Copper Sunset: A Complete Guide to POTS Replacement

Why POTS Is No Longer Sustainable (and Why Your Customers Should Care)

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Section 1:
Introduction

Introduction

Plain Old Telephone Service—better known as POTS, or analog phone lines—isn't just aging. The technology is officially being shown the door.

Originally built for the era of rotary dials and busy signals, POTS has been the workhorse of voice communication for over a century. In fact, many of you reading this guide, and the suppliers appearing in it, have made a substantial amount of money selling POTS over the years.

Times have changed, and the telecom industry has decided it's finally time to cut the cord—literally. And this means it's time to take action. In this guide, we'll explore what's happening with POTS, and the leading suppliers who are ushering in the next era of connectivity.

Wait, what's going on with POTS lines?

Carriers are actively decommissioning copper line infrastructure across the United States, and they're not being subtle about it. Here's a breakdown of the current situation.

- Analog maintenance costs are currently through the roof. Many providers have stopped fixing POTS lines altogether, resulting in performance issues and service gaps.

- The technicians who know how to fix POTS lines are retiring faster than you can say "landline." Providers would much rather invest in fiber, wireless, and IP-based systems that don't require a PhD in analog signals to maintain. "66", "110", "punch down" and all the familiar terms for POTS lines are a mystery to newer technicians.

- The FCC no longer requires providers to offer or support POTS. High monthly bills for old-school phone lines are the new norm—and the situation won't improve.

POTS Replacement: Quick Facts

What?	In 2019, the FCC deregulated copper lines, allowing suppliers to phase out support.
When?	FCC Order 19-72A1 ordered the shift to the newer alternatives. Carriers have been taking advantage of this to re-allocate, and invest resources in other technologies.
Why?	The goal is to replace old infrastructure with modern technologies such as fiber and wireless, to better support modern digital applications.
Bottom Line	Carriers are no longer required to cover the expense and burden of maintaining old copper networks. That burden has been passed on to the consumer.

So, why should your customers care?

Many companies still rely on POTS lines to support critical systems including fire and burglar alarms, elevator emergency phones, fax machines (yes, they still exist), point-of-sale terminals, and more. This is particularly true in the public sector and higher education verticals.

When the copper goes, so does the functionality of those systems—unless you have a replacement plan. This means alarms may stop working, emergency elevator lines could go silent, and critical business operations may come to a halt.

Candidly, the existing infrastructure is a mess. Nothing is being maintained, repair tickets are being ignored, and many businesses are paying for services that don't even work.
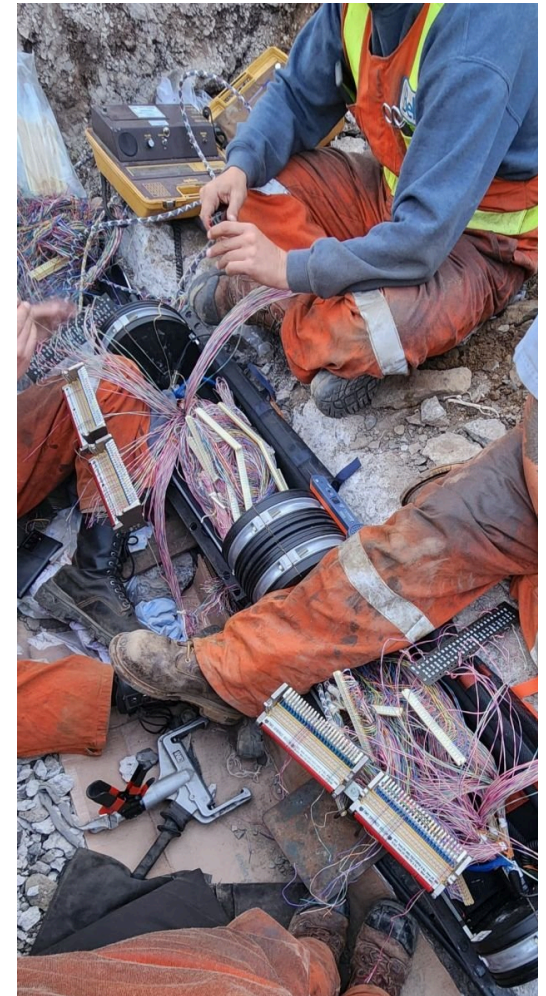
In sum:

- Risk exposure is accelerating
- Outdated services are costing companies money
- Liability is increasing

Failing to act doesn't just threaten business operations—it puts people at risk. As a technology advisor you have an opportunity to make sure customers are aware of their

The inside of a cross-connect cabinet in a metro area

A crew works on a buried conduit with copper lines

What's the Opportunity?

