

Sure / Switch

ONE TOUCH SWITCH · FULLY MANAGED COMPLIANCE



The smart solution for One Touch Switch

June 2026

 Zentive

THE REGULATION

What is One Touch Switch?

In 2021, Ofcom unveiled the One Touch Switch (OTS) regulations, designed to streamline the transition for customers switching their fixed voice and broadband service providers – allowing their new provider to instruct the losing provider, on the customer's behalf, to cancel the current services.

Under the OTS framework, comms providers (CPs) are required to participate in the OTS industry process by exchanging switching messages via the TOTSCo Industry Hub messaging platform. This involves a sophisticated system of APIs and security protocols, ensuring seamless, bidirectional communication between providers and the Hub – all backed by stringent performance assurances.

The TOTSCo Hub went live on 12th September 2024.

Does this apply to me?

If you're providing fixed voice or broadband services to residential customers – no matter how you deliver them – then the OTS rules apply to you.

Whether you run your own fibre network, deliver wireless internet to rural communities, or rely on wholesale providers to place orders: if you're the one sending the bill to the customer, you're responsible for following OTS regulations and connecting with the TOTSCo Hub.

What about business customers?

Not yet. Work is in progress to introduce Gaining Provider Led Business switching (GPLB), as Ofcom have instructed the industry to implement a similar process for business customers.

SureSwitch will support GPLB when it goes live.

THE PROCESS

The One Touch Switch Process

Once a customer asks to switch, OTS defines a precise exchange of messages between the **gaining** and **losing** providers, brokered by the TOTSCo Hub.

01 Match request

The gaining provider sends a match request to establish whether the customer is recognised as contracted to the losing provider.

02 Match response

The losing provider must respond within 60 seconds — confirming the customer and matched services, or failing the match — and email the customer the implications of leaving, including any termination charges.

03 Order request

When ready to proceed, the gaining provider places an order for one of the available switches, which the losing provider confirms. The order carries an expected activation date that can be updated or cancelled.

04 Trigger

Once the customer is successfully activated, the gaining provider sends a trigger — prompting the losing provider to deactivate the customer and cease billing.

Sure / Switch

Zentive has been involved with One Touch Switch from the start — providing technical expertise to the design process as an official TOTSCo **Managed Access Provider (MAP)**.

Leveraging that advanced knowledge, we developed SureSwitch — the only standalone, modular OTS solution that works for any CP, regardless of size or infrastructure. Designed for easy compliance, it also offers powerful features to streamline your sales journey.

WHAT'S INCLUDED

- ✓ SureSwitch Matching Webhook
- ✓ SureSwitch Switching API
- ✓ SureSwitch Portal
- ✓ Implication emails handled for you
- ✓ Event notifications
- ✓ Enterprise-level design
- ✓ Integrates easily with all CRMs
- ✓ Out-of-the-box Splynx integration
- ✓ Free use of our Circuits CRM
- ✓ Industry-standard security features
- ✓ Unlimited support
- ✓ Official TOTSCo-approved MAP

TOTSCo Ready · Approved MAP

Transparent, affordable pricing



MATCHING WEBHOOK

The simplest path to compliance

The SureSwitch Matching Webhook provides a simple way to integrate your CRM with the TOTSCo Hub.

When a match request is received, the webhook calls your CRM in real time and returns the required information.

If the match is successful, SureSwitch returns confirmation of the customer's details along with the services that can be switched — and emails the customer the implications of the switch immediately. The webhook keeps your CRM updated throughout the switch journey.

Where does SureSwitch sit?

SureSwitch is a SaaS application that sits between the TOTSCo Hub and your CRM. Instead of building a direct integration — numerous APIs, ETC calculation logic, message-queue management and ongoing maintenance — SureSwitch handles all the complexity behind a single, lightweight webhook and a comprehensive Full API.

Many customers start with the Matching Webhook to meet compliance, then progress to automating the gaining process via the Switching API. How you implement SureSwitch is entirely your choice — webhook, Portal, Full API, or any mix of the three.

SWITCHING API

The full power of SureSwitch

Integrating the OTS process into your online sales journey or in-house customer service systems is easy with the SureSwitch Switching API.

Whether you want to add match requests to your online sales journey, let your customer service staff update a live switch, or pull reports into your business — it can all be done through one API.

SALES JOURNEY

Add real-time match requests directly into your online checkout, so customers can switch to you in a single, seamless flow.

SERVICE DESK

Let your customer service team place, update or cancel in-flight switches from within your own tooling.

BUSINESS INTELLIGENCE

Pull switch data and reports straight into your business systems for live visibility and analytics.

ONE INTEGRATION

A single, well-documented API covers the entire gaining and losing journey — no piecemeal endpoints.

Full API documentation is available online — visit [zentive.com](https://www.zentive.com) to explore the SureSwitch APIs.

SURESWITCH PORTAL

Manage OTS from anywhere

No matter how you use SureSwitch, you and your teams also get access to the SureSwitch Portal – an easy way to manage every aspect of OTS. From keeping tabs on match requests and losing switches to placing requests and updating in-flight switches, your teams can manage everything from anywhere, with built-in reporting and powerful business intelligence.

