



# All-IP: The Great Switch Off Partner Pack

V7.1 Jul 2025

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# Contents

- 3** The Great Switch Off
- 4** Stop Sell Policy
- 5** Stop Sell Policy and Product Scope
- 6** Product Withdrawal & Exchange Exit
- 7** What do you need to do now?
- 8** Best practice
- 9** New Single Order Broadband Solutions
- 11** What may change for your customer site set up?
- 12** SOGEA/SOADSL Set Up
- 13** All-IP Portfolio
- 14** All-IP Managed Service (AIMS)
- 15** Ask me a question
- 17** Resource Hub
- 17** Acronyms

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## Introducing V-IP Essentials Bundled

You asked, we listened! We've launched a bundled licence on V-IP Essentials, helping you meet the needs of more end customers.

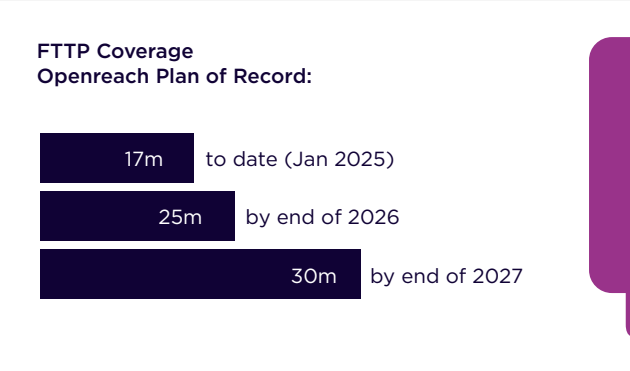
- 1,000 Local & National minutes
- 1,000 Main UK Mobile Carrier minutes
- Upgrade to bundled for just an extra 50p
- Perfect for residential or small business customers

[Find out more](#)



# The Great Switch Off

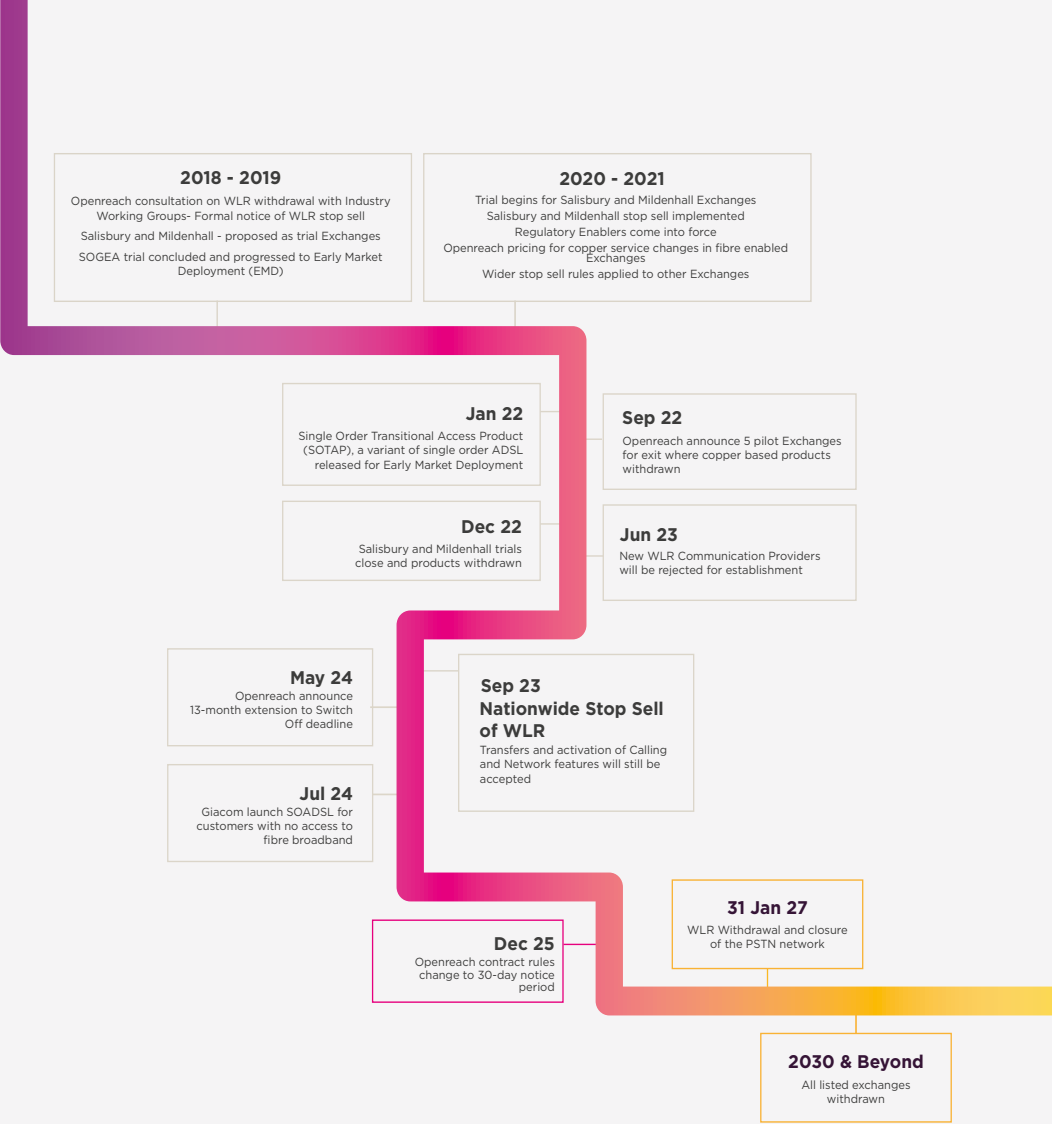
The Public Switched Telephone Network (PSTN) will reach the end of its life on 31st January 2027. After this date, any services supported on Wholesale Line Rental (WLR), including **Single Analogue Lines, Multi-Lines, ISDN2 and ISDN30, will need to move to alternatives**. The Great Switch Off will also impact LLU SMPF, SLU MPF, Narrowband Line Share and Classic Products.