Estimates for how many POTS lines are still out there will vary based on who you ask, but most estimates place that number somewhere between 15 million to 50 million. Per a recent survey from the National Fire Protection Association (NFPA) 60% of alarm lines in the United States are still analog (POTS). The National Elevator Industry states there are somewhere around 900,000 POTS lines in elevators.

If we want to be conservative and say there are 25 million POTS lines still out there and give ourselves a three-year window to convert them all, that means customers must convert at a rate of roughly 23,000 per day!

As you can see, the window of opportunity is massive. But it won't last forever. There is still a lot of money to be made here, but advisors must act quickly. The next two to three years will see a massive "land grab" take place as customers look to transition to their new services.

How do we help our customers?

The key phrase heading into the second half of 2025 is "POTS replacement"—an umbrella term encompassing a variety of modern solutions like LTE-based wireless systems, voice over internet protocol (VoIP), and fiber-based alternatives.

These technologies are built for the 21st century, meaning they're more reliable and scalable, and designed to support legacy analog equipment while running over digital networks. Many include battery backup, prioritize Quality of Service (QoS), and comply with life safety and E911 standards, making them a smart—and necessary—choice for regulated industries and mission-critical applications.

In addition, as two of the examples above (elevator, fire alarm) illustrate, analog lines are often deployed in areas of security and life safety. As these lines are no longer being maintained, your customers are potentially incurring substantial risk. In the event of an emergency, what happens if a system relying on an old, non-maintained, analog line doesn't function? What kind of liability might that business be subject to? Many customers don't consider these questions when making changes.

Finally, on a more positive note, transitioning from POTS to one of the replacement solutions has the potential to save customers thousands of dollars. Once the FCC stopped regulating the price of POTS lines, the carriers started raising the rates dramatically. As such, companies are saving an average of 40-60% on their current bills by making the switch. This can free up budget for other tech initiatives or just go straight to the bottom line.

The key takeaway is that POTS isn't just outdated; it's practically vintage. Keeping it around is like using a floppy disk in the age of the cloud. Businesses that wait until the line goes dead will face costly downtime, safety risks, and regulatory headaches. Ultimately, every fire panel, elevator, and fax machine still relying on POTS is at risk.

Pro Tip: Delivery is Key

Talking to customers about POTS replacement is a bit like offering cybersecurity or disaster recovery. It may not be glamorous or deliver direct ROI, outside of potential cost savings in instances where the rates have climbed. As such, companies may want to delay it until they experience a crisis.

When talking to customers, it's important to provide the "why" behind POTS replacement, and link it with specific outcomes like cost containment, operational continuity, life safety, and audit readiness.

Section 2:
Supplier Guide for
POTS Replacement

The 2025 Guide to POTS Replacement:

Key Suppliers to Know About

Telarus provides dozens of choices for POTS replacement, each different in their approach.

In this guide, participating suppliers offers a quick overview of their POTS replacement solution, and some differentiating factors to consider.

Remember: The world of POTS replacement is broad, and there's no one-size-fits-all solution. The right options will depend on each customer's specific needs, environment, and budget. As an advisor, the best thing you can do is to know the POTS replacement landscape like the back of your hand. This guide is a starting point, and the Telarus team is always here to help with specific instances.

Advance to the next page to read more about each supplier, or click on any logo. Suppliers are in alphabetical order.

![airespring logo] **airespring** ™
Managed Solutions. Personalized Service.

AireSpring's POTS Replacement Solution Powered by AT&T is a cost-effective, cloud-based alternative to traditional phone and analog data lines. The service offers unlimited domestic local/ long distance calling, auto attendant, voicemail, caller ID, and E911. It also supports advanced capabilities like call transfer, hunt groups and call queues, and more.

