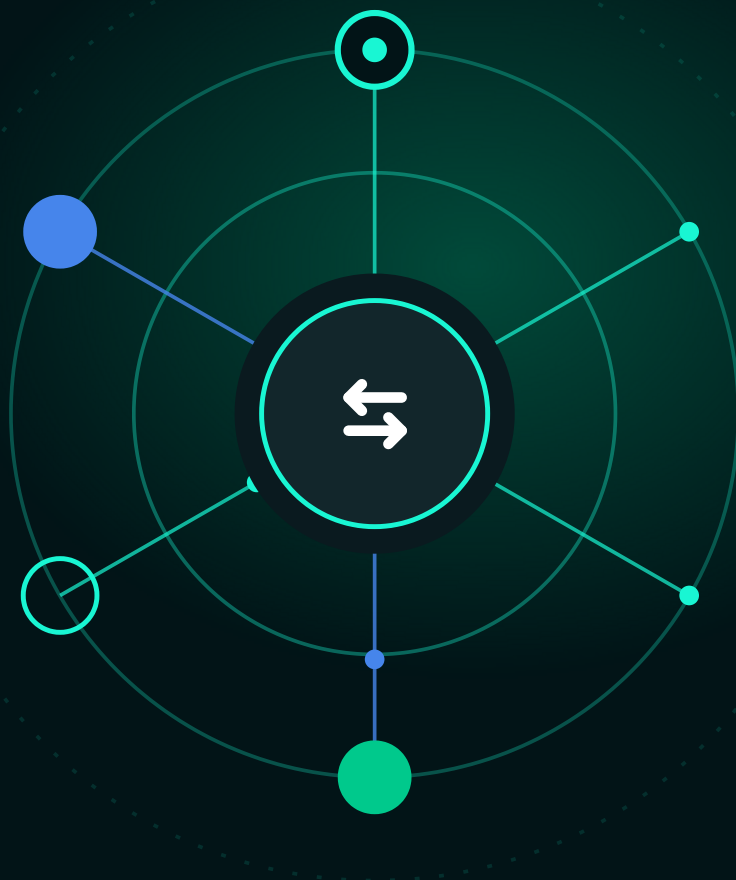


Sure /Switch

SWITCHING FOR BUSINESS · FULLY MANAGED COMPLIANCE



Switching For Business, Answered.

September 2026

 Zentive

THE REGULATION

What is Switching for Business?

Ofcom's switching reforms did not stop at residential customers. Having introduced One Touch Switch for fixed voice and broadband, Ofcom instructed the industry to give business customers an equivalent gaining-provider-led process. The result is Switching for Business (SforB), defined by the Gaining Provider Led Business (GPLB) Steering Group: a business customer asks the provider they are joining to move their services, and the two providers exchange the switch.

It follows the same principle as One Touch Switch but it is a distinct process, with its own rules, messages and timescales. A provider registered for residential switching is not automatically reachable for business switching.

SureSwitch already supports the full business process, so you can plan and onboard ahead of the industry go-live.

Does this apply to me?

If you sell broadband or telephony to business customers in the UK and you own the relationship with that customer, business switching will apply to you. Whether you run your own network or resell a wholesale provider's services, if you send the bill you are responsible for taking part.

Complying with residential One Touch Switch does not cover it. The two processes are separate.

Already using SureSwitch?

Business switching is enabled on your existing account. It uses the same portal, the same Switching API and the same webhook model, so your residential integration is unaffected and business support is additive.

Residential and business run side by side in one platform, with permissions set separately for each.

THE PROCESS

The business switching process

Once a business customer asks to switch, the **gaining** and **losing** providers exchange a defined set of messages. Four steps, with working-day deadlines rather than seconds.

01 Match request

The gaining provider asks the losing provider to identify the customer and every service that can move. The losing provider has until the end of the next working day, longer for large volumes, and replies with a switch order reference.

02 Order, per service

Each matched service is ordered against the switch order on its own timeline, with a planned switch date. Services can be added later for a phased migration, and the losing provider confirms each one.

03 Update and cancel

Dates and plans change. Individual services, or the whole order, can be updated or cancelled, and the losing provider acknowledges each change.

04 Trigger

As each service goes live, the gaining provider sends a trigger. The losing provider ceases exactly that service, stops billing for it and confirms.

One switch order, many services. A switch order stays open for 180 days after its reference is issued, so a large migration can be worked through in phases against a single reference.

Sure /Switch

Zentive has been involved with One Touch Switch and Switching For Business from the start, providing technical expertise to the design process, and as a **Managed Access Provider (MAP)**.

SureSwitch brings Switching for Business onto that same platform: one portal, one Switching API and one webhook model for residential and business switching. It acts as both gaining and losing provider, and works for any CP regardless of size or infrastructure.

WHAT'S INCLUDED

- ✓ Business gaining and losing support
- ✓ Losing work queue with SLA clock
- ✓ Match assist for inbound requests
- ✓ Per-service switching lifecycle
- ✓ Customer emails sent on your brand
- ✓ Business reports with SLA compliance
- ✓ Switching API business endpoints
- ✓ Business events webhook
- ✓ SureSwitch Portal with per-area permissions
- ✓ Industry-standard security features
- ✓ Unlimited support
- ✓ Official TOTSCo-approved MAP

● Ready for Switching for Business

Transparent, affordable pricing

THE WORK QUEUE

Deadlines you can trust

Inbound match requests arrive as a work queue ordered by deadline, with a live countdown on every item and an overdue banner when one slips.

Working-day SLAs count Monday to Friday and skip English bank holidays. Deadlines are tiered by the size of the request.

The response composer walks your agent through per-service outcomes, fault codes with their published wording, forced ceases and the switching information the process requires. Drafts can be parked; sending is validity-gated.