**Did you know?**  
**1,501**  
Openreach Exchanges  
are listed as FTTP Priority.  
Please speak to your account manager for further details

The Great Switch off will impact broadband customers as well. Most broadband ADSL and FTTC services are supported by Single Analogue Lines. When this service is switched off, **the broadband product will need to move to a Single Order variant**.

Whilst MPF/LLU is not affected by the Great Switch Off, the associated Exchange Exit (see page 6) does affect MPF lines. Partners should be aware that providers have already begun ceasing MPF circuits in certain areas.



# Stop Sell Policy

## The Stop Sell Policy – Trigger for Stop Sell

- Exchange will have more than 75% Ultrafast Coverage\* based on premises with Customer Ready for Service (CRFS) availability
- Exchange coverage is determined against Total Network Address Points (NAD Keys) within the exchange

\*GFAST with speeds over 300Mbps + FTTP



Tranche	Stop Sell Notice Date	No. Exchanges Announced	Order Restriction Implementation Date
Tranche 20	02/05/2025	163	05/06/2026
Tranche 19	17/01/2025	163	14/02/2026
Tranche 18	09/10/2024	79	06/11/2025
Tranche 17	16/07/2024	100	19/08/2025
Tranche 16	22/04/2024	91	26/05/2025
Tranche 15	12/01/2024	63	17/02/2025
Tranche 11, 12, 13, 14	2023	251	2024
Tranche 7, 8, 9, 10	2022	170	2023
Tranche 3, 4, 5, 6	2021	234	2022
Tranche 1a, 1b, 2 (inc Trial)	2020	134	2021
TBD	-	53	-

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## Timing of Stop Sell

- Stop sell will be notified once an exchange has over 75% of Customers Ready for Service (CRFS) Ultrafast enabled or when there is a high guarantee that the exchange will reach 75% within 12 months.
- If the trigger point of over 75% CRFS cannot be met within 12 months the stop sell will not be implemented until that exchange reaches 75% (which may take longer than 12 months).
- Further exchanges may be added at any time and the programme will be constantly reviewed by Openreach.