Differentiators

- **24/7 monitoring**: Continuous oversight for all connections and performance.
- **Superior voice quality**: All calls are delivered over a secure, reliable network.
- **Expert implementation**: Professional installation by AT&T technicians.
- **Backup options**: Customers can leverage AT&T 4G LTE and 5G cellular emergency backup.
- **Support for voice and specialty lines**: Includes an AT&T Analog Telephone Adapter (ATA), with 2 or 8-port devices available for purchase.

To learn how AireSpring helped a major hotel operator cut costs, reduce complexity, and eliminate vendor sprawl, check out their case study.

For more information about POTS Replacement Powered by AT&T, visit their website.

EPIC iO

Epic iO offers reliable LTE POTS line replacement connectivity, with guaranteed 99.99% uptime for mission-critical applications. The service is fast and easy to install, highly scalable, and available at a fixed, affordable monthly cost. It's ideal for fire and intrusion alarms, elevator systems, VoLTE (fax, modem, SCADA apps, OOBM), ATMs, and more.

Differentiators

- **Flexible deployment options**: Deploy what you need, where you need it, without overpaying for features you don't use. Easily scale across locations with minimal disruption.
- **Expert vendor coordination**: EPIC iO does all the heavy lifting for third-party coordination with outside vendors—reducing delays and minimizing friction.
- **Enterprise-grade reliability**: EPIC iO ensures uptime and stability with 24-hour battery backup for power resilience, dual SIM capability for network redundancy, and remote monitoring and alerting for proactive management.

"EPIC iO delivers enterprise-grade LTE POTS replacement designed for real-world complexity—offering optional internet failover, seamless deployment, and unmatched reliability for mission-critical systems. Whether you're managing one site or fifty, Epic IO makes the transition simple, scalable, and secure."

Learn more about Epic iO POTS Line Replacement.

For2POTS by For2Fi makes POTS replacement fast, seamless, and affordable. The service "transforms the last mile of copper into the last foot of copper, utilizing cloud infrastructure while maintaining compatibility with legacy systems."

Differentiators

- **Optimized platform (CPaaS)**: A continuously evolving platform designed to meet customers' changing needs.
- **Flexible, scalable components** – Future-proof architecture that can scale with customers over time.
- **Large global supply**: Backed by a robust global network of industry-leading manufacturers.
- **Hardened & secure software/ firmware**: Built with strong security at its core.

Learn more about For2POTS.

Fusion Connect delivers a complete, carrier-grade POTS replacement solution. Designed for critical safety lines and analog devices, it features NFPA-72 certified hardware, 48-hour battery backup, and 5G-ready failover. Dual SIM with 4G/LTE/5G connectivity provides carrier redundancy and guaranteed uptime. Customers also receive a 1 GB poled data plan, a centralized management portal, and smart monitoring with real-time health checks and automated ticketing.

Differentiators

- **Certified & compliant**: 48-hour battery exceeds NFPA-72 standards.
- **Pre-installation testing**: Fusion Connect provides two tech visits, and 5G signal verification before deployment.
- **Full support**: A white-glove deployment process helps customers deploy fast and stay connected with full confidence.
- **Uptime SLA**: Customers benefit from 100% SIP uptime—meaning no risk of voice loss for life safety lines, real-time monitoring, and installation guarantee.
- **End-to-end project management**: 100%, 24/7 US-based support, live support and guided rollout handled by experts.
- **Strong incentives**: Partners benefit from industry-leading SPIFFS and residuals, and fast access to MRR while helping customers cut legacy costs.

Learn more about Fusion Connect POTS replacement.

Granite

Granite EPIK is a best-in-class, fully compliant alternative to copper networks. Built to meet the highest standards for fire, life safety, and mission-critical communications, EPIK is a Class 5 switch in a box — not a cloud-dependent workaround. That distinction matters when it comes to saving lives, meeting regulatory scrutiny, and keeping businesses protected.

