

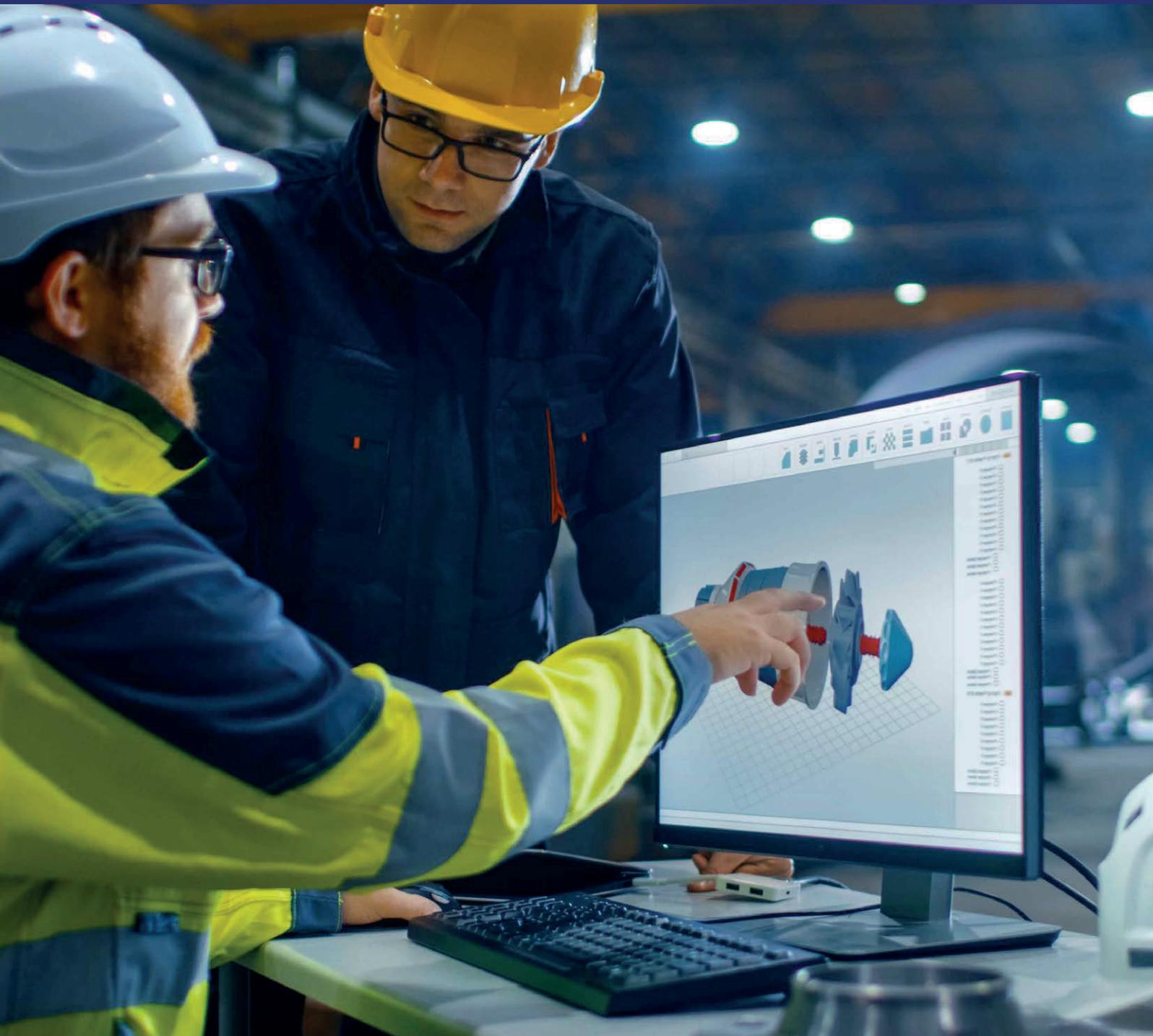


THE **TELECOMS EXPERTS**

MOBILE | VoIP | BROADBAND

AN ALL-IP FUTURE

Now is the time to future-proof your business



What is the All-IP future?

The All-IP network is the future of communications for all UK businesses. New Single Order (data only) connectivity and hosted voice solutions will replace all broadband and voice products that currently run over the traditional copper telephone network as we move from an analogue, telephony-led approach to a digital-based, connectivity-first future.

Why are we transitioning to All-IP?

