

Future-proof connectivity

Simple and fast SOGEA
and FTTP solutions



vodafone
business

The need for the next generation of fast and simple connectivity

- **The demand for the next generation of internet products is higher than ever.**
People need to stay connected to their colleagues, no matter where they are, and broadband is key for plans to reset, rebound and reimagine growth strategies this year.
- **The future of voice services will be IP-based.**
With ageing telephone and broadband infrastructure retiring in the UK by 2025.
- **Traditional connectivity products are holding businesses back.**
Limited bandwidth, unreliability, lack of support, and infrastructure nearing end of life are signs that it's time for change.
- **Businesses in the consumer space are looking for a viable alternative right now.**
One that saves them time, money and delivers the speed and simplicity they need from connectivity.





It's a new frontier in fixed connectivity

SOGEA and FTTP brings you our most simple and fastest broadband yet. Powered by Vodafone's award-winning global network*, future-proofed solutions and easy ordering, businesses can make the move to fixed connectivity with more confidence than ever.

*As voted for by readers of Trusted Reviews 2020.



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Welcome to Vodafone's simple SOGEA and fearlessly fast FTTP

With SOGEA or FTTP, your business can:

- **Connect with confidence**
Take advantage of an award-winning* network that boosts performance and reliability.
- **Future-proof your voice services**
Remove the complexity of maintaining analogue telephony and get ready for the WLR withdrawal, with next-generation broadband through SOGEA and FTTP.
- **Make the move to fixed with ease and efficiency**
Switch to SOGEA and FTTP through a robust, single touch provisioning and migration journey.

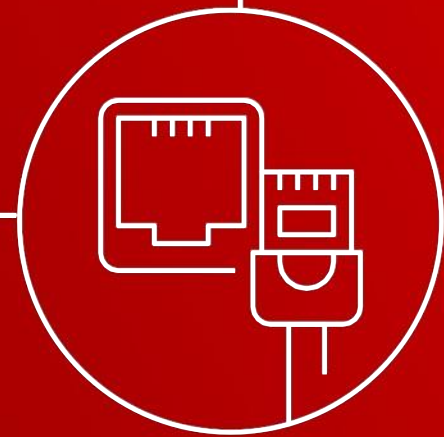
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SOGEA and FTTP unpacked



SOGEA – Single Order Generic Ethernet Access

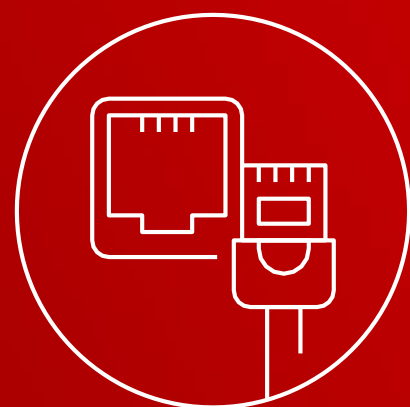
- **A new way of connecting to fibre.**
SOGEA is simpler to order, install and fix.
- **A long-term solution.**
SOGEA replaces analogue copper lines reaching the end of life.
- **Truly flexible.**
SOGEA can be migrated easily with short downtimes from your existing service.
- **Cost effective.**
SOGEA has lower in-life running costs than FTTC, with the ability to overlay VOIP services.



FTTP – Fibre To The Premises

- **Faster download speeds of up to 900 Mb/s*.**
Fibre optic lines that travel all the way to your doorstep.
- **Carries more data.**
Unlike copper wires, fibre is less susceptible to interference and signal degradation.
- **Saves time.**
Fibre has fewer issues with service loss, buffering and bandwidth limits.

