 CHANNELS AT A1B (CODE 3) WOULD HAVE AN ANNUAL VALUE FOR £X OF £31,500 AT B10

IF DO NOT HAVE RESPONSES FOR CHANNELS AT A1A/ A1B - TAKE 10% OF RESPONSE AT A10 TO USE AS £X AT B10.

IF ALSO NO RESPONSE GIVEN AT A10, USE EXAMPLE OF £5,000 AS £X

**B10.** For this question please consider your annual spend on <SERVICE>.

**IF NO RESPONSE AT A1A/A1B AND AT A10** – Let's assume your annual spend on this service is £50,000

If the price of your total bill for <SERVICE> increased by 10%, so an extra £X a year. How likely would you be to switch away from <SERVICE>?

When answering, please assume that the price of <SERVICE> offered by all suppliers would increase by 10%, so there would be no financial benefit in simply switching <SERVICE> suppliers.

Your decision will not affect the real life future prices charged for your <SERVICE> services by your provider(s).

*Please select all that apply*

We would definitely switch away from <SERVICE>	1
We would be likely to switch away from <SERVICE>	2
Would have no impact – would keep <SERVICE>	3
Don't know	4

## Narrowband Review 2017 – Business users of ISDN and IP alternatives

ASK IF CODE 1-2 AT B10

**B10c.** What would you switch to instead of <SERVICE>?

Please select all that apply

Analogue telephone line(s) i.e. fixed telephone lines that are not ISDN lines	1	
Mobile phones (including Smartphones)	2	
Cable modem or ADSL	3	
ISDN 2/2e channels or Business Highway	4	
ISDN 30 channels	5	
IP based alternatives to ISDN (e.g. SIP trunks, hosted VOIP)	6	
SDSL	7	
Leased lines	8	
Virtual Private Networks	9	
Ethernet	10	
Other business communications services	11	
Don't know	13	

ASK IF CODES 3 or 4 AT B10

**B10b.** By what percentage would the price you pay for <SERVICE> have to increase (assuming the prices of other communication services do not increase) for you to definitely switch away from <SERVICE>?

Please type in % \_\_\_\_\_

CHECK % IS GREATER THAN 10%

## Narrowband Review 2017 – Business users of ISDN and IP alternatives

*ASK ABOUT ISDN 2/2e AND ISDN30 IF THEY USE BOTH (REPEAT QUESTION)*

**B12.** How long do you envisage continuing to use <SERVICE> services for?

*Please select*

	ISDN 2/2E	ISDN 30
Less than six months	1	1
Six months to a year	2	2
A year to three years	3	3
Four to five years	4	4
Six to ten years	5	5
More than ten years	6	6
Don't know	7	7

# Narrowband Review 2017 – Business users of ISDN and IP alternatives

ASK ABOUT ISDN 2/2e AND ISDN30 IF THEY USE BOTH (REPEAT QUESTION)

**B13.** What are you planning to use when you stop using your <SERVICE> ?

*Please select all that apply*

	ISDN 2/2E	ISDN 30
<b>SHOW IF NOT CODE 1 AT S13 ISDN2/2e</b>	1	1
<b>SHOW IF NOT CODE 2 AT S13 ISDN30</b>	2	2
SIP Trunking	3	3
Hosted VOIP	4	4
IP Centrex	5	5
Other IP technology (specify)	6	6
Non-IP Centrex	7	7
Leased lines / VPN	8	8
Ethernet	9	9
Other NON-IP service (specify)	10	10
Would not replace service	11	11
None – Closing down	12	12
Not thought about it	13	13
Don't know	14	14



## Narrowband Review 2017 – Business users of ISDN and IP alternatives

*ASK ABOUT ISDN 2/2e AND ISDN30 IF THEY USE BOTH*

**B14.** If you had to replace <SERVICE>, which service do you think would be the best replacement?

*SINGLE CODE*

	ISDN 2/2E	ISDN 30
<b>SHOW IF NOT CODE 1 AT S13 ISDN2/2e</b>	1	1
<b>SHOW IF NOT CODE 2 AT S13 ISDN30</b>	2	2
SIP Trunking	3	3
Hosted VOIP	4	4
IP Centrex	5	5
Other IP technology (Please type in)	6	6
Non-IP Centrex	7	7
Leased lines / VPN	8	8
Ethernet	9	9
Other NON-IP service (Please type in)	10	10
Don't know	14	14

## Section C – AWARENESS OF IP BASED SERVICES

### ISDN RESPONDENTS ONLY – CODE 4/5 AT S6b OR CODE 1/2 AT S13

ASK ALL ISDN USERS THAT ARE NOT USING IP-BASED ALTERNATIVES (CODE 6 AT S6B)

- C1.** Have you heard of IP-based alternatives to <SERVICE> (for example SIP trunking or IP Voice).