In 2018, Openreach announced that they would be retiring the PSTN and ISDN network in 2025, meaning users need to transition to a future-proof replacement product before the deadline.

The PSTN is the copper network that was originally built to support voice communications via landline and was later adapted to support broadband connections such as ADSL and FTTC.

This infrastructure is now degrading and has become expensive to maintain, which has driven costs up. The old technology is no longer able to support the constantly growing demand for data, which is why the industry is driving digital transformation, making sure all businesses and consumers alike have access to faster, more reliable solutions.

When is this happening?

The short answer is **now**.

The migration to All-IP has already begun, with 40% of UK businesses already using an IP voice solution, while providers work to increase Single Order broadband availability across the UK, enabling more businesses to make the move.

Any businesses not yet utilising future-proof voice and connectivity solutions should look to migrate now, or they'll risk losing service come 2025.

Interactive Page

Hover over dates for more information!



Introducing the new All-IP solutions

The switch off of the traditional copper network affects more than voice. Although the PSTN and ISDN were initially built to support voice services, they also provide the underlying technology that supports ADSL and FTTC broadband solutions.

As a result, providers have created new solutions to replace traditional products, providing alternative technologies that are faster, more reliable and future-proof.

SOGEA: Data-only connection

Single Order Generic Ethernet Access, or SOGEA as it is more commonly known, is a data-only broadband solution provisioned on a single order. This means it doesn't rely on a phone line like traditional broadband solutions, resulting in a single access charge rather than line rental + broadband. Those users who do require a voice solution will need an Over The Top (OTT) service, such as VoIP.

Using a fibre connection from the exchange to the streetside cabinet, and a newly adapted copper line from the cabinet to the premises, SOGEA offers download speeds of up to 80Mbps and upload speeds of up to 20Mbps.

SOGEA is the most widely available Single Order broadband solution reaching over 28.5 million premises in May 2021.

FTTP: Ultrafast full fibre

Fibre to the Premises (FTTP) is a full fibre solution that uses fibre optic cables, instead of copper lines, all the way from the exchange through to the end user premises.

FTTP can offer speeds of up to 1Gbps and is the ultimate future-proof broadband solution, available to 6 million premises in the UK. Providers are currently working hard to expand their coverage with Openreach pledging to reach 25 million premises by 2026.

Like SOGEA, FTTP is a Single Order broadband product, meaning there is no line rental required and the broadband connection supports the optional OTT voice solution.

Connectivity/Broadband

Connectivity/Broadband





Voice/Calls

VoIP: Data-based voice solution

Voice over IP, Hosted Voice and IP Telephony are just some of the terms used to refer to a voice solution that is supported by a data connection. VoIP works by taking analogue voice signals, converting them into digital signals and sending them as data over a means of internet access. This means that, combined with a reliable broadband connection and a compatible handset or softphone, you can enable VoIP at just the push of a few buttons.

IP telephony solutions require little to no hardware as they're able to work via softphone applications; that means no expensive desk phones or lengthy contracts for handsets. With both desktop and mobile apps available for all good hosted voice products, users can take control of their voice calls anywhere, any time.

Voice/Calls

SIP Trunking: Steppingstone to All-IP

SIP Trunking is a direct replacement for ISDN, allowing users to make and receive calls using IP technology without completely replacing their PBX. It's the perfect solution for businesses who don't want to move to a fully hosted system yet, whether that's due to lengthy contracts on their current solution or they're just not ready for change.

SIP Trunking can act as a steppingstone to All-IP. The right SIP trunking provider will be able to give users a transition plan, so if a business is not in a position to replace their on-premise equipment, they will be able to move their numbers to the IP network then, at later stage, make the quick and easy move to a fully hosted system with no service downtime.

Voice/Calls

Single Line Voice: Perfect for micro businesses

Single Line Voice solutions are an alternative to feature-rich VoIP propositions, ideal for micro businesses who need only one or two phone users. These Single Line replacement solutions use the same IP technology but generally offer only basic features, such as voicemail and caller display, unlike multi-user VoIP services that come with premium functionality.

