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## Fibre and Partial Fibre Broadband Product

If you currently provide services relying on the analogue public switched telephone network (PSTN) then you will be aware that the PSTN is on a countdown to complete withdrawal, currently scheduled for January 2027. By 2027 all Wholesale Line Rental (WLR) and ISDN service will cease and all premises will rely on broadband and IP solutions instead.

A number of services could be impacted, including:

- Alarms systems (e.g. Telecare)
- Lift monitoring services
- Analogue equipment such as fax machines or payment terminals
- Voice calls and ability to make calls during power failure

In the meantime the costs associated with keeping analogue lines will likely increase and as a service, become less supported if problems occur. Migrating to fibre, where possible, or partial fibre solution, where currently not, is the way forward or end-users could face losing all services.

Equally you may want to include a fibre option to your product portfolio enabling your customers to bring everything under one supplier.

### How can Magrathea help?

- If you are an existing client with a minimum of £100 monthly invoice, then getting access to fibre and partial fibre products bears no additional costs.
- Because we're a wholesale provider we can negotiate preferential installation and monthly costs which may not be possible if clients bought directly from an ISP. We continually review our prices to ensure they are as competitive as possible which means our clients, regardless of size, can enter the marketplace in confidence of offering a comparable product to competitors.
- As always at Magrathea we are transparent with our pricing, leaving our clients to create bundles and offers according to the competition in their own market-place.
- At Magrathea we currently offer two major ISP providers – BT Wholesale and AllPoints Fibre. The infrastructure used will depend on the supplier but include: Openreach, City Fibre and Giganet.
- Orders can be placed and tracked via our MAGIC portal with updates provided via email.
- Every order is backed by our usual high standards for client support. If the installation is more complex then we offer a more hands – on, premium service which ensures things go as smoothly as possible.

- Magrathea does not re-sell hardware e.g. routers, however we can inform clients of the specifications of router required or these can be purchased directly from BT Wholesale when placing an order with them.
- We offer a full range of speeds so clients can offer different packages to different market segments, based on the infrastructure available to their customers.
- Different levels of care packages are available so that end-users can protect their connection.
- We provide a detailed guide on how to place an order and information and about the products and care packages available.

#### Product details in summary:

<b>SOGEA</b>	<b>FTTP</b>
Various speeds up to 80Mbps	Various speeds available up to 1000Mbps

#### **SOGEA**- Single Order Generic Ethernet Access

This is available from BT Wholesale where FTTP is not an option.

With SOGEA, you can offer a standalone hybrid fibre broadband line; without the voice service usually provided with an FTTC product.

#### **FTTP**- Fibre to the Premises

Pure fibre from the exchange to the premises at up to 1Gbps. This is our highest speed ultrafast fibre offering.

Currently only available to UK end users in certain areas. No copper phone line is needed when providing FTTP and a full range of speeds are available from 50Mb download to 1000Mb.

#### **Pricing**

Our price points are set according to speed and whether FTTP or SOGEA is selected.

Please see our separate pricing sheet for this information available on our download page or please email [support@magrathea-telecom.co.uk](mailto:support@magrathea-telecom.co.uk)

## **Installation costs**

We anticipate that for most end-users, in order to access the new infrastructure, they will require some type of installation which will involve a one-off set up cost. There are some types of orders which are more complex and require our team to be more involved in the provisioning journey, for these we offer a Magrathea Managed Order service for a one-off fee per order:

<b>Magrathea Managed Order service</b>
<ul style="list-style-type: none"><li>• Required for premium and business installations or if an order becomes delayed.</li><li>• Suitable to more complex installs and multi-occupancy premises that require hands-on management</li><li>• Suitable to time critical or service critical installations</li><li>• Phone, email and portal updates throughout with proactive management by Magrathea support team</li></ul>

## **Things to consider when offering fibre or partial fibre products:**

- If this is a new or different service in your business then changes and adjustment within your businesses may be needed to accommodate the introduction of new processes. E.g. invoicing.
- The provision of Internet Access Services (IAS), as defined in Ofcom's General Conditions, comes with a number of obligations on the service provider to safeguard the consumer. Please ensure you are familiar with all the relevant regulations and guidelines paying particular attention to contracts, emergency battery back-up and service interruption compensation.
- One Touch Switch (OTS) for residential and Gaining Party Led (GPL) switching rules for business clients apply to these products.

## **Considerations in the customer journey from placing an order to installation:**

In our experience to date the main issues, if they arise, tend to occur during installation and set-up so there are certain things you can do to support a happy customer journey

- Collate sufficient information before placing an order, to include:
  - Name and contact details of person who will be the main site contact for the installation. NB this person must be over 18 and able to make decisions on location of installation.
  - The type of installation required – for complex installations and business premises then a premium install is required.
  - The type of fibre product and speed required.
  - Care package required.

- Dynamic or static IP addresses required and how many.
- Is a router required?
- Preferred time of day – am or pm
- Is there an existing ONT? (optical network terminal)
- Information about where and how the customer would like fibre installed. If an order is not standard then the more information known about the premises eg glass front, high roofs etc and any potential issues then the more likely the order will go smoothly.
- If there are other hazards at the premises please ensure you include details on the order form.

**NB** Engineers are currently unable to install at an address with Telecare and BT Wholesale are unable to support hot sites requests.

### **What happens then**

- Once an order has been confirmed, ensure a router is available for the day of installation.
- Ensure the person responsible for the on-site installation is on premises on the appointment day and they are clear on where the ONT (if new) is required and is able to make decisions if adjustments are required.
- Billing for the live service will begin when the engineer confirms completion. Magrathea will email the router username.
- A password is not required as authentication is performed against the Broadband circuit ID. If you require a password you can use a password generator and any 15-digit combination.

### **Next steps**

If you would like to find out more how fibre or partial fibre products can be part of your business then please contact us at [sales@magrathea-telecom.co.uk](mailto:sales@magrathea-telecom.co.uk)