

**CORPORATE SERVICES** 





### SOGEA.

The latest in a long line of telecoms-based acronyms? Yes.

But do you need to get to grips with it and understand what it means? Also yes.

SOGEA stands for Single Order Generic Ethernet Access and is the newest product from Openreach which enables you to order Fibre-to-the-Cabinet (FTTC) without a phone line – meaning you've quite literally got everything you need within a single order. SOGEA will bring yet another big shakeup to telecoms in the UK and it is one that we cannot afford to ignore.

### Why SOGEA?

At the moment, most businesses connect to the telecoms infrastructure using Wholesale Line Rental (WLR) with broadband then added on top. As a result, Internet service providers (ISPs) then bundle these together as packages by default.

However, in today's technology-driven world, most organisations only have this fixed line because it is necessary for their broadband to work. With the advancement and cost-effectiveness of mobile handsets and VoIP and the nationwide roll-out of full-fibre networks, there is less and less requirement for old phone services.

# End of the line for PSTN and ISDN

Speaking of old phone services, in the biggest change to telecommunications in 30 years, the PSTN and ISDN will be switched off by December 2025, and a stop-sell of these services is scheduled for 2023. This means connectivity will no longer be supported by traditional telephone lines and businesses will need to switch to a new, single order broadband product.

So SOGEA was created in response to this shift in usage so that both consumers and businesses alike can buy a broadband connection without the need for a phone line.





## Finding your voice

The drawback to this service is that SOGEA users will no longer have access to a phone number, as it does not allow users to connect a traditional phone line. However, the good news is that Daisy can overlay a single user voice service that resides in the cloud if needed. If you have an existing ADSL service with an analogue line and want to migrate to SOGEA, we can port and deliver the Calling Line Identity (CLI) of the analogue line via our voice overlay service.

### **Benefits of SOGEA**

Widely available Around 28 million UK premises have access to SOGEA services	Stability Download bandwidth of up to 80 Mbps with greater stability than ADSL	Familiar SOGEA uses the same technology as Fibre-to-the-Cabinet (FTTC)
<b>Cost-effective</b> SOGEA could end up being a slightly cheaper alternative as, with the costs of line rental and phone services taken away, the broadband service could cost slightly less	Ouicker install Openreach claims that SOGEA is 50% quicker to install than regular broadband because any phone line complications have been eradicated	<b>Quick-fix</b> Quicker fix times could be feasible as one single order means you'll only have one call to make if you experience a fault as opposed to separate calls
Great service No call traffic could give users a better quality service as there'll be less traffic on the line which means fewer interruptions	Alignment Canada and Europe already have similar solutions in place so, by investing in SOGEA, you'll be bringing your business in line with other parts of the globe	Futureproof With the PSTN Switch Off fast-approaching, SOGEA gives your business more opportunity to embrace VoIP technology

### How SOGEA works

Based on the current Fibre-to-the-Cabinet (FTTC) technology, SOGEA uses a combination of copper and fibre technology, without requiring a traditional telephony connection. Fibre technology is used from the local Exchange to the PCP (green street cabinet) and then copper from the PCP to the premises.



# The Big 2025 Switch Off Timeline

The Public Switched Telephone Network (PSTN) will reach the end of its life in December 2025. After this date, any services supported on Wholesale Line Rental (WLR), including **Single Analogue Lines, Multi- Lines, ISDN2 and ISDN30, will need to move to alternatives.** 

The big switch off will also impact LLU SMPF, SLU MPF, Narrowband Line Share and Classic Products. The Big Switch off will impact broadband customers as well. Most broadband ADSL and FTTC services are supported by Single Analogue Lines. When this service is switched off, **the broadband product will need to move to a Single Order variant.** 



#### May 2018

Openreach consultation for the withdrawal of WLR by December 2025.

#### Sept 2018

Industry Working Groups commenced.

#### Dec 2018

Formal Notice of WLR Stop Sell.

#### Jan 2020

Commercial offer for the trial exchanges announce for wholesale consumption and Salisbury and Mildenhall trials commence.

#### Aug 2020

Low bandwidth fibre products expected to be launched to wholesalers for consumption to support transition of voice only lines.

**Dec 2020** Salisbury Stop Sell.

#### Dec 2022

Salisbury and Mildenhall trials close and products withdrawn.

#### April 2025

Orphaned assets phase will commence – during this stage Openreach will work with providers to move customers who have not yet taken action.

#### Dec 2025

WLR withdrawal and closure of the PSTN network.

#### June 2019

Trial Exchanges Salisbury and Mildenhall proposed, and suggested approach opened for consultation.

#### Sept 2019

SOGEA trial had been concluded and Openreach progress SOGEA to early market deployment (EMD) phase (develop further insights and assess outcomes).

#### April 2021

Regulatory Enablers come into force; still to be confirmed but Openreach could have the freedom to change pricing of their copper service products when as exchange is enabled for fibre.

#### May 2021

Milden Hill Stop Sell (SOTAP Pilot delayed whereby Stop Sell rules relaxed where fibre is not available).

> **June 2021** Implement the Stop Sell in the notified exchanges.

### Sept 2021

Single Order Transitional Access Product (SOTAP), a variant of single order ADSL released for Early Market Deployment.

#### June 2023

No new WLR communication providers will be accepted for establishment.

#### Sept 2023

Nationwide Stop Sell of WLR, transfers and activation of calling and network features will still be accepted.



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### Why **Daisy** for SOGEA?



Our expertise and understanding of the industry has allowed us to become one of SOGEA's early adopters, allowing you to consume this at a very critical time



Our products are designed to make it easy for you to future-proof your business



Our dedicated UK support team with their in-depth knowledge and experience provides you with help, confidence and peace of mind

Find out more about SOGEA, or schedule a no obligation call with one of our connectivity experts:



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