

Sovereign Communications

What is it and why is it Important?

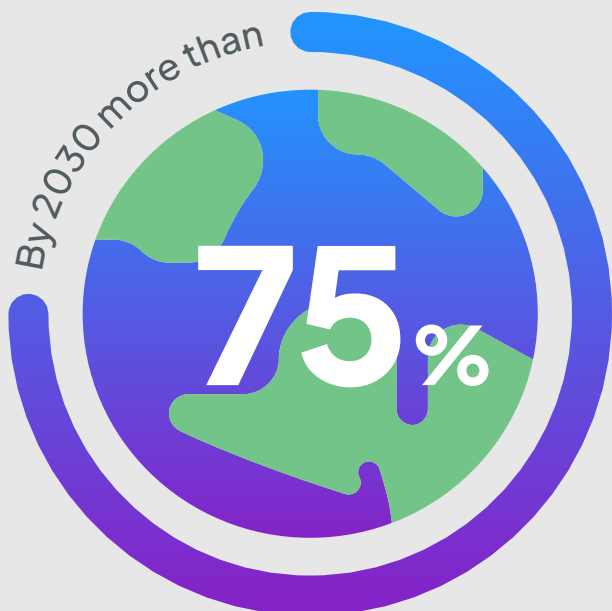


What is sovereign communications and why is it important?

Businesses and organisations want to **take back control of their digital assets** and data so they remain within UK or European jurisdiction.

This is particularly true in industries such as healthcare, government, finance, defence and education, where data residency restrictions are often in place due to the high confidentiality requirements for sensitive information.

Digital sovereignty is rising due to geopolitical concerns, cyber threats and regulatory and compliance demands.



of all enterprises outside the US will have a digital sovereignty strategy supported by a sovereign cloud strategy.

Source: Gartner

Digital sovereignty is the overarching term but within it, subsegments exist, including:

- Data sovereignty
- Identify and access sovereignty
- Cloud sovereignty
- Communications sovereignty
- Network and connectivity
- Application and platform
- Operational and governance
- AI sovereignty

All these subsegments interlink and interlock, crossing over one another.

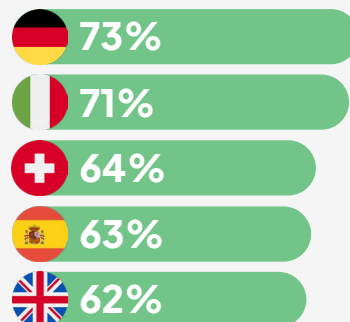
Protecting voice

Voice is no longer a simple communications channel reserved for desk and mobile phones. It has become something far more powerful: a core part of the critical infrastructure behind AI and automation, providing data and insights that can transform organisations when used well. Conversations have always happened, but now they're being understood for what they are: fuel for the business, driving it forward at pace.

Voice is the new interface for AI: a data source and a strategic asset. It powers innovative platforms that enhance customer experience and operations, from translation tools and VoiceAI receptionists to SmartVoice devices, branded communications, and workflow automation. All of these generate valuable insights that must be securely managed and protected.

As AI-enabled interactions grow, securing data and building customer trust is becoming essential, alongside meeting regulatory requirements like GDPR and the AI Act. Businesses increasingly want to own and control their conversational data; because every conversation is now a data point that needs to be protected.

Organisations across Europe are **planning to implement sovereign AI** tech in the next two years



Source: Accenture

Taking back control

Europe has led the way in taking back control over its data and digital assets for many years, starting with the introduction of the GDPR in 2018, which set strict rules on how businesses and organisations collect, store and use data.

Since the growth and our dependence upon AI, digital assets and interactions businesses and organisation have become increasingly concerned about data jurisdiction and the risk of foreign governments accessing data. Also, the dependency on Asian hardware suppliers has been a concern as we are too reliant on their hardware. **If the tech you use is dependant and controlled by another country, then politics can interfere** to your detriment.

The EU created GAIA-X, a European non-profit initiative, in 2020 to create a secure and federated data infrastructure for Europe.

The mindset of digital sovereignty has been around for years, and since then, several regulations and policies have been implemented, telling operators and suppliers how they need to operate within the EU.

61%

stated that geopolitics will increase their organisation's future use of local/regional cloud providers.

Source: Gartner

Increasing cyber threats

Cyber threats are growing, and more businesses and organisations are recognising the need to regain control of their data, digital assets and networks to secure them. In recent years, cyber-attacks have brought down major companies such as Marks and Spencer's, The Co-Op, Harrods, Jaguar Land Rover, H&M and Heathrow. The National Cyber Security Centre reported a significant increase in cyber-attacks, with a 50% rise over the past year (2024–2025).