## Exchanges Update

- Since June 2020, Openreach have continued to confirm exchanges that have been targeted for Stop Sell (reach 75% fibre availability) so have issued 12 months' notice. [Download FTTP Exchanges List](#).
- Openreach have confirmed they are going to continue to announce Tranches Post September 2023. This means that there is going to be more focus on FTTP and the start of limitations on SOGEA.

**From 19th August 2025, there are 1,043 Exchanges under Order Restriction Implementation Rules.** Please note that some exchanges have been moved between tranches.

**There are a further 405 exchanges with an Order Restriction Implementation Date confirmed and another 53 TBD.**

**The total exchanges targeted for Order Restriction Implementation is 1,501 Exchanges (including Salisbury Trial).**

**How will I find out if my customers are situated within any of the targeted exchanges?**

Please liaise with your Account Manager for more information

# Stop Sell Policy and Product Scope

Stop sell applies at a premises level only where that premise has access to an available FTTP product. Where a premise has access to FTTP, there will be no new supply of other products, CP Transfers, working line takeovers, addition of broadband to voice lines, bandwidth modifications (other than to a FTTC 40/10 or SOGEA 40/10), start of stopped lines, or migrations to non-Ultrafast products.

- If a premise has FTTP available to order, then only FTTP is available to that premise, and it instantly falls within the scope of stop sell.
- If a premise **does not** have FTTP available, SOGEA or SOADSL should be ordered.
- Customers that already have an active FTTC or SOGEA Service can change CP as long as the service is provided on either a SOGEA 40/10 or FTTC 40/10 Service.

The same Stop Sell principles will apply for the fibre exchanges as the Salisbury trial exchange (note: the Stop Sell principle matrix has changed as a result, see below).

Considerations will also be given to investment policies in the copper network which may include VDSL Cabinet capacity and repairs of the copper network.

**Remember:** Stop Sell is to ensure your base doesn't grow prior to the products being withdrawn. Where possible, provide Single Order Products like SOGEA or FTTP.

[For more information about these products, see page 9.](#)



## TOP TIP

SOADSL is now available to order via Cloud Market for customers that don't currently have access to fibre broadband.

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From September 5th 2023, as part of Nationwide Stop Sell you can no longer do working line takeovers or standard transfer orders. You can however still migrate in bulk WLR with ADSL/FTTC via the Novations process or Bulk Transfer of Services method.

Order Journeys <ul style="list-style-type: none"><li>Existing product at a premise</li><li>New premise</li></ul>	If the premise Is ENABLED for FTTP	If the premise is NOT ENABLED for FTTP
WLR/MPF and SLU MPF Provision including new supply, transfers and working line take over etc.	Restricted	Can no longer be ordered after March 2025.
WLR/MPF and SLU MPF Modify that increase the asset base (including increase and decrease of channels)	Restricted	
LLU-SMPF, SLU-SMPF and FTTC Provision and Modify	Restricted	
SOADSL (SOTAP) and MPF Provision, Speed Upgrade and Modify	Restricted	If the premise has availability for Single Order products such as SOGEA and SOADSL, this should be chosen.
Non Standard Lines (non-served premises, short duration lines and hot sites)	No change until available on FTTP	

## No move back to copper

In addition to Stop Sell, once a premise moves to FTTP a "no move back to copper" policy from the date of the Stop Sell notification being issued will come into effect. In this situation, the same Stop Sell situations would apply to that premise.

As of April 2021 this is applied to premises with working FTTP lines that have Stop Sell notifications published.

### If there is a no move back to copper in place on FTTP deployments – what happens if my customer loses a analogue service they really need and didn't tell us about?

Openreach will always try to rectify by moving towards All-IP to continue service. If unable to proceed an Emergency Restoration of Copper process can be used where there is a threat to life. Always ensure you are following best practice guidelines. Prove Telecare is expected to be introduced to order journeys later in 2025.

# Product Withdrawal & Exchange Exit

## What does this mean?

This is the removal of traditional copper-based services from within telephone exchanges. This will not only affect all WLR PSTN and ISDN-based services, but also copper-based broadband technologies such as ADSL, FTTC and GFAST.

Openreach have already begun Exchange Exits which will continue beyond 2025, meaning removal of all legacy-based solutions.

