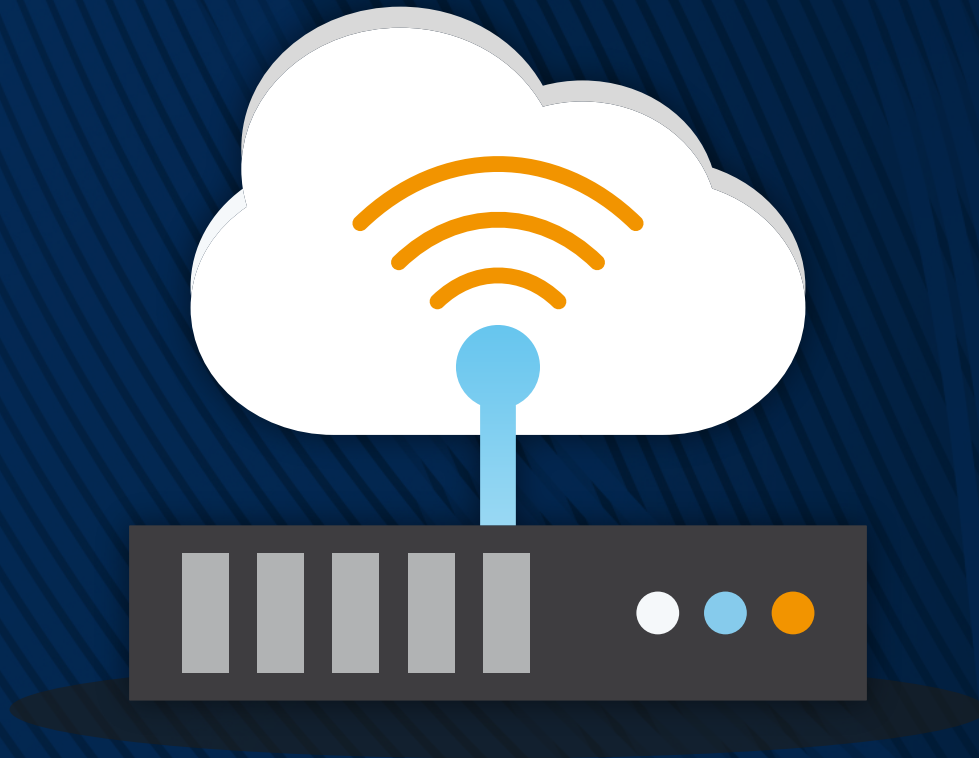




daisy.

CORPORATE SERVICES



SOGEA

SPELT OUT

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.



SOGEA

End of the line for **PSTN** and **ISDN**

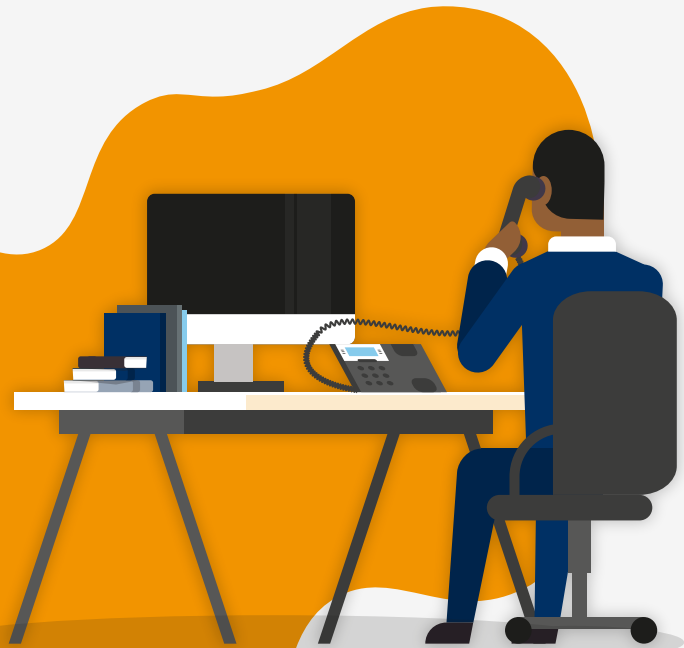
Speaking of old phone services, in the biggest change to telecommunications in 30 years, the PSTN and ISDN will be switched off by December 2025, and a stop-sell of these services is scheduled for 2023. This means connectivity will no longer be supported by traditional telephone lines and businesses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