Businesses and organisations are petrified and will do anything to protect their data at all costs. If they are based in the EU or the UK, they want their data, digital assets and network infrastructure to remain within those jurisdictions, not in the US or Asia. Sovereignty is about transparency and control. An IDC report offered a good analogy – consider your car as your data. Once the car is locked, it can be considered secure. But who has access to the key? And who can use the car without your authority? This emphasises that control is the keystone of digital sovereignty.

Top of the agenda

Digital sovereignty must be led by the CEO and the board, not just the IT department. It is critical to help protect against cyber-attacks, is the foundation of customers' and suppliers' trust, and ensures you meet legal obligations and comply with regulations. Plus, equally as critical, it provides a competitive advantage.

The importance of trust

It's vital that customers trust organisations with their personal data, because without trust, they lose business. In sectors like finance, healthcare and the public sector, this is non negotiable. Data must be kept secure, hosted in country, and compliant with regulations such as GDPR, with strong auditability and governance.

Today, trust matters more than speed. The UK and Europe are leading by prioritising compliance and control, ensuring innovation happens in a secure and manageable way. This is about setting rules, keeping control, and preventing risks before they escalate.

The role of governments

Cloud deployments are dictated by your requirements and some businesses and organisations may choose a public cloud, private cloud, or a hybrid solution to ensure the deployment fits their strategy and objectives. A **sovereign cloud ensures that all data and technology reside in a secure, private cloud** with its own isolated deployment, hosted within an EU or UK data centre and supported by resilient infrastructure. All data and voice data are managed by EU or UK-based teams through a managed service offering.

IDC recently revealed that the top three reasons for businesses and organisations implementing a sovereign cloud are:

Data sovereignty needs and wants

85% governance, risk and compliance

83% privileged access management

76% external key manager

Operations sovereignty

79% Data only accessed by EU residents

75% Access approval controls

66% Security analytics software

Technical sovereignty

70% Enable virtualised networking

69% Back-up, recovery, resilience

68% Physical and virtual software

Trusted technology partner

Preparing, designing and implementing a sovereign cloud and sovereign communications can appear an overwhelming task, but with guidance and continued support from a technology partner, it can be broken down into manageable tasks. A technology partner can help you overcome the barriers that are preventing or causing hesitation in deploying a sovereign solution, such as:

- High costs
- Complexities in data classification
- Integration
- Shortage of specialised skills

The number one reason businesses and organisations select a 'sovereign cloud' provider is that the provider hosts the data in the same country as the organisation. IDC reported that 47% of those surveyed cited this as the number one reason.

High costs

IDC reported that high costs (33%) were the main obstacle to deploying a sovereign cloud. It's advisable to work with a technology partner who will work closely with you to understand your requirements and design and develop a bespoke solution that scales to help keep costs down, rather than offering you an 'off-the-shelf' solution that may be costly and not suited to your requirements.

Complexities

High complexities are also a deterrent (33%), and it is undoubtedly a complex undertaking, which is why it is essential to select the correct technology partner who can assist you with the preparatory work to lay a strong foundation for a sovereign cloud and sovereign communications solution.

Data classification

Data classification can be an overwhelming task, as reported by IDC at 29%, but a technology partner can help you classify, extract, connect and leverage your data using AI tools. More than a quarter of organisations globally say they have classified 41–50% of their data as medium to highly sensitive. You must decide what sensitive data to store in the sovereign cloud, whether that's all data or just the most sensitive. This will be determined by meeting compliance and regulatory requirements.

Shortage of specialist skills

An obstacle to implementing and managing a sovereign cloud and sovereign communications solution is often the **lack of specialist skills** you have in-house as IDC reported that 38% of businesses stated. This is where **a trusted and experienced technology partner can come to your rescue**. They can help design and deploy the solution ensuring it is seamlessly integrated into your systems and platforms, classify the data, analyse it and understand how you can leverage it through AI solutions to gain intelligent insights that drive your business or organisation forward.

It is not just the technical skills you will require to design, implement and maintain the solution with a partner. A specialist technology partner will also be invaluable for the upfront consultation to understand your business, objectives and strategy, ensuring you have the solution that is right for you. This includes assessing and evaluating your existing technology estate and reviewing your cybersecurity, whether you require a full or hybrid solution and assessing what technology is required.

The skills you require in-house will centre on data, including extracting the data you need and on data management and governance to ensure your data is clean and up to date and that you meet compliance and regulations. Plus, your IT team will be working with the technology provider on cybersecurity measures, which will have to be continuous to ensure your organisation is secure.

Integration

It is imperative that your front and back-office systems are seamlessly integrated, ensuring your data, infrastructure and platforms are secure.

Flexible

It is crucial to work with a flexible provider that will design, implement and consult on a bespoke solution tailored to you, rather than an off-the-shelf solution. By working with a flexible provider, you avoid vendor lock-in and enable data transferability, portability and interoperability.