IP-based solutions are services based on internet protocol technology that can be used as a replacement for <SERVICE> services..

This includes Voice over IP (VOIP) telephony services, including SIP Trunking solutions and Centrex services provided by IP networks (so called 'hosted VOIP' solutions). Voice over Internet Protocol (VoIP) technology lets you use the Internet to make and receive telephone calls.

Please select

Yes, I have heard of IP based alternatives to <SERVICE>	1	Go To C6
No, I have never heard of IP based alternatives to <SERVICE>	2	
Don't know	3	

ASK ALL AWARE OF IP-BASED ALTERNATIVES – CODE 1 AT C1

- C2a.** Do you have any plans to move some or all of your existing <SERVICE> voice services to IP in the next 4 years?

Please select

Yes, some within the next 2 years	1
Yes, some in the next 2 to 4 years	2
Yes, all within the next 2 years	3
Yes, all in the next 2 to 4 years	4
No	5
Don't know	6

**C2b.** Do you have any plans to add new additional IP-based voice services rather than new <SERVICE> in the next 4 years?

*Please select*

Yes, within the next 2 years	1
Yes, in the next 2 to 4 years	2
No	3
Don't know	4

## ASK ALL AWARE OF IP-BASED ALTERNATIVES (CODE 1 AT C1)

C5a. What concerns, if any, do you have about moving to IP technologies?

*Please select all that apply*

SHOW LIST OF REASONS BELOW

FOR ALL WHO GIVE MORE THAN ONE ANSWER: And which of these would be your main concern?

*Please select all that apply*

	C5a
Don't know enough about it	1
Quality of service	2
Reliability	3
Resilience	4
Security	5
Price	6
Unable to meet business needs	7
Cost of investment needed	8
Lack of commercial offerings	9

## Narrowband Review 2017 – Business users of ISDN and IP alternatives

Immaturity of commercial offerings	10
Happy with current system	11
Not available in my area	12
Other (Please type in)	13
Don't know	14
No concerns	15

*ASK ALL ISDN USERS THAT ARE NOT USING IP-BASED ALTERNATIVES (CODE 6 AT S6B)*

NEWC6. When did you last consider making changes to your <SERVICES>?

*Please select*

Within the last year	1
1 -3 years ago	3
More than 3 years ago	4
I have not considered changes to my <SERVICE>	5
Don't Know/Can't remember	x

*ISDN USERS NOT USING IP SERVICES GO TO END*

## Section D – IP Services

*IP RESPONDENTS ONLY – CODE 6 AT S6b OR CODE 3 AT S13*

*NB:MAINLY ISDN USERS THAT ALSO HAVE IP (CODE 6 AT S6b) WILL ALSO QUALIFY FOR THIS SECTION*

I would now like to ask you some questions about IP services.

### ASK ALL IP RESPONDENTS

D1. What type of IP services do you use?

*Please select all that apply*

SIP trunking	1
Hosted VOIP	2
IP Centrex	3
Other (specify)	4
Don't Know	5

### ASK ALL IP RESPONDENTS

D2. Which of the following business uses do you use IP-based services for?

*Please select all that apply*

Incoming calls	1
Outgoing calls	2
Calls between different sites	3
Internet services	4
Fax services	5
Security/alarm systems	6
Data services	7
Card payments	8
Video conferencing	9

Other (Please type in)	10
Don't know	11

- D3.** Please rank the top three most important functions for which your company uses IP based services?

## SHOW EACH SERVICE USED AT D2

*Please select*

	First	Second	Third
Incoming calls	1	1	1
Outgoing calls	2	2	2
Calls between different sites	3	3	3
Internet services	4	4	4
Fax services	5	5	5
Security/alarm systems	6	6	6
Data services	7	7	7
Card payments	8	8	8
Video conferencing	9	9	9
Other (Please type in)	10	10	10
Don't know	x	x	x

## ASK ALL IP RESPONDENTS – EXCEPT IF MOSTLY USE ISDN AT S13 (CODES 1-2)

- D4.** Does your company have a switch i.e. PBX or PABX?

*Please select*

Yes	1
No	2
Don't know	3

## ASK ALL IP RESPONDENTS

- D5.** Have any of the following previously acted as a trigger for moving [from ISDN2/2e or ISDN 30 – NB: ONLY SHOW THIS TEXT IF THEY HAVE SWITCHED FROM ISDN2/2e or ISDN 30 AT S6C] to IP-based services for your organisation?

*Please select all that apply*

Switch replacement	1
Part of general upgrade	2
Changed supplier	3
Other trigger (please specify	4
We've only ever had IP based services/ we have not moved services	5
Don't know	6

## ASK ALL IP RESPONDENTS

- D7.** Which supplier(s) do you use for you use for IP-based services?

