

Q2 Digital Insights 2025





**Send us
an email to
arrange a call**

Hello

Hello and welcome to the Q2 edition of our digital insights' newsletter. There's been no let up on pace this quarter and we have another jam-packed edition for you. Here are some of the key themes we have handpicked for you on AI, mobile theft on the rise and updates on the PSTN switch off to name just a few takeaways, plus some team success to share!

Viewing AI as the new Digital

Like digital, AI is both a technology and a new way of working. We believe it will be used in every part of the enterprise, and it will have a network effect on everything and everyone involved. Its impact is already real, and as companies continue to scale AI and use generative AI as a catalyst for reinvention, it will solve new problems, create new inventions, change how we work and live, and transform industries and governments. Accenture research shows that only 36% of executives say their organisations have scaled gen AI solutions, and just 13% report achieving significant enterprise-level impact.

Partner with Active Digital to Take the AI Leap

As business leaders begin or progress corporate AI projects, we face new challenges: what's new? Does it change our plans? Could new models or capabilities offer better ROI? Can we easily migrate providers in future? and how does it all align with data governance? Can we start small?

It is easy to get lost in all the hype and marketing surrounding Artificial Intelligence (AI) but we can help you take the first steps. With so much innovation in a short time, things have become increasingly complex, even for the most technical practitioners. According to our AI consultant, Ant Morse, it's a widely cited statistic that around 80% of AI projects fail. Therefore, partnering with us can help you to spend your investment wisely and focus on making it a success.

Join us for an Independent View of the Future

Discover how you can explore new technologies in your business, no matter what the size. We leverage our strength together with independent advice to help you shape the future of your business and what's possible. Ask for a 20 minute, no obligation discovery call with Active Digital and Ant Morse. What if one piece of AI could improve a manual process to be automated? From minutes to seconds? What could that do for your business...and your customers?

Email businessteam@activedigital.co.uk to arrange a call.

For Richard

Mobile Theft – On the Rise

Nearly one in three people in the UK have fallen victim to mobile phone theft – leaving millions exposed to financial loss, identity theft and personal violation. That's according to a new report from British fintech firm Nuke from Orbit, whose app helps users instantly lock down multiple services when a phone is stolen – including banking apps, email, and other sensitive accounts.

The research, conducted by Sapio Research in March, surveyed 1,000 UK smartphone owners. It reveals a system in crisis, with theft rates up 12% since 2023 and widespread failure in the protections meant to safeguard consumers. Titled "The Rising Threat of Smartphone Theft", the report shows that 29% of UK consumers have had a phone stolen. But the problems don't end there: 84% of victims said they faced major obstacles trying to secure their personal data after the theft – leaving bank accounts, photos, and even intimate messages dangerously exposed. "This isn't just about losing a device. It's about losing control of your digital life," said James O'Sullivan CEO of Nuke from Orbit. "The industry's fragmented response is letting criminals win."

Talk to us about adding Active Care to your mobile account with us

Key Benefits

- Easily add Active Care to your account
- Delivery at your convenience. Your replacement mobile devices delivered to you anywhere
- Covers drops and accidental damage
- Worldwide cover - keep your device with you when you travel. You'll be covered for your trip

Active Care is designed for a fast, effective response, so you can get back up and running, and stay connected – whatever happens. Prices start from just £5.00 per device, per month. Minimum 12-month contract applies. Terms and conditions apply.

National Family Business Awards 2025

Active Digital are finalists at the National Family Business Awards 2025. Organised since 2012 these are the only national awards dedicated to celebrating the significant contribution that family firms make to the national economy in terms of the jobs they provide, income they generate and the wealth they create, as well as recognising their philanthropic endeavours in the communities in which they operate.

Delighted that two of our amazing team, Charlotte Waite and Morgan Corner could represent our brand on the night, putting us right up there with the best of the best family businesses in the UK. Read more here.

Click here to read more

PSTN Switch Up – An Update

When is the PSTN Switch off Date?

BT has recently announced an extension to the Public Switched Telephone Network (PSTN) switch-off in the UK. The previous deadline of December 2025 has been postponed to 31 January 2027. Openreach (a subsidiary of BT) has reacted to this announcement by extending the withdrawal timeline of their Wholesale Line Rental family of products (landline and ISDN services) to the same date.

Why is the PSTN Switch-Off being Postponed?

This delay is primarily due to the difficulties in securing the smooth transfer of vulnerable customers, such as the complex migration issues that could disrupt continuity for safety-critical devices, such as telecare devices, including personal alarms, which in some cases were found to stop working during the initial stages of the switch-off. It is estimated that 2.3 million people in the UK currently use personal alarms that rely on the telecommunications network.