PORTAL CAPABILITIES

- ✓ Initiate match requests
- ✓ Update in-flight gaining switches
- ✓ Generate reports and insights
- ✓ Generate API keys for your website
- ✓ Add users at no extra cost
- ✓ Set access permissions per user
- ✓ 2FA & HMAC security features
- ✓ Configure data-retention rules

Access SureSwitch from any modern browser – no installation, no infrastructure to maintain.

OUT-OF-THE-BOX INTEGRATION

Ready-to-go for Splynx

We've teamed up with Splynx to provide the simplest, fastest route to the TOTSCo Industry Hub.

Simply enter your Splynx credentials in the SureSwitch settings page, and SureSwitch can call straight into your Splynx customer database to respond to match requests. It will also alert you to match requests and orders by raising tickets against the customer's account in Splynx and emailing your team whenever attention is required — all you need to do is relax and know OTS is taken care of.

WHAT YOU GET

- ✓ Set-up in minutes
- ✓ Implications BCC'd to you for your records
- ✓ Implications sent by SureSwitch
- ✓ No technical knowledge required
- ✓ Support tickets raised on the account
- ✓ No additional cost for the integration
- ✓ Keeps you continually updated
- ✓ Full Portal & Switching API access

ONBOARDING & SUPPORT

Getting OTS-ready, made easy

Whether you plan to integrate to your own CRM, need a custom integration by us, or you're thinking of using Circuits to manage your customer data – the Zentive team will support you every step of the way.

What onboarding includes

- 01 Register with TOTSCo**
We register your company and obtain your RCPID.
- 02 Integrate your systems**
Support integrating your CRM, or setting up Circuits.
- 03 Integration testing**
We perform end-to-end testing with the Hub.
- 04 TOTSCo Ready status**
We obtain your TOTSCo Ready status and handle TOTSCo fees.

Support

We provide **unlimited business-hours support** to all SureSwitch customers. Simply raise a ticket with the team.

TRANSPARENT & AFFORDABLE

SureSwitch pricing

<p>SOFTWARE SUBSCRIPTION</p> <p>£100/mo</p> <p>Flat platform fee, billed quarterly in advance.</p> <p>RECURRING</p>	<p>PER SUBSCRIBER</p> <p>£0.055</p> <p>Per subscriber, per quarter — you only pay for live customers.</p> <p>RECURRING</p>	<p>ONBOARDING</p> <p>£350</p> <p>Account set-up, TOTSCo registration & integration to TOTSCo Ready.</p> <p>ONE-OFF</p>
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WORKED EXAMPLE	A provider with 1,000 subscribers	
Software subscription	£100 × 3 months	£300
Subscriber charge	£0.055 × 1,000	£55
Per quarter	£355	
Plus a one-off onboarding fee		£350

COMMUNITY INTEREST COMPANIES

Cost shouldn't be a barrier to compliance. Small and community ISPs with fewer than 500 subscribers receive a **50% discount** on their SureSwitch subscription.

e.g. 400 subscribers — £150 + £22 = **£172** per quarter.

CUSTOM INTEGRATION

As a specialist systems integrator, Zentive offers bespoke integration to your existing BSS, charged at **£650 per day**.



FULLY MANAGED

TOTSCo fees

SureSwitch is offered as a **Fully Managed** solution: you only ever deal with Zentive. We liaise with TOTSCo on your behalf and invoice you for their fees – charged at exactly the same rate as contracting with TOTSCo directly.

<p>TOTSCo SUBSCRIPTION</p> <p>£350 /yr</p> <p>Flat annual fee, invoiced up front (Jan–Dec).</p> <p>ANNUAL</p>	<p>PER SUBSCRIBER</p> <p>£0.028</p> <p>Per subscriber, per year – includes the sub-10,000 discount.</p> <p>ANNUAL</p>
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WORKED EXAMPLE	A provider with 1,000 subscribers	
TOTSCo subscription	£350 × 1	£350
Subscriber charge	£0.028 × 1,000	£28
Per year		£378

TOTSCo bases its fees on a subscription plus subscriber basis, discounted up to 10,000 subscribers. 2025 subscriber fees are based on the residential customers you had on 30th June 2024.

If you aren't currently registered with TOTSCo, we'll handle it for you. If you are, we'll inform them you're now using SureSwitch – and all further communications and charges will come through us.

More on TOTSCo and their charges at totsco.org.uk

MORE INFORMATION & NEXT STEPS

Getting OTS-ready couldn't be easier.

There's more information on our website, where you can contact the team or book a free consultation to discuss your plans and requirements.

WEB

www.zentive.com

EMAIL

sales@zentive.com

ABOUT ZENTIVE

20+ years at the forefront of innovation

For over 20 years, Zentive has been a trusted partner to some of the world's most successful organisations. Our passion for technology and its ability to solve complex challenges drives our teams to deliver exceptional solutions.

A strong background in systems integration, platform modernisation, and transaction processing makes us the ideal partner for your next project — across a broad range of industries.

We believe good design is the foundation of everything we create. Our designers deliver bespoke designs to your exact requirements, using industry standards to create exacting specifications.

Wherever you are in your transformation journey, Zentive has the knowledge and experience to assist along the way.

WE'RE PROUD TO WORK WITH SOME AMAZING ORGANISATIONS