Match assist

With match assist, inbound requests can be scored against the industry's Customer Matching Guidance using candidates from your own systems, with the evidence shown beside the composer.

No match response is ever sent automatically. An agent, or your own system through the API, sends every one. SureSwitch does the tracking, the drafting and the chasing.

RATE LIMITING, HANDLED FOR YOU

The process allows switching information and asset lists to be issued to a customer once in 31 days. SureSwitch tracks what has been sent and quotes the correct response code and date of last issue automatically, so a repeat request never triggers a second email.

SERVICE-LEVEL SWITCHING

One switch order, many services

SureSwitch tracks every service on its own timeline against one switch order, so you can order, trigger and cancel each one when it is ready.

MATCH AND ORDER

Raise the match request from the portal or the API, then order each matched service with its planned switch date. Add services to an open order later as the migration takes shape.

UPDATE AND TRIGGER

Move planned dates, trigger services as they go live, and see stage progress across the whole order. Each service row offers only the actions its state allows.

RECOVERY

Re-send when a message could not be delivered. Correct and re-submit when the losing provider rejected it, led by the fault code and its suggested action. Both keep the case history and avoid duplicate orders.

DUAL RUNNING

Where the customer runs old and new services in parallel, record it with the expected trigger date, so a deliberately untriggered service is not chased as overdue.

Order-level and bulk actions remain for acting on every applicable service in one message, and ordered services not triggered within 31 days of their planned date return to matched, ready to be re-ordered.

SWITCHING API

Automate the whole switch

Business switching extends the same Switching API and webhook model that is proven by residential switching. Dedicated business endpoints cover every step, and a business event family on its own webhook tells your systems about every change.

Send match requests from your quoting system, let your service desk work in-flight switches from its own tooling, or answer inbound match requests straight from your records. Everything an agent can do in the portal is available through the API.

SALES AND ORDERING

Send match requests and place per-service orders from your own quoting or ordering systems, with the switch order reference kept for you.

SERVICE DESK

Update, trigger or cancel services from within your own tooling, or compose and send match responses through the API.

BUSINESS INTELLIGENCE

Pull business switch data, SLA compliance and the provider directories into your systems for live visibility.

ONE INTEGRATION

Residential and business share one API, one authentication model and one webhook contract. Business events are delivered only to the business webhook.

Full API documentation is available online at zentive.com, and the portal's API Guide renders the live specification with example requests for your environment.

SURESWITCH PORTAL

Manage business switching from anywhere

Everything can be done by an agent in the SureSwitch Portal with no integration work at all: placing match requests, working the response queue, and ordering, triggering or cancelling services. Residential and business sit side by side on one dashboard, with a Needs Attention list that gathers everything awaiting action across both.

PORTAL CAPABILITIES

- ✓ Losing work queue with SLA countdown
- ✓ Per-service actions and stage progress
- ✓ Business reports with Excel export
- ✓ SLA compliance suitable as Ofcom evidence
- ✓ Permissions: None, View or Manage per area
- ✓ Fault codes with published meaning and action
- ✓ Integration health and fault hotspots
- ✓ 2FA & HMAC security features

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

ONBOARDING & SUPPORT

Getting ready for business switching

Whether you plan to work switches in the portal, integrate through the Switching API, or both, the Zentive team will support you every step of the way. Onboarding is short, and if you already use SureSwitch for residential switching, business support is enabled on your existing account.

What onboarding includes

01 Enrolment

We enable business switching on your account and register each brand's business identity on the business hub.

02 Integrate your systems

If you are integrating, we help you set up the business events webhook and the optional matching webhook for match assist.

03 Permissions

Grant your agents View or Manage access on business gaining and business losing, separately from residential.

04 Test cycle

We run end-to-end testing against the simulated business hub before your first real switch.

Support

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

Plan now

Confirm the obligation applies to you, work out where your customer and service records live, and decide whether to work switches in the portal or integrate. We will walk you through the rest.

TRANSPARENT & AFFORDABLE

SureSwitch pricing

SOFTWARE SUBSCRIPTION

£100 /mo

Flat platform fee, billed quarterly in advance.

RECURRING

PER SUBSCRIBER

£0.055

Per business subscriber, per quarter. You only pay for live customers.

RECURRING

ONBOARDING

£350

Account set-up, business hub registration and testing.

ONE-OFF

WORKED EXAMPLE

A provider with 1,000 business subscribers

Software subscription	£100 × 3 months	£300
Subscriber charge	£0.055 × 1,000	£55
Per quarter		£355
Plus a one-off onboarding fee		£350

Already a SureSwitch customer? One subscription covers both processes. Business subscribers simply add to your subscriber count, and the same per-subscriber rate applies.

COMMUNITY INTEREST COMPANIES

Cost shouldn't be a barrier to compliance. Small and community providers with 500 or fewer 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 business hub 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.

BUSINESS HUB SUBSCRIPTION

£50 /yr

Flat annual fee for the business hub, invoiced up front.

ANNUAL

PER SUBSCRIBER

£1.60 /yr

Per business subscriber, per year at the full rate. Discounted below 5,000 subscribers.

ANNUAL

WORKED EXAMPLE

A provider with 1,000 business subscribers

Business hub subscription	£50 × 1	£50
Subscriber charge	£0.16 × 1,000	£160
Per year		£210

TOTSCo bases its business hub fees on a subscription plus subscriber basis, with the per-subscriber rate discounted in bands up to 5,000 subscribers. The business hub is charged separately from the residential hub, so a provider taking part in both pays both.

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 for business switching, and all further communications and charges will come through us.

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

Sure /Switch

MORE INFORMATION & NEXT STEPS

Getting ready for business switching 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 timeline for Switching for Business.

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

