MARKET ANALYSIS · CONSOLIDATION · 2026

Your Telco Just Got Bought. What Now?

In the space of about eighteen months, Australian business telecommunications has been reshaped by acquisitions, platform migrations, product retirements and licensing changes.

Four different events arrive as the same email. An *acquisition* changes who owns your provider and usually nothing about your service, the contract transfers largely intact. A *platform migration* replaces the technology under your service, and this is the one that carries real operational risk. A *product retirement* withdraws what you are on, on published dates, and has a hard deadline. A *commercial or licensing change* alters terms with no technical change at all. **What generally survives an acquisition:** your contract, your term, your pricing until renewal, your numbers, and your rights of use if they were properly recorded. **What changes in practice:** who answers the phone, how quickly, the product roadmap, the integration path, and your price at renewal.

The short version

Event	What was reported	Who it touches
Aussie Broadband acquires AGL's telco business	Announced February 2026, consideration reported as around $115 million in new shares, completed mid-2026.	Small business and residential customers of AGL and Southern Phone, including voice services.
Vocus acquires TPG's enterprise, government and wholesale business	A binding agreement entered in October 2024 with a reported transaction value in the billions, cleared by the ACCC and subsequently given government approval, including TPG's.	Enterprise, government and wholesale customers, and any business buying services that ride on those fibre assets.
Mid-tier takeover activity	Including a reported takeover offer of around $467 million by Aussie Broadband for Superloop, alongside earlier acquisitions of smaller brands and the retirement of others.	Customers of mid-sized and challenger providers, where ownership can change more than once in a few years.
Optus Loop replaced by a RingCentral-built platform	A small-business voice product being rebuilt on a partner's technology, with customers moved to the new platform.	Small and medium business voice customers. Covered in the Optus Loop migration piece.
Telstra small business product retirements	A set of legacy small-business voice products with published stop-sell and end-of-service dates, sourced from industry reporting and integrator communications rather than one.	Anyone still on a legacy Telstra small business voice product. Dates and caveats in the retirement dates article.
3CX licensing and support changes	Commercial terms altering for customers and partners without any change to the technology itself.	Businesses running 3CX, and the partners who support them. See the 3CX partner analysis.

Also worth knowing

What is actually happening	Technical risk to you	What it requires	
1. Acquisition	Somebody bought your provider. The service, the platform and the network are unchanged on day one.	Low, immediately. The risks are commercial and arrive later.	File the notice. Diarise your renewal. Verify number registration once.
2. Platform migration	Your service is being moved onto different technology, possibly a different network, possibly a different vendor's software.	**High.** Call quality, features, admin interface, integrations and recordings can all change, and some will.	Active work. Test before and after. Export first. Do not assume feature parity.
3. Product retirement	What you are on is being switched off on published dates. Stop-sell first, end of service later.	High, with a hard deadline. Doing nothing eventually means no service.	A decision and a project, sequenced to the published end-of-service date.
4. Commercial or licensing change	Terms, pricing, licensing model or support arrangements change. Nothing technical happens.	None technically. Substantial commercially.	Read the new terms and re-run the arithmetic. Nothing needs installing.

On the reported figures

You will see different service counts for the same deal in different places, and both are usually correct, one counts the services in the transaction perimeter, another counts total connections including brands acquired earlier. **Do not use a media figure to work out what applies to you.** Your own account notice is the only document that tells you which services and which dates are yours, and it is the one to file rather than the press release.

Questions the full guide answers

- [ ] My phone provider was acquired. What happens to my contract and my service?
- [ ] What is the difference between an acquisition and a platform migration?
- [ ] What should I do before my provider migrates me to a new platform?
- [ ] Can I lose my phone number if my provider is bought or shuts down a product?
- [ ] How much notice do I get before a business phone product is switched off?
- [ ] Why is there so much telco consolidation in Australia in 2026?
- [ ] Is it better to stay with the new owner or switch providers?

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**.