



# Gamma SoGEA

# Gamma SoGEA

## What is SoGEA Broadband?

- SoGEA stands for Single Order Generic Ethernet Access.
- Until now you needed to have a traditional phone line installed to deliver broadband to a home or office, but SoGEA broadband doesn't run over a phone line; instead, it uses the same fibre/copper network without the WLR (Wholesale Line Rental = Phone line) element.
- SoGEA is offered at the same data rates as FTTC broadband.  
It delivers the same performance and has the same geographic availability. The only difference is the need for a phone line has been removed.
- SoGEA is a dedicated line that delivers a broadband connection and includes an underlying version of a phone line. This means that customers moving to SoGEA from a phoneline-reliant broadband solution will need a voice call service that uses VoIP (Voice over Internet Protocol) to continue to be able to make and receive phone calls.
- **It is essential that you, as the provider, port the customer's old phone number in parallel with their SoGEA order, or it will be irretrievably lost.**
- The SoGEA port/number transfer needs to be completed within 7 days of your SoGEA activation or the number will be lost. If you are choosing to carry out the port yourself it is advised that you place the port or number transfer when the order is committed (KCI 2) and align with the SoGEA activation date, that way you have 7 days to resolve any issues that may occur. Please note that in the case of delay it is your responsibility as the customer-facing provider to move the port date forward to coincide with activation. Carrying out the port prematurely will result in the cease of the old FTTC service prior to the SoGEA line being live.

## Why was SoGEA created?

In December 2025, the UK PSTN circuits will be shut off completely. This is a major step towards the United Kingdom's mass IP-network migration, with VoIP core networks set to replace all the legacy PSTN services.

It means that there is a significant opportunity in terms of both new and existing business.

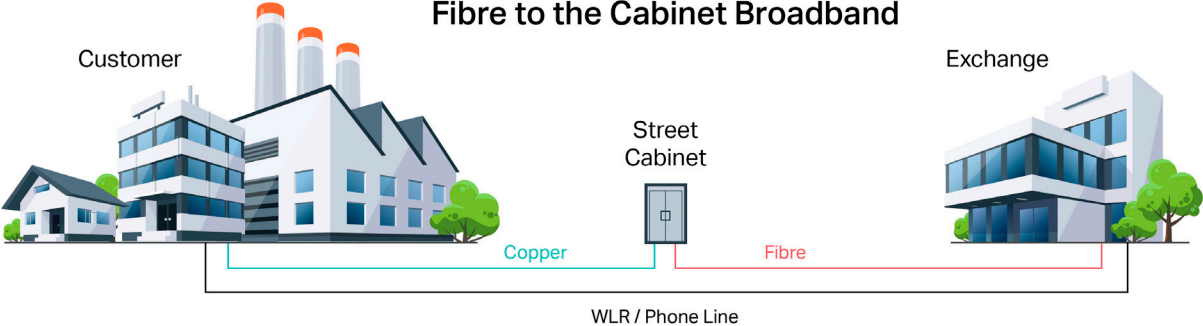
All existing WLR customers need migrating to a non-WLR solution, many in the next 12-24 months as OpenReach continue to service notice on exchanges across the country. And there are around 3 million B2B PSTN and ISDN fixed lines that must be migrated by 2025, so plenty of new business to be won.

SoGEA provides a broadband solution using the existing fibre/copper network, where fibre to the premises (FTTP) is not yet available.

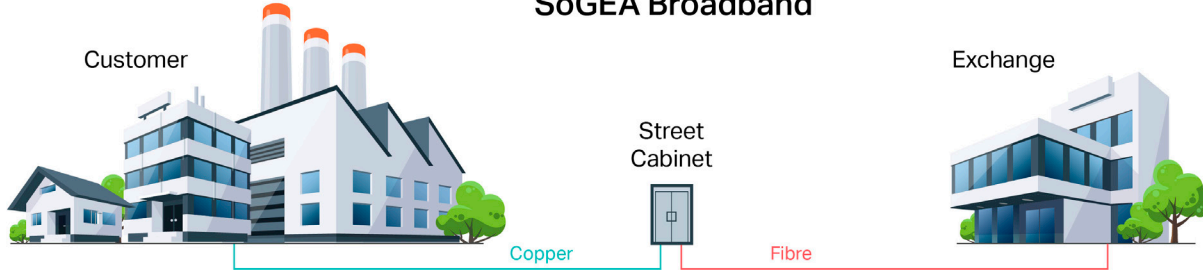
# Gamma SoGEA

## How does it work?

### Fibre to the Cabinet Broadband



### SoGEA Broadband



## Gamma SoGEA Benefits

- **Cheaper monthly costs**

As your customers are only paying for a broadband data connection, their monthly costs will be smaller because a landline cost is no longer included. Even when Gamma's PhoneLine+ is added as an over the top voice solution, the cost works out cheaper than a broadband and WLR combination.

- **Deal with only one provider**

SoGEA stands for Single Order Generic Ethernet Access which means your customers will only deal with one supplier for their standalone broadband service and they are no longer tied into a landline contract with another supplier. With Gamma SoGEA everything comes from one provider, meaning you can easily resolve faults for your customers if anything goes wrong, and therefore complaint resolution is faster.