*Please select all that apply*

BT	1
Colt Communications	2
Daisy Communications	3
KCOM (incl. Kingston Communications & Affiniti)	4
Virgin Media (incl. NTL:Telewest)	5
Opal Communications	6
Unicom	7
XLN	8
AT&T	9
MCI	10

## Narrowband Review 2017 – Business users of ISDN and IP alternatives

Global Crossing	11
Spitfire	12
Vodafone (inc. Cable & Wireless)	13
Talk Talk	14
Other (Please type in)	15
Don't Know	16

**D8.** Approximately how much does your organisation spend annually, across all UK sites on IP-based services?

*Please select*

Less than £1,000	1
£1,000 to £2,499	2
£5,000 to £9,999	3
£10,000 to £19,999	4
£20,000 to £49,999	5
£50,000 to £99,999	6
£100,000 to £249,999	7
£250,000 to £499,999	8
£500,000 to £999,999	9
£1,000,000 to £4,999,999	10
£5,000,000 to £9,999,999	11
£10,000,000 or more	12
Don't know	x



**D9.** Approximately how long have you been using your IP-based services?

*Please select*

	Main
Less than 6 months	1
6 months to 12 months	2
12 months to 18 months	3
18 months to 24 months	4
2 to 5 years	5
6 to 10 years	6
11 to 15 years	7
16 to 20 Years	8
Over 20 Years	9
Don't know	x

**D10.** Do you consider IP to be?

*Please select*

Your primary service	1
A supplementary service used in addition to your main one	2
A back-up system in case your main system fails	3
Other (Please type in)	4

## Section E – IP Usage

*IP RESPONDENTS ONLY – CODE 6 AT S6b OR CODE 3 AT S13*

*NB: MAINLY ISDN USERS THAT ALSO HAVE IP (CODE 6 AT S6b) WILL ALSO QUALIFY FOR THIS SECTION*

I'd now like to ask you some questions specifically about your usage of IP services.

**E1.** What were your reasons(s) for choosing to implement IP services?

*Please select all that apply*

**E1b.** What was your most important reason for choosing to implement IP services?

*Please select*

	E1	E1b
Quality of service	1	1
Reliability	2	2
Resilience	3	3
Security	4	4
Price- lower rental than ISDN30	5	5
Price- lower rental than ISDN2	6	6
Price – lower call costs	7	7
Free on-net calls	8	8
Additional features	9	9
Flexibility (able to deliver traffic to different locations)	10	10
On-demand capacity/scalability	11	11
To maximise existing PBX investment	12	12
To integrate voice and data services	13	13
As part of system upgrade	14	14
Other (Please type in)	11	11
Don't Know	12	12

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**E2.** Did the implementation of IP require investment in new equipment?

*Please select*

Yes	1
No	2
Don't know	3

### **MOVE REQUIRED INVESTMENT – CODE 1 AT E2**

**E3.** What new investment or cost items did the implementation of IP services require?

*Please select all that apply*

<b>Capital expenditure</b>	
Cost of hardware (e.g. phones)	1
Cost of infrastructure (e.g. cabling)	2
Other capital expenditure costs (Please type in)	3
<b>Operational costs</b>	
Cost of training	4
Installation costs (e.g. down time, costs of removing existing equipment etc))	5
Other operational costs (Please type in)	6

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### MOVE REQUIRED INVESTMENT – CODE 1 AT E2

**E3.** Approximately how much did it cost to implement IP services.

If unsure please give your best estimate of the cost.

*Please select*

Less than £1,000	1
£1,000 to £2,499	2
£5,000 to £9,999	3
£10,000 to £19,999	4
£20,000 to £49,999	5
£50,000 to £99,999	6
£100,000 to £249,999	7
£250,000 to £499,999	8
£500,000 to £999,999	9
£1,000,000 to £4,999,999	10
£5,000,000 to £9,999,999	11
£10,000,000 or more	12
Don't know	x

## ASK ALL IP RESPONDENTS

**E4.** Has implementing IP saved you money on your regular bills?

*Please select*

Yes	1
No	2
We've only ever had IP based services/ we have not moved services	3
Don't know	4

## ASK ALL WHO SAVED MONEY ON A REGULAR BASIS – EXCEPT IF MOSTLY USE ISDN AT S13 (CODES 1-2)

**E5.** Approximately how much money have you saved **per month** by moving to IP services?

If unsure please give your best estimate of the amount saved per month?

PLEASE SELECT

Less than £250	1
£250-£499	2
£500 - £999	3
£1,000 - £2,499	4
£2,500 - £4,999	5
£5,000 - £9,999	6
£10,000 - £19,999	7
£20,000 - £49,999	8
£50,000 - £99,999	9
£100,000 - £249,999	10
£250,000 - £499,999	11
£500,000 - £999,999	12
£1m to £5m	13
£5m or more	
Don't know	x

### ASK ALL IP RESPONDENTS

**E5b.** Which one of the following best describes your use of analogue telephone lines (fixed telephone lines that are not ISDN lines) after you moved to IP services?