Act Now before Time & Resources Run Out

We highly recommend that you consider moving your services with us before December 2025 in order to achieve risk free migrations that ensure continuity of services from the simple to the complex. This is especially true for the public sector and other organisations that provide a duty of care to vulnerable people and the elderly. We look at those responsibilities in more detail below. We also make a case for urgent action by businesses and property owners—to address service continuity, fire safety and security issues (particularly companies who own, operate and manage buildings).

A Reminder of Affected Equipment

Are you at risk of losing connectivity based on the list below? Many businesses still rely on PSTN service-based technologies and will be severely impacted by the switch-off. We have provided a quick reminder of affected services below to help with general awareness (please note, this is not a complete list, and you should conduct a thorough review of your equipment):

- Phone Lines: All phones connected to a landline or ISDN line
- Broadband: Businesses using ADSL or FTTC
- Door Entry Systems: Systems running on ISDN
- Alarms: fire, smoke and intruder alarms that rely on analogue communication
- EPOS Machines and CCTV
- Lift Emergency Lines: These usually run on PSTN and you should contact the servicing company or manufacturer to find out what provision is being made to switch to VoIP or cloud telephony
- Cash Machines
- Fax machines: Fax machines usually access the PSTN via an analogue interface
- Health Monitors and Telecare devices
- Cardiac Arrest Phones
- Secure phones (Brent phones)
- Pagers
- Level crossing emergency phone lines
- Utility monitoring & control lines
- Bus stops and EV charging hubs
- Travel card technology and roadside telephones



Digital Forms - Convert Paper Forms to Digital

With our digital form solution, you can capture not just written text but images, videos, sketches, additional attached documents and signatures. All within a dedicated application on your mobile device that works online as well as offline.

Backed up and Secure

Our digital form solutions are hosted on Microsoft's Azure cloud infrastructure, which enables us to deliver highly scalable, available, and fault-tolerant services. As well as being fully GDPR compliant, your information remains secure, backed up and in line with UK/EU legislative storage requirements. A server version of our digital forms' solution is also available to host on-premise. Our app has been particularly successful in construction and maintenance companies. With the ability to capture GPS & map locations, capture signatures whilst on site, as well as scanning bar codes and QR codes, your business can benefit from being confident that forms are captured in the correct location with the latest information. Finally, with the ability to customise the look and feel of the forms on our application and outputs, you can have consistency with branding throughout your whole workflow.

- White label solution to add your own branding
- Collect & Manage Data Online
- Create Online Forms Fast
- Streamline your Workflow
- Gather signature capture and GPS

Learn More

We challenge you to consider which of your current paper forms to transform into digital forms, such as new starters (HR), accident forms, engineering forms, health and safety documents, which can benefit from all these additional features without costly software development costs. Ask now for an online demo or a 30-day trial.



Starlink – Your Gateway to High Speed, Low Latency Internet

Did you know that Active Digital provide Starlink on short or long term hire? Starlink delivers a high-speed, low latency internet to the most rural and remote locations around the world. Designed for self-install, the Starlink kit has everything needed to get online in minutes.

Starlink Survey

Partner with us to determine if Starlink is right for your location. We'll evaluate site conditions, line-of-sight, and installation requirements to guarantee performance.

Onsite & Remote Starlink Setup

Get Starlink up and running with minimal hassle. Choose between onsite installation or remote support to get your satellite connection delivering speeds from day one.