Stop Sell Notice Date	No. Exchanges Announced
31st October 2023	Salisbury & Mildenhall
March 2025	Deddington - FTTP exclusive exchange
December 2025	Kenton Road & Ballyclare
By 2030	105 Exchanges Anticipated
By 2035	All Remaining Exchanges Anticipated

We would recommend migrating any legacy assets over to an All-IP solution as soon as possible to get ahead of the curve.

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## Do you know what happened in the Salisbury and Mildenhall trial sites?

[See further information on impacts](#)

## Exceptions

Bandwidth modifications will only be allowed if an End User has an active SOGEA or FTTC service and can change provider as long as the service is provided on either SOGEA 40/10 or FTTC 40/10.

Exceptions\* for CNI (Critical National Infrastructure) – orders will be reviewed manually on a case-by-case basis where no product alternative is available (i.e. NHS, Emergency Services and healthcare pendant users, or special service devices or non-standard lines).

\*For new supply, exception requests will be managed via a Manual Openreach Formwize process, which will be reviewed and managed by Openreach. Openreach reserve the right to refuse installation of non-standard lines if it does not fall into the “exceptions” category. Giacom will advise partners on how to raise these requests as soon as we are able to.

## Important

Openreach are tracking each CP's progress. If migration plans are not in place or are behind schedule, assets will be considered as part of a managed migration process.

Direct customer contact from Openreach has been implemented as of **July 2022**.

**Salisbury and Mildenhall services ceased on 31st October 2023 unless exemptions were in place.**

# What do you need to do now?

## Your Checklist

Check your customer base data to see who is affected in these exchanges (Giacom can assist with this: help us by helping you become an Early Innovator)

Implement the Best Practice Guidelines into your point of sale and operational activities

Check and update customer contracts - your customer contracts could need to be updated to reflect the withdrawal of WLR products.

Review your commercial terms - some providers offer free installations and transfers but keep in mind that some of these customers may need to move prior to the end of their term.

Tell your customer what is happening - we have provided white labelled correspondence if you wish you to utilise this

Liaise with your customers to;

Understand their mission statement for the future (Single Use Broadband required or are Voice services required too - HVS/VOIP)

Do they fall under the CNI (Critical National Infrastructure) or have CNI functions connected to their service?

Do they have other services attached to their lines? i.e. alarms, PDQ machines, CCTV

Do they have services with another provider (i.e. Broadband with you, Line Rental with another provider)?

Do they wish to retain their current number/s?

**Want to know which of your customers are currently affected by Stop Sell Rules?**  
Contact your Account Manager to request a base wash.

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## Information Gathering

We've provided a useful Customer Information Gathering Form you can use and keep with your customer account details, feel free to adapt this and use for your customers. It will help you understand your customers migration journey. **Click below to download.**

[Customer Information Gathering Form](#)

## Edge Cases

Giacom are representing our partner base on the Telecare Advisory Board and the Fire & Alarm Security Board.

If you're concerned about customers with alarm lines and other such services that are run over WLR, Openreach have provided a number of fact sheets to help you and your customers through the transition to Single Order. **Click the buttons below to download.**

We've also created a case study based on a Lift Line conversion to All-IP that you can view below.

[Alarm Industry](#)

[Telecare Industry](#)

[Energy Industry](#)

[Water Industry](#)

[Lift Industry](#)

[Lift Line Case Study](#)

[Prove Telecare](#)

[National Telecare Campaign](#)



### TOP TIP

Our V-IP Essentials solution will allow you to convert your lift lines, alarm lines and other edge cases over to an All-IP Solution!

# Best Practice

The [Openreach Trial Best Practice Guide](#) extends to all of the announced exchanges and Nationwide withdrawal program, this can be found at [www.offta.org.uk](#) within the Best Practice page of their website.

Giacom Best Practice	
DUTY OF CARE	Identify lines with critical services that may need to be retained, such as payment terminals or alarm services.
TIME CONSCIOUS	A minimum of 10 working days is recommended for residential customers with critical services. For businesses, you'll need to allow time for complex migration activities.
CLEAR COMMUNICATIONS	Where possible, all parties impacted by migration should provide clear communications to ensure a seamless transition.
UNDERSTAND THE JOURNEY	The correct order journey can improve the experience of the migration.
POINT OF SALE	Provide as much information as possible at the point of sale, to ensure your customers are aware of the process and any potential risks.
BE FLEXIBLE	It's always better to postpone a migration than let vulnerable customers lose critical services, in such cases, a rollback will be available.