- **Increased reliability**

As there is no phone line frequencies being used, the chance of interference or an unstable connection is lower.

- **Quicker Installation**

Gamma SoGEA is quick to install minimising disruption to businesses.

- **Great for home working**

Many UK businesses are shifting towards a hybrid workforce, as a consequence of the Covid-19 pandemic, so having good connectivity at home has become essential for many customers. SOGEA is quicker to install, easier to manage and works well with UCaaS and hosted telephony products.

- **Future-proof connectivity**

The PSTN network will be switched off by the end of 2025, and many PSTN exchanges are already under notice of switch-off as the UK prepares for the move to full fibre. SoGEA enables your customers to have a broadband or ethernet connection agnostic of the PSTN network, future-proofing their business connectivity.

## Talk Gamma SoGEA when...

- ✓ A customer has a broadband service and/or WLR that must be replaced before the complete withdrawal of the public switched telephone network (PSTN) circuits in the United Kingdom at the end of 2025.
- ✓ A customer is planning a significant change where it makes sense to review their communications systems, including upgrading their broadband data provision, moving premises or adding a new dimension to their business.
- ✓ A customer is approaching the renewal of their broadband contract and could switch their phone services without incurring costs.
- ✓ A customer is ordering a new PSTN phone.
- ✓ A customer is part of your significant WLR installed base which will become vulnerable to competitors as the need to migrate intensifies before the 2025 deadline.

## SoGEA v FTTC

- SoGEA uses the same infrastructure as FTTC so the connectivity is identical to FTTC.
- New SoGEA customers can expect to receive FTTC speeds and get the benefit of having to pay a lower rate for it.
- SoGEA speeds will vary depending on your location. Like FTTC, the connection will change in relation to your distance from the roadside cabinet. The further away you are from your local cabinet, the slower your speeds will be.
- FTTC will cease to work depending on location between now and the end of 2025.

## What about FTTP?

**FTTP stands for Fibre to the Premises.**

It is a superfast broadband solution as the connection between the local exchange and the router in your premises uses fibre rather than copper.

**FTTP can be delivered at speeds up to 1Gbps or more but lower speeds are available for situations where super fast is unnecessary or too costly.**

However FTTP is currently only available to 19% of UK premises.

**Q: Can I keep my existing phone number?**

A: Yes, you can port your geographic number. (Not non-geographic currently)

**Q: Can I use my existing handset?**

A: Yes, via an Analogue Terminal Adaptor (ATA) connected to your router.

**Q: Can I still use a fax machine?**

A: No, we recommend that you try a fax to email service.

**Q: Can I still use a PDQ machine?**

A: You will need to use a service that runs over broadband.

**Q: What are the SLAs for SoGEA?**

A: 10 working days, same as FTTC, although these are likely to improve over time.

**Q: How is SoGEA delivered?**

A: The process is very similar to FTTC but please refer to the provisioning video guides and service description for more information.

*"My business landline is essential, so I need the call quality to be good."*

The speed of broadband is now genuinely fast enough to negate any problems around quality. SoGEA uses the same infrastructure as FTTC so the connectivity is identical to FTTC and the network is tried and tested. Plus you can expect to receive FTTC speeds and because there is no phoneline involved there is less chance of connectivity issues or interference. Today there are hundreds of thousands of businesses who rely solely on VoIP to deliver their business voice calls.

*"Do I need a voice call service?"*

It comes down to whether you need a voice service alongside data. Gamma SoGEA can easily be paired with a hosted telephony system like Gamma PhoneLine+ that delivers voice over IP and therefore can run over the data connection, allowing you to have telephone services without the need of a telephone line.

*"Can I keep my current phone number?"*

Yes but you will need to take out an OTT VoIP service (like Gamma's PhoneLine+) to run in parallel with your SoGEA, and ensure that your Gamma channel partner ports your existing number to your new service, or you will lose the number forever once you migrate from the existing WLR-reliant broadband service.

*"Can I use my current phone?"*

You can use your current analogue phone by connecting via an ATA (Analog Telephone Adapter) to the IP network.



*"How will this affect other devices I use in the premises?"*

If you have SoGEA, you will need to connect any devices that currently are plugged into the telephony wall socket in the premises, into the router. This could include Telecare devices, Intruder alarm, Fire alarm etc. You should make your device service provider aware of the change so that they can make sure that they will continue to work or provide a suitable alternative.

*"Currently I only have a phone line. I don't need high-speed broadband but my phone line is essential - what can I do to avoid paying more?"*

Ask your Service Provider for the best possible package. This is likely to include a low bandwidth broadband package, and if needed, a cost-effective VoIP service like Gamma's PhoneLine+.

*"Why should I change now? Will anything happen before the end of 2025?"*

To ensure that your services continue with minimal disruption you should engage with your Gamma channel partner to agree a migration plan. The Openreach timeline has been up and running since 2017 and includes a number of regional "stop sell" dates, which are dates after which Service Providers will no longer be able to obtain new supply for their customers of analogue services, and there is a national "stop sell" date of September 2023. In addition Openreach have announced they will stop selling PSTN and ISDN products in 117 exchanges from June 2021. This will affect over 1.2 million customer premises including business, and from that date you won't be able to buy new analogue lines in these areas.