SOGEA

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)



Cost-effective

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



Quicker install

Openreach claims that SOGEA is 50% quicker to install than regular broadband because any phone line complications have been eradicated



Quick-fix

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



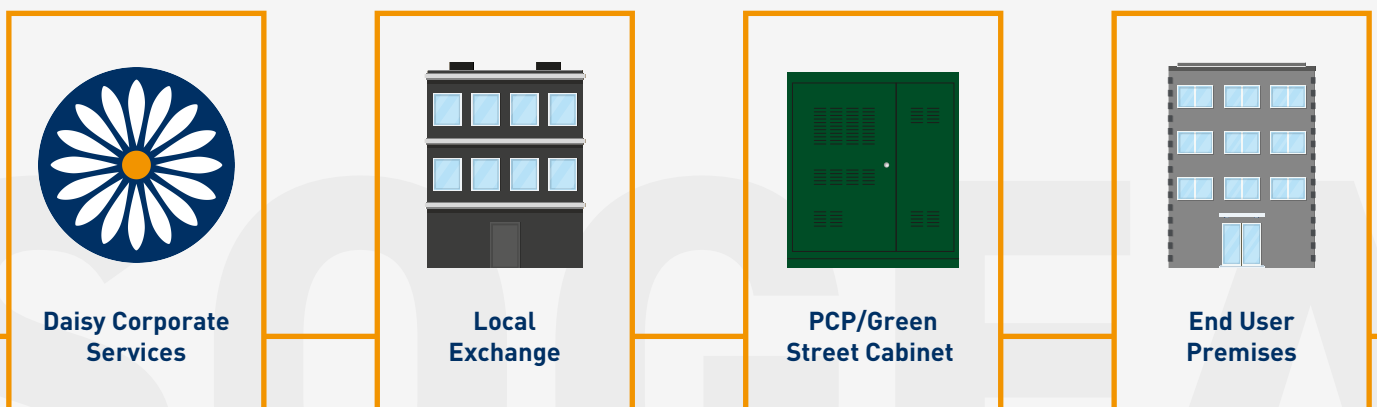
Futureproof

With the PSTN Switch Off fast-approaching, SOGEA gives your business more opportunity to embrace VoIP technology