## Remember the 6 As!

**Analyse**  
yours  
assets

**Acknowledge**  
what is on the  
line

**Arrange**  
and prepare  
for migration

**Adhere**  
to the Best  
Practice  
Guidelines

**Act**  
Start your  
migration  
campaign

**Accelerate**  
your All-IP  
business

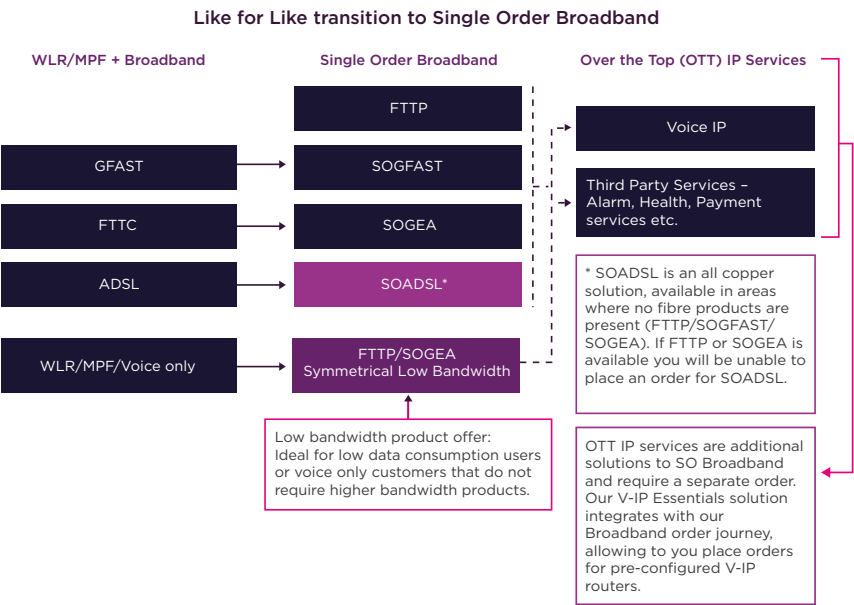
Download our full Best Practice Guide



# New Single Order Broadband Solutions

## Guide to the new technology

The below diagram shows the like-for-like technology transitions from WLR/MPF + broadband to the new Single Order broadband.



## Improve customer experience with new installations:

A growing range of installation options, also known as “Site Visit Reasons”, are available for Single Order products to improve the experience:

Installation Option	Compatible with	Wiring length	Choice of socket location	Ideal for	Premises Type
No Site Visit	Migrations to same product family	N/A	N/A	Situations where no internal wiring is needed	Residential & Business
Standard	New Orders Migrations	Up to 10m from lead in	No - closest power point to lead in only	Residential	Residential Only
Premium	New Orders Migrations	Up to 30m from lead in	Yes - up to 1M from power sockets of choice within distance	Larger residential; Retail shop; Pub	Business
Advanced	New Orders Migrations	Up to 100m from lead in	Yes - up to 1M from power sockets of choice within distance	Large retail stores; Offices; Care Homes; Factories; Schools	Business & Complex Sites

For information on Installation Options and the new Business Standard SVR Process introduced by Openreach in June 2025, please see our [SVR Installation Guidelines](#) document.



Important - OTT IP Services

OTT IP services are stand-alone products; they are not included with a Single Order broadband service and require a separate order, with the exception of V-IP Essentials. You can now place a V-IP order within the broadband order journey in Cloud Market, for a pre-configured router.

For Voice-only single lines or low data consumption services (e.g. payment card services), a Single Order low bandwidth product will be available. The Communication Provider should then offer an Over-The-Top Voice Service; they should also be aware of any other required services on the line, even those supported by a third party, as these may include products that are not compatible with a Single Order line.

Single Order Broadband - Compatible Routers

Giacom currently offer the following routers for Single Order broadband products and associated OTT Voice services.