Ecosystem of Partners

36% of those surveyed reported that a strong ecosystem was important for scaling and for deriving the benefits of both, a global provider and a local provider, accessing the latest innovative technology and tailoring sovereignty where it is required.

Reap the benefits of cloud and comms sovereignty

Stay in control

The number one reason for cloud and communications sovereignty is for increased control over data, giving your business the autonomy over its operations and potentially being impacted by geopolitical issues or a cyber-attack. Businesses and organisations can achieve this through cloud and communications sovereignty by partnering with providers who will host and store your data in their local data centres in the country where you reside.

Stay ready

By hosting your data in a provider's resident cloud, you can be ready to meet ongoing regulations and compliance, ensuring your business is compliant now and going forward.

Stay connected

One of the main benefits of sovereign communications is the secure, reliable, and efficient connectivity that keeps you connected at all times, on any device, anywhere. In sovereign communications, connectivity runs from the provider's connection point to the customer's, so it doesn't traverse the internet and remains within a secure environment.

As well as being secured, it also means that the traffic isn't fighting against the contention of the internet, and you have total control of your traffic.

Stay secure

Sovereignty and security are two different subjects, but by hosting your data in a leading trusted provider's data centre, you will benefit from the latest security systems, ensuring your data is safe and secure. Enabling businesses to augment their business continuity strategy and in the face of a cyber-attack having the flexibility to carry on without being impacted.

Stay ahead

Sovereignty isn't just about risk mitigation it is about leveraging the data and insights for your competitive advantage providing you with the opportunity and flexibility to stay ahead of the competition by extracting insights and turning the intelligence into actionable insights to improve the customer experience and operations.

Deploying sovereign cloud and communications provide you with the technology, scalability and flexibility to add AI solutions to get the most out of your data.

Stay together

Work with a trusted partner that provides commercial flexibility and predictable cost models without a single vendor lock in. One of the biggest advantages of working with a trusted partner is that they can consult on a customised bespoke solution helping you to set and achieve measurable outcomes. They can do this by holding workshops, discovery sessions and co-creating roadmaps with you.

Another major benefit in sovereign cloud and sovereign communications is the managed services offering, which can be provided as a part or whole, providing you with 24/7 support and monitoring by UK NOC. Ensuring that your data is protected, secure and compliant and your communications have guaranteed uptime and are robust and reliant. Providing you with full control to own your conversations and take back control.

DD case study

Objective

Following a series of acquisitions, DD wanted to simplify and modernise its communications infrastructure. The organisation aimed to **consolidate multiple telephony systems** and contact centres into a single, streamlined solution that would improve customer experience, **increase efficiency**, and ensure enquiries reached the correct team first time.

Problem

Managing customer interactions across multiple contact centres and legacy telephony platforms had become **costly and difficult to maintain**. Customers were frequently placed on hold for extended periods, calls were often routed to the wrong department, and the business was operating nine separate customer contact numbers, creating confusion and reducing service levels.



Multiple legacy telephony systems



Three separate contact centre platforms



Customers waiting on hold too long



Calls routed to incorrect departments



Nine contact numbers causing confusion



SLAs impacted by complex infrastructure



Solution

Britannic worked closely with DD to understand its business objectives and communication challenges. A new **WAN infrastructure** was deployed across all UK sites **alongside a Mitel MiContact Centre** solution. Intelligent IVR and automated call routing **simplified customer journeys**, directing callers to the right department first time while providing greater visibility and control for supervisors and agents.

Results

The new platform **transformed customer service and operational efficiency**. Calls are routed accurately, customer journeys are simpler, and staff have real-time visibility of performance.

90%

of calls are now answered within 10 seconds

3x

contact centres consolidated into a single solution

About Britannic

We help organisations **take control of their communications, data and digital infrastructure**. Through sovereign communications, AI, automation and managed services, we design secure, intelligent solutions that **improve customer experience, increase operational efficiency** and deliver the resilience, compliance and insights needed for future growth.

Talk to the solutions people.

Britannic Technologies is a UK-based systems integrator, technology innovator, managed services provider and outcome-focused transformation partner, trusted by organisations across the public and private sectors.

With more than 40 years of experience, Britannic designs, integrates, delivers and manages communications, customer experience, AI, networking and cyber security solutions that connect people, processes and data. Through a consultative, outcome-led approach, Britannic helps organisations improve customer experience, increase operational efficiency, strengthen resilience and accelerate digital transformation.

Through its UK-hosted communications platforms, managed services expertise and proprietary NetX technology, Britannic enables organisations to modernise operations while maintaining security, resilience, compliance and operational control required for business-critical environments.

Supporting public cloud, private cloud and hybrid deployment models, Britannic provides the flexibility and operational support organisations need to achieve their strategic objectives.

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