How SOGEA works

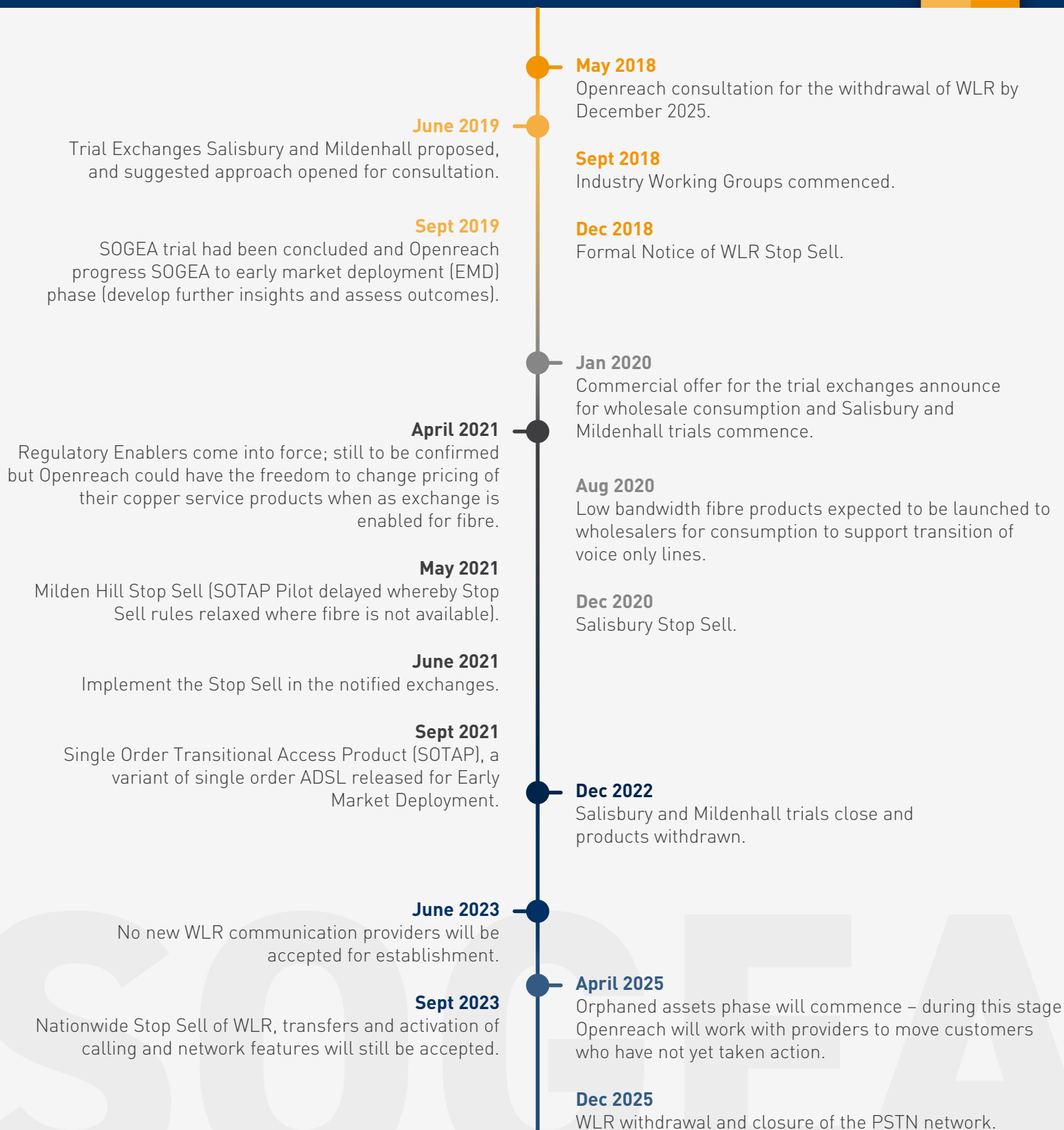
Based on the current Fibre-to-the-Cabinet (FTTC) technology, SOGEA uses a combination of copper and fibre technology, without requiring a traditional telephony connection. Fibre technology is used from the local Exchange to the PCP (green street cabinet) and then copper from the PCP to the premises.



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.**





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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



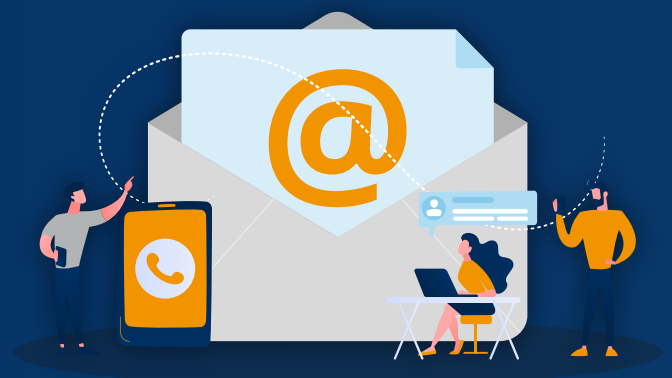
Our dedicated UK support team with their in-depth knowledge and experience provides you with help, confidence and peace of mind

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

 **0344 863 3000**

 **enquiries.dcs@dcstech**

 **dcstech.tech/product/sogea-broadband**



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