

OPTUS LOOP · MIGRATION · 2026

Optus Loop Is Moving to RingCentral: What to Do

Optus Loop customers are being moved onto a platform built by RingCentral. Whatever you think of the destination, a forced migration is the one moment when the cost of staying and the cost of leaving are the same, because you are.

Optus Loop is being replaced by a RingCentral-built platform, and existing customers are being migrated onto it. Optus announced RingCentral as the platform behind its business communications offering in **March 2024**. RingCentral's first global service provider partnership in the Australian market, and now runs a separate support hub, a "system upgrade" notice and a migration information page for the new product. That is the shape of a **platform replacement**, not a feature release. What that means in practice: a new app, new logins, re-created call flows, re-provisioned handsets, and integrations that need to be reconnected. Australian businesses have publicly reported being locked out at cutover, receiving credentials by email without setup guidance, and long support waits.

■ The short version

A software upgrade	A platform replacement	
Your configuration	Carries over	Has to be re-created, or migrated by a tool that may not cover everything
Your logins	Unchanged	New, on a new system, often issued in bulk
Your app	Same app, new version	Different app from a different vendor, every user re-installs and re-learns
Your handsets	Keep working	Need re-provisioning, and some models may not be supported
Your integrations	Keep working	Reconnect, re-authorise, re-test
Your historical data	Still there	May not come across. Recordings and call history are the usual casualties
Risk on the day	Low	Real, this is a cutover, and cutovers can drop calls

■ Also worth knowing

Reported theme	What it means for your planning
Being locked out of the old system at cutover with new credentials arriving by email, without setup guidance	Do not assume you will have overlapping access. Export everything you need <i>before</i> the date, not on it
Calls arriving on some lines but not others after the move	Test every number and every path on the day, including after-hours and the numbers nobody rings often. Have the test script written in advance
Long support waits during the migration period	Migration windows are exactly when support queues are longest. Do not schedule your cutover the day before your busiest trading week
Limited direct communication ahead of the change	Chase the notice rather than waiting for it. Ask for your wave, your date and your migration contact in writing

Read the shape of that documentation, not the wording

A genuine upgrade does not require a new support hub, a new sign-in article and a migration information page. Those artefacts only exist when the underlying platform has been swapped and customers have to be taught the new one. **The word “upgrade” describes the intent; the documentation describes the reality.**

■ Questions the full guide answers

- ☐ Is Optus Loop being shut down?
- ☐ What changes when Optus Loop moves to RingCentral?
- ☐ Do I have to accept the migration to RingCentral?
- ☐ Will I lose my phone numbers if I leave Optus Loop?
- ☐ What should I check before my cutover date?
- ☐ Have businesses had problems with the Optus Loop migration?
- ☐ Why does it matter whether a provider owns its own platform?

This is the summary. The guide has the detail.

Every point above is worked through in full on our site, with the Australian context, the numbers and the exceptions. If you would rather talk it through, call **1300 881 662** or visit **unidenvoice.com/get-started**.