Differentiators

- **Class 5 central office emulation – In the box**: EPIK includes a Class 5 softswitch directly within the hardware, meaning all switching takes place on-site, with no dependency on a cloud PBX.
- **Compliance where it counts – certified MFVN**: Granite EPIK is NFPA 72-compliant and officially designated as a Managed Facilities-Based Voice Network (MFVN). Granite is also independently certified by both FDNY and Cal Fire—the two most stringent fire authorities in the U.S.—and the only solution endorsed by both.
- **Flat rate, fully managed**: Granite's pricing includes everything: the EPIK box, dual SIMs, full data plan, 24-hour battery backup, and onsite installation by Granite Field Tech. This means no surprise installation charges or overage fees.
- **Full support**: Granite includes unlimited data and full project management with 24/7 support from its award-winning NOC.

"Life and safety require local switching, not cloud-dependent ATAs. Cloud voice is fine for backup — not for fire panels or elevators. Before you recommend a POTS alternative, ask the vendor: Are you truly MFVN certified or just claiming it? Can you show documentation from FDNY or Cal Fire? And will your solution hold up if there's a liability event?"

[Learn more about EPIK's chart-topping standards.](#)

LUMEN

Lumen Cloud Voice delivers a voice, collaboration, and video experience that customers can trust, delivering simplicity and flexibility. The Lumen network was purpose-built to support voice and UCaaS solutions, empowering productivity and elevating customer experience.

Differentiators

- **Enhance productivity**: Avoid or eliminate time and IT resources managing and maintaining end-of-life technology. Get a single, cloud-based interface that can manage calls, messages, and video meetings in one application with dedicated support.
- **Minimize operational cost**: Lumen delivers a streamlined solution for PSTN access with next-generation features. Working with a single cloud provider avoids future capex spend as upgrades and maintenance are included with future releases.
- **Flexible packages** - Choose the right level of service to meet your needs. All packages include unlimited local and domestic long-distance voice, as well as a cloud PBX with migration and installation support at the level you need.

"Lumen offers streamlined operations, including managed calls, messages and video meetings in a single interface, driving efficiency and limiting IT management of endoflife technology. We have a simple migration process and support, offering a dedicated team to provide a seamless migration, including a streamlined solution for PSTN access with nextgeneration features included."

[Explore Lumen Cloud Voice](#).

MetTel

MetTel offers a turnkey, fully managed, POTS Transformation solution that can seamlessly convert analog lines to digital with no downtime, and has more enterprise and federal deployments in the U.S. than any other provider.

Differentiators

- **Market-leading multi-WAN router**: Best-in-class product line provides flexibility and business continuity in a single device, backed by a geographically dispersed, nationwide network for unmatched speed and security.
- **Turnkey installation**: MetTel has pre-configured, pre-tested boards in stock and ready for rapid, large scale deployments. They come with expert installation and industry intelligence for seamless integration with legacy systems.
- **Fully managed services**: Complete lifecycle management services with 24/7/365 support.

"Our solution supports the broadest range of legacy telecom and safety/security equipment, easily configurable to fit unique systems."

Learn more about MetTel's POTS Transformation service.

nhc.®

NHC has a full range of POTS replacement solutions to meet diverse customer needs, including LEC support, cable POTS, wireless POTS, NHC Cloud Voice, and eFax. Customers benefit from simplified billing and strong support, while partners can earn upfront SPIFFs.

Differentiators

- **Single invoice**: Partners can sell one or a mix of their POTS replacement services, all on one invoice.
- **Flexible options**: There are no minimums for any of these solutions. Partners can sell to small, medium, or enterprise clients.
- **Earn 2x upfront on all POTS**: Partners have the opportunity to earn an upfront when selling LEC POTS, and a second one when migrating from LEC to another NHC POTS replacement.

"Partners can count on NHC for their Customers' POTS needs, whether for Voice or for Fire and Life Safety. NHC has you covered!"

Check out [NHC's POTS video](#) or [visit their website](#).

Ooma

Ooma's AirDial is an all-in-one POTS replacement solution designed to reduce complexity. AirDial provides everything you need including hardware, software, remote device management and cloud telephony on a single monthly bill.

