AN ALL-IP FUTURE
Take your customers on the journey to All-IP

Embrace the connectivity-first future
Migrate your customers to Single Order connectivity with SOGEA and FTTP solutions

Get ready for the Great Switch Off
Expand your product portfolio and future-proof your customers’ businesses ahead of the 2025 PSTN Switch Off

Award-winning Hosted Voice solution
Migrate traditional copper telephony customers to an award-winning and feature-rich hosted voice platform
What is All-IP?

An All-IP network is the future of communications, encompassing all Single Order connectivity and hosted voice solutions. These new technologies will replace the traditional copper telephone network, which supports legacy broadband and voice communications, moving 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 Channel partners not already offering future-proof voice and connectivity solutions should start now, or they’ll risk losing business to other All-IP providers.

Interactive Page
Hover over dates for more information!

2018

Dec 1st 2020

May 4th 2021

June 29th 2021

Sept 2023

July 2020

March 2021

June 2021

Dec 2022

Dec 2025
What are the All-IP solutions?

The Great Switch Off 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**

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 WLR/MPF 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 street-side 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**

Fibre to the Premises (FTTP) is a full fibre solution that uses fibre optic cable, instead of copper cabling, 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, however it is currently only available to 6 million premises in the UK, though providers are 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.
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. An OTT voice service, 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, provided you have a reliable data 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 CPE. With both desktop and mobile apps available for all good hosted voice products, users can take control of their voice calls anywhere, any time.

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 CPE 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 PBX 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.

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 PBX functionality.
The transition journeys

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

With DWS, you are equipped to support every customer on their journey, no matter which road they take.

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 your customers are still utilising ADSL or have taken the first step to fibre with FTTC, you can enable their digital transformation with SOGEA and FTTP.

Remember, FTTP should be the number one choice where it’s available!

Voice

When taking your customers on the journey from WLR to VoIP, there are options to suit every business. If your customer is locked into a long contract on their PBX or just doesn’t feel ready to take the plunge, you can offer multiple steppingstones to All-IP, with SIP trunking or Hosted SIP services helping them get a feel for the future of voice before migrating to a fully hosted solution. Alternatively, if they’re excited to step into the future, it’s easy to take them from PBX to VoIP, moving all their voice communications into the Cloud for a future-proof solution that will meet all their needs.

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 customer.

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 a customer has migrated to a Single Order connectivity solution and OTT IP voice solution, they can be confident that their 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.
Dedicated team of experts

Our incredible product team know the industry inside out. They hold regular webinars, one-to-one sessions with partners and inform all our sales enablement materials, meaning you can be confident you’re getting the best support in the business.

Free white labelled sales and marketing resources

All our product sheets, guides, blog posts and news articles are available to be white labelled, meaning you can repurpose our content to maximise sales opportunities with your customers.

Developing the best products

We continue to develop new solutions to help make the transition to All-IP as easy as possible for our partners and their customers. We were one of the first providers to bring SOGEA to market and have developed award-winning VoIP solutions, flexible FTTP tariffs to address customer demand and will soon be launching our Single Line Replacement, V-IP.

Driving change in the Channel

When Openreach announced the 2025 deadline for the PSTN closure, we became part of their Industry Working Groups, liaising with their teams and contributing to industry forums. Our close relationship with Openreach has enabled us to keep our partners up to date with the latest developments and provide feedback from the Channel to influence the next steps of the withdrawal programme.

Why DWS for All-IP?

Digital Wholesale Solutions is a market-leader, working closely with providers to shape the future of the Channel.
Are you ready to take your customers on the journey to All-IP?

Want to find out how DWS can help you make the most of the biggest industry change in 30 years?

Get in touch with our sales team to discuss the new solutions, access sales and marketing assets and place orders via our intuitive self-serve portal today!

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