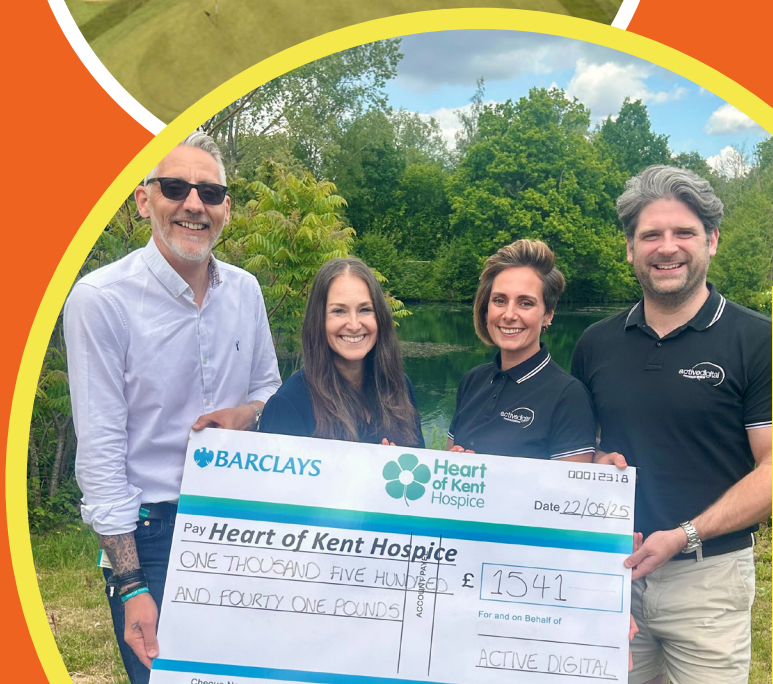


Teeing Off for a Great Cause: Our Charity Golf Day for Heart of Kent Hospice

On 9th May 2025, Active Digital held its annual charity golf day and raised over £1,500 for Heart of Kent Hospice. The event saw teams take on 18 holes at Dale Hill Golf Course in Ticehurst, East Sussex and it is fair to say that the course was in fantastic condition. Teams were comprised of Active Digital staff, partners and customers from Harwoods, Bupa, VVS, Triglyph Property Consultants and Burnhill Kitchens to name a few.

From long-time clients to new connections and old friends, the event created space for meaningful conversations and laughter along the course. We're especially grateful to those who travelled to attend, contributed donations, or simply showed up to support the cause. We welcomed guests from early morning with a breakfast before teeing off on the Ian Woosnam-designed course. There were prizes up for grabs across various categories, including "Longest Drive," "Nearest the Pin," and the coveted "Winning Team". But, most importantly, every swing, putt and cheer echoed a shared purpose: supporting Heart of Kent Hospice.

Jo Wimble-Groves, Business Director at Active Digital commented, "it has been a pleasure to support Heart of Kent Hospice for our recent charity golf day at Dale Hill Golf Club. We met David some time ago and after hearing about the incredible work they do at the hospice, we felt an overwhelming feeling to somehow get involved. We wish Heart of Kent Hospice all the best for the rest of their fundraising efforts this year, and we were pleased to be a part of it."



The Kenny Collins Cup is Back for 2025

Every year, Richard Groves hosts a fishing tournament in memory of a close friend and customer of Active Digital, Kenny Collins. The tournament runs for two weeks in April every year raising money for Maidstone & Tunbridge Wells NHS Charitable Fund. So far, the tournament has raised an incredible £3,685. Well done to Richard and his team for organising.

[Click here to make a donation to the Kenny Cup](#)



Natalie Conquers Ben Nevis

Congratulations to Natalie Kerrigan in our team, who successfully reached the summit of Ben Nevis, the highest mountain in the UK. I'm sure many would agree that this is a challenging but rewarding hike, taking an average of 6-9 hours for the round trip. Natalie took on the challenge as part of her Active Digital Wellbeing Days, which are included as part of every employee benefit. Natalie said the conditions were humid and slightly damp, but overall, the conditions were good enough to make it a successful trek!

Mel Completes Bewl Water Half Marathon

With stunning views of Southeast England's largest reservoir, peaceful woodland trails, and quiet country lanes, the Hermes Half Marathon at Bewl Water offers more than just miles. The route around the tranquil reservoir offers runners a combination of undulating rural wooded trail, some quiet country lanes and some stunning views of the lake for most of the route. A big well done to Mel Watson in our team for taking on the task and completing the half marathon of 13.1 miles in an impressive 2hrs, 9mins. Congratulations Mel!



William Simpson Rides High at the UCI Gravel World Series

Congratulations to Will who completed The Gralloch, a UCI Gravel World Series event which took place in Gatehouse of Fleet, Scotland on May 17, 2025. The event features a 110km gravel route through Galloway and Southern Ayrshire, with races organised by age and gender groups. The event is known for attracting both amateur and professional cyclists and is a qualifying event for the UCI Gravel World Championships. Will tackled a hilly 110km (68 mile) route, racing in age and gender groups.

This looked like a fantastic event where riders could really soak up the beauty and wilderness of the Scottish countryside.



[Click here to find out more about the race](#)

Richard Buchan Takes on a 100 Mile Endurance Run

How far can you run in 24 hours?

This is the challenge Richard Buchan will be undertaking in July 2025. The three ultra-style challenges at Luna share the same route, which is made up of four loops: Green, Blue, Red and Black. Richard is no stranger to distance running and often finds himself running 20 or 30 miles at the weekend (just for fun!). The loops range from 3 to 8 miles and total up to 20 miles. The loops are all on beautiful and challenging trails through mediaeval woodland and expansive fields. When the time is up and the miles are clocked up, we can't wait to let you know how Richard does in our next quarterly newsletter!