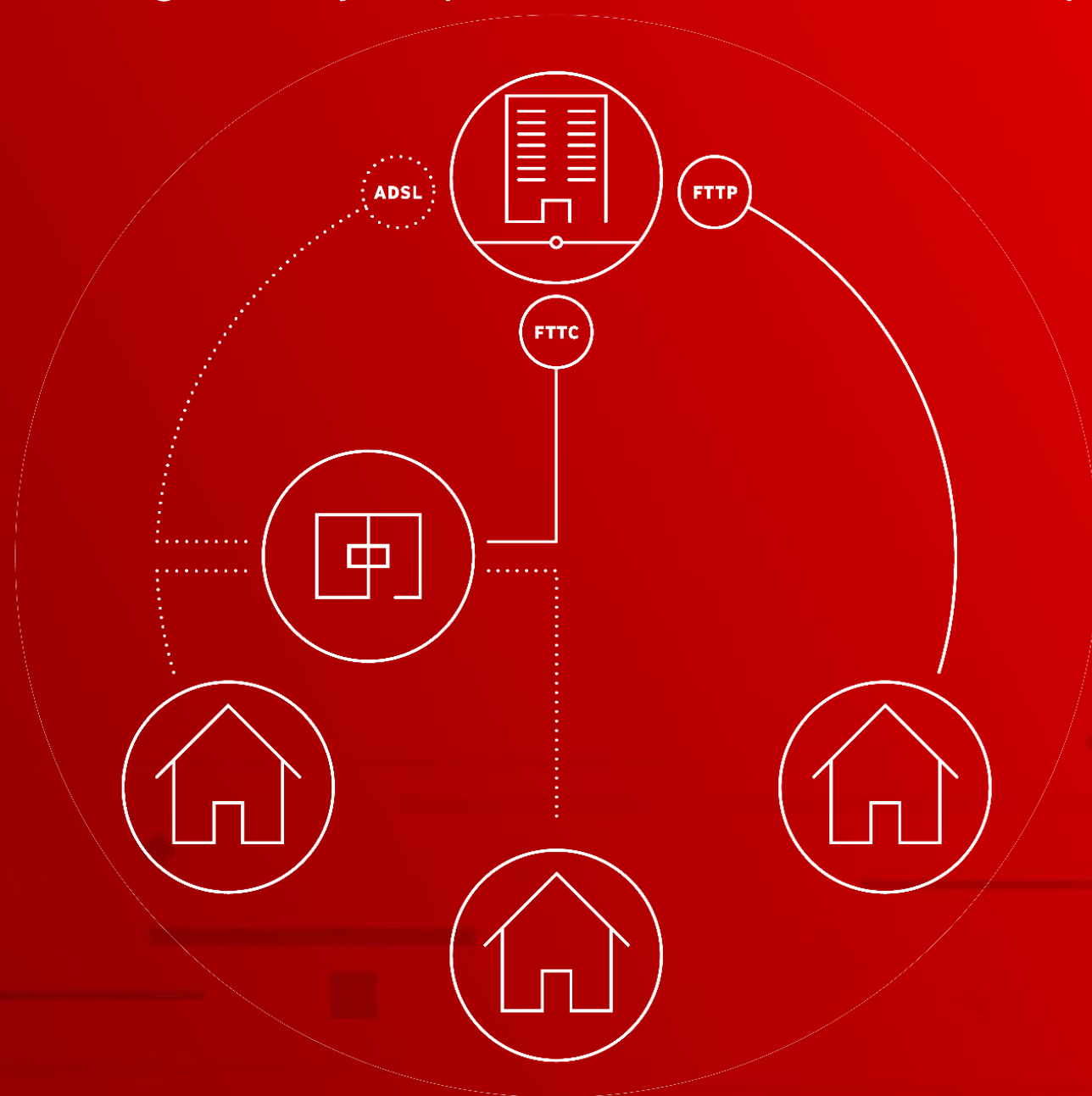
*depending on geographic availability



Two new ways to connect

Faster fibre

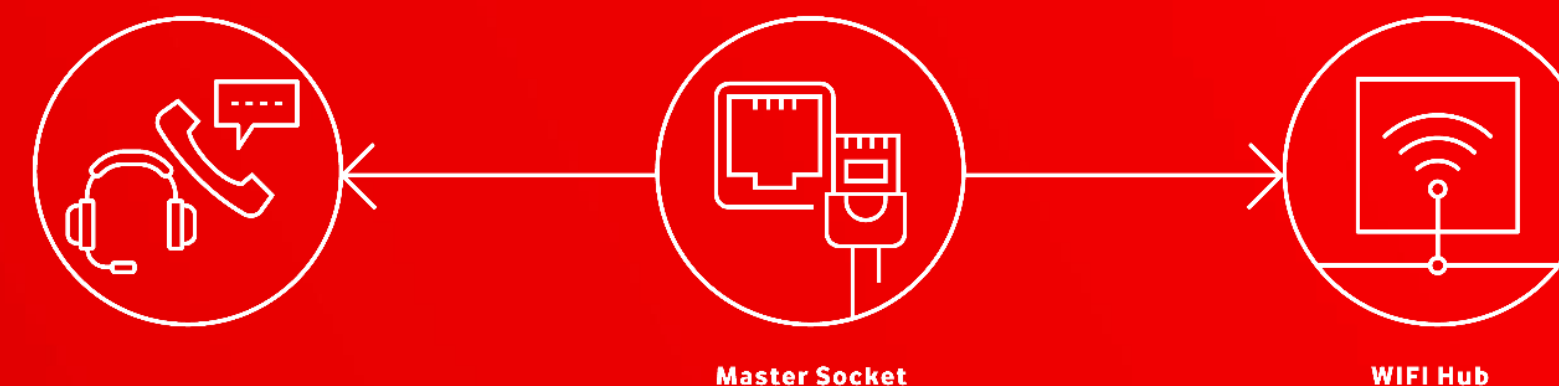
FTTP removes the need for traditional street cabinets and copper wires. It allows you to connect directly to your fibre provider straight from your premises without a traditional phone line.



Future-proof connectivity


SOGEA provides one singular connection, all through the Internet, with no need for a telephone line – you've got everything you need within a single order.

Today – analogue voice with WLR



Tomorrow – digital IP voice with SOGEA



A decorative graphic on the left side of the slide. It features several concentric circles. The outermost circles are thick and have a red, glowing, bokeh-like texture. Inside these, there are thinner, white concentric circles. In the center of these circles is a red line-art icon of a hand with the index finger pointing upwards, as if touching a screen. The background of the entire slide is white.

Our simplest connection

Choose an effortless solution with SOGEA

- **Future-proof your business**
Replace analogue copper lines reaching their expiry date and move to IP services
- **Get next-generation ready**
Overlay your own IP services for a truly flexible solution that supports a next-generation vision of voice*
- **Make change seamlessly**
Take advantage of a simple, single ordering model for a fast connection
- **Make every second count**
If things need fixing, we can get customers back to business as usual faster than ever
- **Maximise commercial value fast**
Benefit from a seamless swap to SOGEA or FTTP with competitive pricing vs FTTC costs



Our fastest broadband yet

Connect quicker with FTTP

- **Drop analogue lines**
Wave goodbye to complex maintenance of solutions nearing end of life
- **Unlock slicker streaming**
Enjoy download speeds of up to 900 Mb/s*
- **Innovate with a next-generation service**
Gain true confidence with a long-term simple single order solution
- **Gain greater peace of mind**
We deliver content to your customers closer than ever before through our interconnecting private network
- **Get time back**
Identify and fix issues quicker with our new way of connecting fibre

*Depending on geographic availability



FOR EXISTING PARTNERS

Why Vodafone for SOGEA and FTTP?



Our award-winning network*

- Our network is built to transform the future of business
- As one of the largest converged networks** in the world, you can be sure your customers' data will get to where it needs to go on our award-winning global network

*As voted for by readers of Trusted Reviews 2020.