Your transition journey

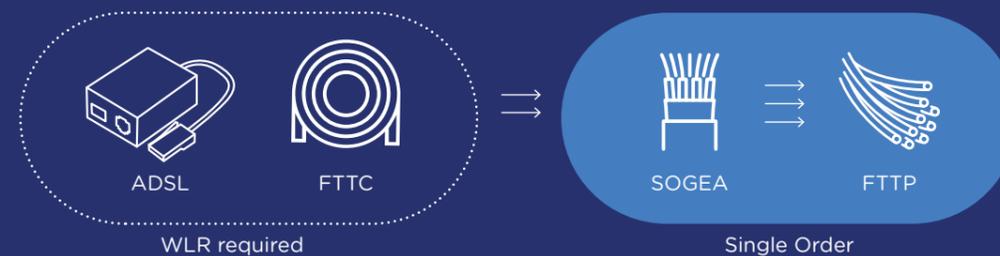
When migrating to All-IP, there are many routes available. Are you ready to take the leap from ADSL to FTTP and PSTN to VoIP? Or would you prefer to take smaller steps towards the future of communications?

We can support you on your journey, no matter which road you choose.

Broadband

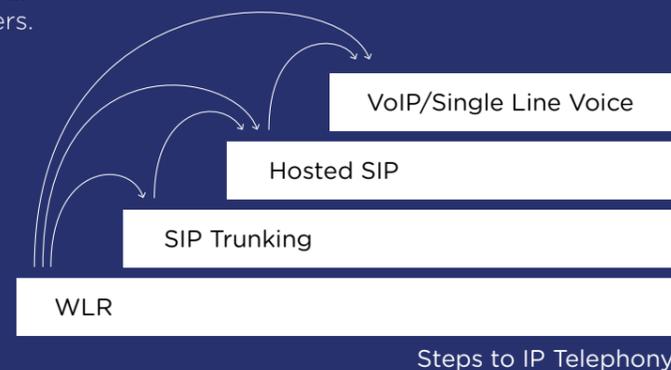
Broadband technology has come a long way in the past 30 years, from the dreaded dial up tone to speeds of up to 1Gbps, that we could never have dreamed of in the 1990s. Whether you are still utilising ADSL or have taken the first step to fibre with FTTC, you can take the next step to digital transformation with SOGEA and FTTP.

If FTTP is available to you, it should always be the number one option!



Voice

When starting the journey from landline to VoIP, there are options to suit every business. If you're locked into a long contract on your existing solution or perhaps you just aren't ready to take the plunge, you can take multiple steps to All-IP, with SIP trunking or Hosted SIP services helping you get a feel for the future of voice before migrating to a fully hosted solution. Alternatively, if you're excited to embrace the future, it's easy to jump from legacy telephony to IP voice, migrating all your voice services into the Cloud while retaining all existing phone numbers.



Benefits of All-IP

Simple order and provisioning process

With just one line for data that can support the OTT voice solution, it's much easier to manage an All-IP solution.

Multiple options

There are so many options to enable digital transformation, just choose the route that is best for your business.

Reduced costs

All-IP solutions offer reduced costs with lower cost-per-minute on voice solutions, no line rental and little to no maintenance costs.

Future-proof

Once you have migrated to a Single Order connectivity solution and OTT IP voice solution, you can be confident that your communications services are going to stand the test of time.

Faster, more reliable connectivity

Data demands are constantly on the rise with businesses needing more from their connectivity solutions. Future-proof full fibre offers the highest bandwidths and most robust broadband connection available.

Glossary of terms

Old Technology

Wholesale Line Rental (WLR): Traditional copper phone line

Public Switched Telephone Network (PSTN): Analogue telephony network

Integrated Services Digital Network (ISDN): Digital network used to transmit both voice and data signals

Fibre to the Cabinet (FTTC): Broadband solution that uses a combination of fibre technology and a copper phone line

Asymmetrical Digital Subscriber Line (ADSL):

Broadband solution run solely over copper phone lines

New Technology

Single Order: Broadband service that doesn't require a phone line

Fibre to the Premises (FTTP): Full fibre solution offering the fastest broadband available

SOGEA: Data-only FTTC broadband solution with no phone line

Voice over IP (VoIP): Future-proof voice solution that is run over the internet

Over The Top (OTT): Service that relies on an internet connection

SIP Trunking: Internet-based voice solution that enables users to retain their existing hardware

The PSTN Switch Off

Stop Sell: When an area becomes FTTP-enabled, meaning you can no longer purchase any copper technologies

Exchange: The centre that connects analogue and digital signals to establish calls



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Are you ready to start your journey to All-IP?

Want to find out how we can help you future-proof your business before it's too late?

Get in touch to find out more and we can help you choose the best communications products for your business.

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