

# 0870 Advice for UK Businesses

Submitted by: Performance Telecom Ltd

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Finally, someone stands up for UK businesses and considers the very real impact of Ofcom's proposed changes to 0870 regulation.

If you're not already aware, from February 2008, organisations that currently use 0870 numbers (<http://www.0870advice.com>) will no longer be able to receive revenue share from 0870 calls and fund advanced services. Instead, they will have the choice of continuing to use their 0870 numbers and pay for calls received or face the daunting prospect of having to migrate to new number ranges. Either way this will mean significant cost and upheaval to the businesses concerned.

At least there is now someone on your side! [www.0870advice.com](http://www.0870advice.com) was set up as a joint initiative by Gold Numbers Ltd and Performance Telecom Ltd to help their existing customers understand the business impact of Ofcom's proposals and what viable options they would have going forward. The website is now available to all UK businesses that currently use 0870 numbers (<http://www.0870advice.com>) and are concerned about the regulatory changes.

[www.0870advice.com](http://www.0870advice.com) aims to help organisations to:

- Understand the history behind this decision
- Analyse how the changes to 0870 regulation (<http://www.0870advice.com>) will effect their business
- Assess the viable options that they may have going forward
- Obtain advice on how to help manage the changes effectively

The website has a poll that allows you to vote on your favoured strategy, a regular newsletter for subscribers that will keep you up-to-date on the latest developments and even has a section that enables you to raise your valid business concerns directly with Ofcom.

More importantly, organisations have the opportunity to seek free, no obligation advice. Every business will have a different need and potential solution so, by submitting information to the site, you will gain specific and targeted advice from a team of experts.

If you're one of the 600,000 UK businesses that currently use 0870 numbers, make sure you visit [www.0870advice.com](http://www.0870advice.com) for more information.

Notes to editors:

For more information on [www.0870advice.com](http://www.0870advice.com) contact Luke Porter on: 0870 787 6800 or email: [info@0870advice.com](mailto:info@0870advice.com)

Where can I find out more?

The 0870 Advice website (<http://www.0870advice.com>) includes a great deal of information at [www.0870advice.com](http://www.0870advice.com). Alternatively, call 0870 787 6800 to speak to a member of the 0870 Advice team.