Differentiators

- **Full stack by Ooma**: AirDial hardware and software is purpose-built for fire, life, and safety by Ooma. The network is fully managed by T-Mobile, AT&T, Verizon and US Cellular – with compliance always top of mind.
- **Remote device manager**: Ooma's alerts and management software allows for full control of every unit down to the individual port level, with a dashboard view of all devices across the domain. Customers can also receive SMS and/or email alerts for certain conditions like service interruptions, low batteries, and call notifications.
- **MultiPath transport**: Ooma has a patented technology for duplicating packets and sending across multiple pathways like LTE and Ethernet for true active/active and failsafe use. Emergency calls stay up and active in the event one of the routes is impacted.

"Ooma offers a complete UCaaS solution that can be customized to meet organizations' individual needs. Ooma is focused on the opportunity surrounding POTS replacement and fire and life safety devices still on copper lines. Ooma's all-in-one POTS replacement solution enables organizations to save money, remain compliant and keep using these lines and other mission-critical equipment. Ooma's hybrid approach to communications has opened up our strongest vertical, hHospitality, leveraging our unique ability to deliver UCaaS, SIP, Teams and Call Center. Along with Internet and POTS Replacement, Ooma is able to provide simple, cost-effective turnkey packages for hotels of all sizes to assist with modernizing to a cloud communications solution."

[Learn more about POTS replacement with Ooma AirDial.](#)

vCom

vCom's POTS Management as a Service (PMaaS) solution combines the award-winning vManager platform, expert-managed services, and exclusive access to wholesale rates through QuantumShift by vCom. QuantumShift lets businesses maintain copper lines through a simple billing transfer, while also providing a customizable path to modern, cost-effective POTS alternatives from a variety of providers.

Differentiators

- **Custom approach:** Most suppliers offer a single "POTS-in-a-box" product. vCom works differently. As a spend management partner, vCom helps you find the right-fit solution for your customer—whether that's SIP, wireless, fiber, or something in between.
- **Simple three-step migration:** vCom always starts with discovery, and never assumptions.
  - **Step 1:** Migrate current lines to vCom for centralized billing and visibility.
  - **Step 2:** Identify and assess each line's purpose and use.
  - **Step 3:** Eliminate what's not needed, and transition critical lines to modern technologies.
  All of this is managed by vCom, so that the customer never has to lift a finger.
- **Unmatched flexibility and choice:** Using QuantumShift by vCom, the company delivers access to four unique POTS replacement options, including VoIP with LTE backup, copper handoffs, and eFax for analog fax lines. vCom's aggregation model ensures the customer gets the best fit and price—without vendor lock-in.

"Choosing the right supplier to manage the copper-to-digital transition is critical. vCom brings experience, nationwide support, and the necessary tools to simplify the process for you and your customer."

[Learn more about vCom's PMaaS](#).

verizon

Verizon makes it easy for customers to transition from POTS lines to updated infrastructure. Verizon's Business Phone Connect is an easy-to-use wireless device (Analog Telephone Adapter) for phones, fax machines, credit card readers, and more. The One Talk phone system offers a device and feature-rich POTS replacement solution. Verizon also makes it easy to convert from analog POTS lines to digital, wireless connectivity through its partners CSG and MarketSpark.

Differentiators

- **Simple, fast deployment with continuity**: Maintain existing POTS applications, devices, and numbers with an easy plug and play solution that simply replaces the connectivity.
- **Peace of mind with back-up**: 12-24 battery back-up LTE connectivity for failover and programmable notifications support business continuity.
- **Compliant certifications**: HIPAA, PCI, FCC, NFPA, and UL compliant
- **Scalability**: Turnkey box handles one or multiple services depending on the ports needed to support your applications.
- **Reliable business internet and router**: The highly reliable Verizon 4G LTE network, with 5G where available.

Ready to Help Your Clients Sunset Their Copper? Drop Us a Line.

POTS replacement isn't always as simple as swapping out a line. After all, many systems were built specifically for analog. Sourcing compliant, reliable, and cost-effective alternatives requires careful planning and expertise.

Here at Telarus, we are committed to helping in any way we can. Our Advanced Solutions and Sales Engineering experts are here to help you sort through the different choices and provide the best options for your customers.

If you would like to discuss the resources listed in this guide in more detail or receive an introduction, please drop us a line at Telarus at partners@telarus.com.