*Please select*

Didn't have any analogue line(s) and still don't	1
Didn't have any analogue line(s) but added one or more	2
Had analogue line(s) and kept at least one	3
Had analogue line(s) but removed all of them	4
Don't know	5

*ASK IF CODES 4 OR 5 AT S6B AND NOT CODES 1 OR 2 AT S13 (NB: THESE RESPONDENTS USE ISDN BUT IT IS NOT THEIR MAIN SERVICE)*

**E6.** To what extent is your organisation still using any ISDN2/2e or ISDN30 services?

*Please select all that apply*

	ISDN 2/2E	ISDN 30
A supplementary service used in addition to your main service	1	1
A back-up system in case your main system fails	2	2
Other (Please type in)	3	3
Not at all	4	4
Don't know	5	5

*ASK IF STILL USE ISDN2/2E AND/OR ISDN30 – CODE 1 AT E6*

**E7a.** What does your organisation still use your [ISDN2/2e /ISDN30] service for?

*Please select all that apply*

## Narrowband Review 2017 – Business users of ISDN and IP alternatives

IF USE MORE THAN ONE AT E7A

**E7b.** And what is the main reason you still use your [ISDN2/2e /ISDN30] service?

*Please select*

	E7a	E7b
Incoming calls	1	1
Outgoing calls	2	2
Calls between different sites	3	3
Internet services	4	4
Fax services	5	5
Security/alarm systems	6	6
Data services	7	7
Card payments	8	8
Video conferencing	9	9
Other (Please type in)	10	10

*ASK IF CODES 4 OR 5 AT S6B AND CODE 6 AT S6B AND CODES 1 OR 2 AT S13 (I.E. MOSTLY USE ISDN BUT ALSO USE IP)*

**E6c.** In which of these ways do you use IP services alongside ISDN2/2e or ISDN30 services?

*Please select all that apply*

	IP
A supplementary service used in addition to your main service	1
A back-up system in case your main system fails	2
Other (Please type in)	3
Not at all	4
Don't know	5

*ASK IF CODES 4 OR 5 AT S6B AND CODE 6 AT S6B AND CODES 1 OR 2 AT S13 (I.E. MOSTLY USE ISDN BUT ALSO USE IP)*

**E7c.** What does your organisation use your IP services for?

*Please select all that apply*

## Narrowband Review 2017 – Business users of ISDN and IP alternatives

IF USE MORE THAN ONE AT E7C

**E7d.** And what is the main reason you use your IP services?

*Please select*

	E7c	E7d
Incoming calls	1	1
Outgoing calls	2	2
Calls between different sites	3	3
Internet services	4	4
Fax services	5	5
Security/alarm systems	6	6
Data services	7	7
Card payments	8	8
Video conferencing	9	9
Other (Please type in)	10	10



## Narrowband Review 2017 – Business users of ISDN and IP alternatives

ASK ALL IP RESPONDENTS THAT STILL USE ISDN2/2E AND/OR ISDN30 – CODE 1 AT E6

**E8a.** Why hasn't your organisation migrated all of your ISDN usage to IP services?

*Please select all that apply*

IF USE MORE THAN ONE AT E7A

**E8b.** And what is the main reason you haven't migrated all of your ISDN usage to IP services?

*Please select*

	E8	E8b
Alternatives aren't reliable enough	1	1
Good contacts at existing ISDN company	2	2
Tied to long term contract	3	3
Hassle	4	4
Current supplier(s) understand our business	5	5
Historic links to existing ISDN company(s)	6	6
Was offered an attractive package/range of services	7	7
Internal cost of migrating	8	8
Current service features are what we need	9	9
Other (Please type in)	10	10
None of the above	11	11
Don't know	12	12

## Narrowband Review 2017 – Business users of ISDN and IP alternatives

*ASK ALL IP RESPONDENTS – EXCEPT IF MOSTLY USE ISDN AT S13 (CODES 1-2)*

**E9.** Overall, what do you regard as the main functional value(s) of IP-based services for your organisation?

*Please select all that apply*

Flexible line capacity	1
Call management functionality	2
Easy to use	3
Reliable	4
Requires little post purchase support	5
Voice connectivity	6
Data connectivity	7
Provides voice & data communications via the same service	8
LAN connectivity	9
CTI capability	10
LAN connectivity	11
Unified communications capability	12

*All respondents*

**Recontact.** Finally, would you be willing to be re-contacted in the future for this project specifically?

Yes	1
No	2

*Thank and close*

That is the end of the survey now, thank you very much for your time and patience. We hope you found it interesting and enjoyable.