**<https://asrank.caida.org/orgs/6069da2d7d>



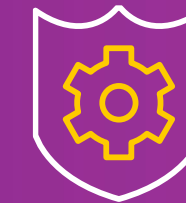
Next-generation ready solutions

- We're future-proofing the UK's voice services
- We're helping business get ready for the WLR withdrawal and removing the complexity of maintaining analogue telephony with an IP-based future



We make change easy and efficient

- We're the only leading network in the UK to provide single order provisioning journeys (for both connectivity and voice)
- Whatever their scenario or scale, your customers can expect a robust, single touch provisioning and migration journey for a speedy roll-out of SOGEA or FTTP



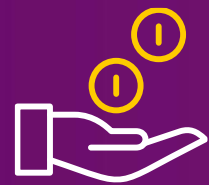
Superior security, reliability and performance

- As a global converged network, we own the end-to-end connection
- Our private network interconnects, meaning we deliver content to your customers closer than ever before
- With multiple security layers, our global presence protects customers against elements affecting their wider internet performance



FOR EXISTING PARTNERS

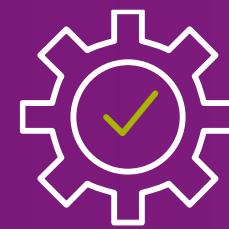
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We invest in the future

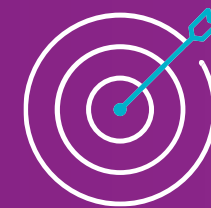
- Over recent years we've invested over £4.5bn globally in our network* to make sure we sustain our commitment to customers
- Our Redstream network is designed to support future traffic demands and provide even more flexible solutions

*<https://newscentre.vodafone.co.uk/press-release/report-vodafone-most-improved-network-in-2019/>



Built for swifter fixes

- Our new single order and full fibre products are easier to fix, so if things do go wrong, we get you back on track faster than ever



We maximise your opportunities

- We work with local and national partners across the UK to deliver the best coverage and speeds
- Whatever access technologies you need, our connectivity portfolio has got you covered



We bring you a competitive advantage

- We always value your input
- Our goal is to help you deliver more value for your customers, with a seamless swap to SOGEA or FTTP with competitive pricing vs FTTC costs



FOR NEW PROSPECTS

Why Vodafone for SOGEA and FTTP?



Our award-winning network*

- Our network is built to transform the future of business
- As one of the top ISPs in the world, you can be sure your customers' data will get to where it needs to go on our award winning converged network

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Next-generation ready solutions

- We're future-proofing the UK's voice services
- We're helping business get ready for the WLR withdrawal and removing the complexity of maintaining analogue telephony with an IP-based future



Change made easy

- We're the only leading network in the UK to provide single order provisioning journeys (for both connectivity and voice)
- We promise a robust, single touch migration journey which can work at scale to support all single order scenarios



We invest in the future

- Over recent years we've invested over £4.5bn globally in our network* to make sure we sustain our commitment to customers
- For the past two years running, we've been the fastest growing wholesale broadband provider in the market

*<https://newscentre.vodafone.co.uk/press-release/report-vodafone-most-improved-network-in-2019/>



It's simple, fast and cost-effective

- Our goal is to help you deliver more value for your customers, with a seamless swap to SOGEA or FTTP with competitive pricing vs FTTC costs



FOR NEW PROSPECTS

Why Vodafone for SOGEA and FTTP?



Built for swifter fixes

- Our new single order and full fibre products are easier to fix, so if things do go wrong, we get you back on track faster than ever



Superior security and reliability

- Our global presence protects customers against elements affecting their wider internet performance



We maximise your opportunities

- We work with local and national partners across the UK to deliver the best coverage and speeds throughout our connectivity portfolio



We champion best practice

- Our engineering teams have over 15 years' experience in broadband and new access technologies
- Whenever you need it, we have the skills, capabilities and tools to support your business visions



Ready for a new frontier in fixed connectivity?

For more information about SOGEA and FTTP,
contact your account manager.





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business

Together we can