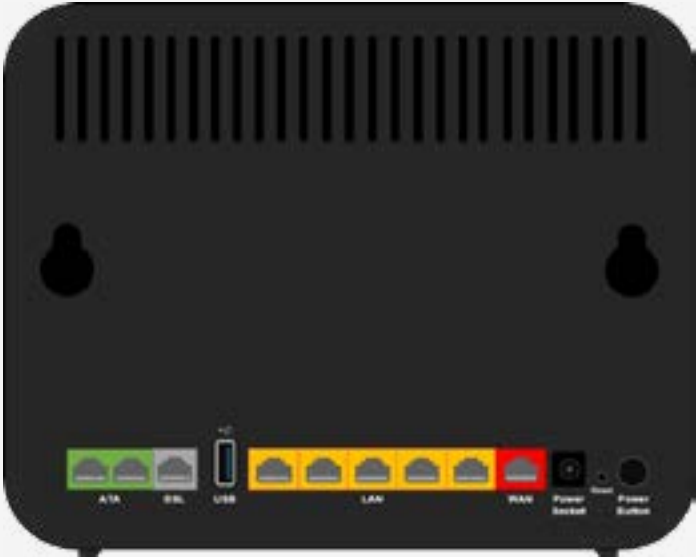
Single Order Product	Technicolor Routers	
	DGA 0122	DGA 4135
FTTP	Yes - TBS*	Yes - TBS*
SOGEA	Yes	Yes
SOADSL	Yes	Yes
ATA port	x2 ports	x2 ports

\*TBS: Two Box Solution, whereby the Technicolor router will connect to the Openreach provided ONT, via the Ethernet WAN port.

See right for DGA 4135 port layout.

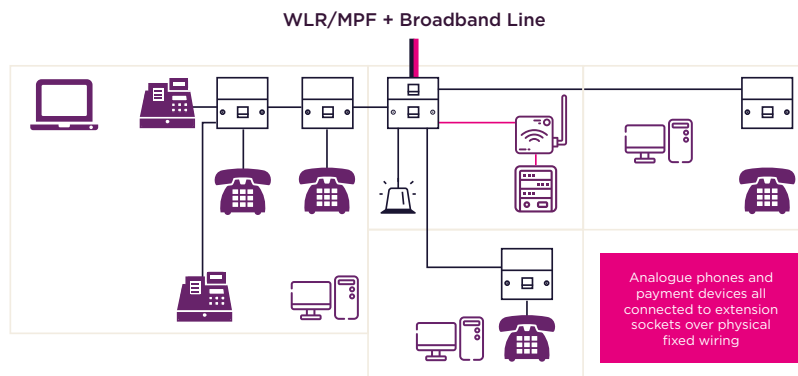


Did you know - our routers support both V-IP Essentials & HV.Select?

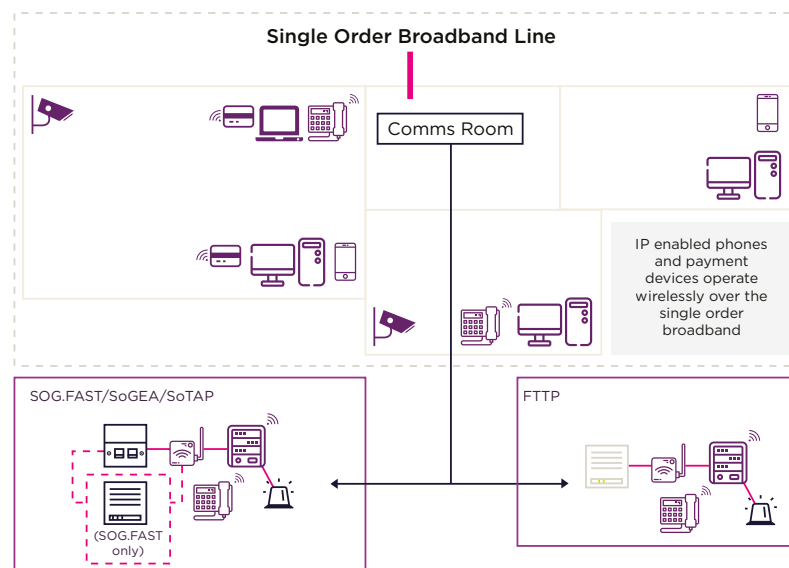


# What may change for your customer site set up?

Alongside your customers' product set changing, the way customers operate their day to day business functions is also likely to change. Below is an example of a small business customer with analogue office telephones, payment devices and alarm services, all connected via physical wiring and socket extensions.

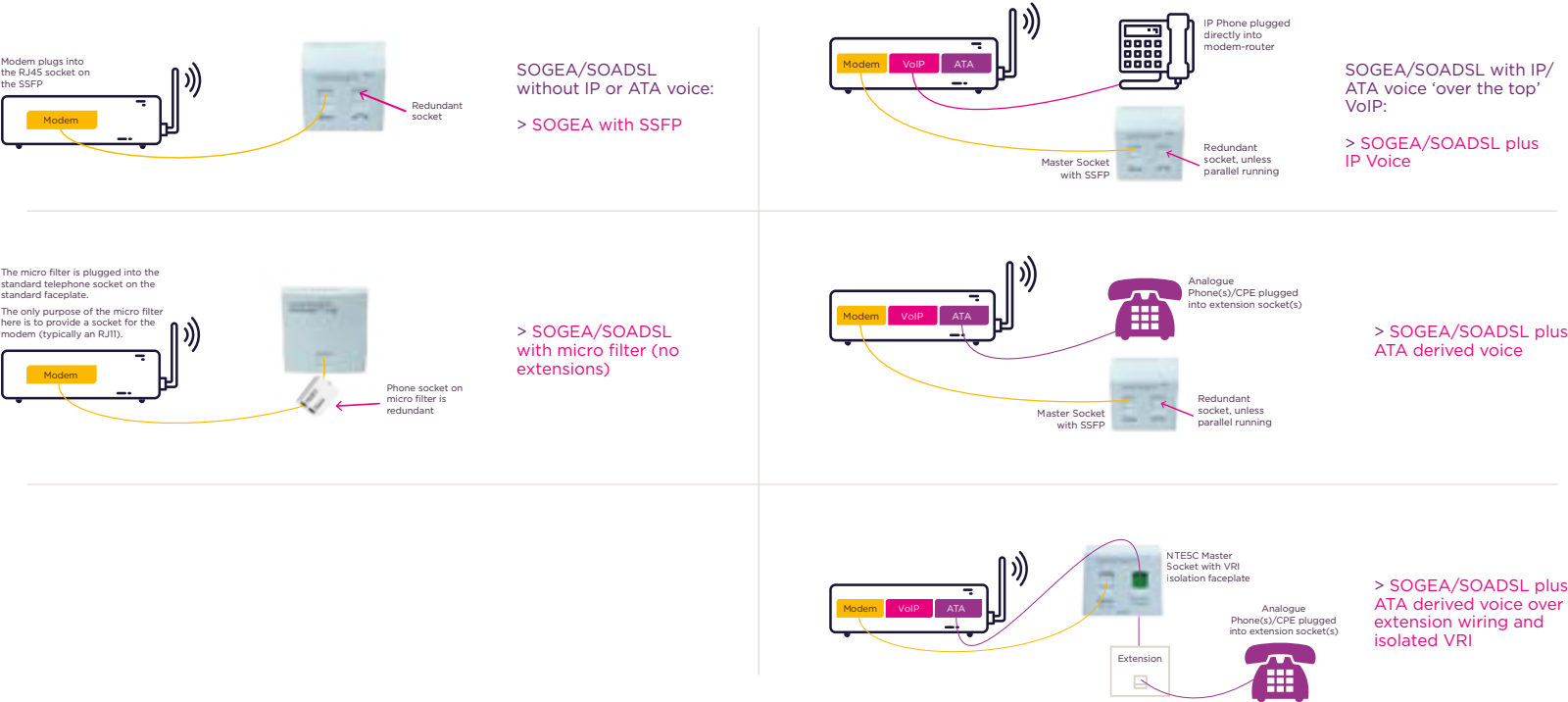


Following the customer migration, all devices will need to be compatible with IP. Onsite premise equipment may need to be changed (check with the hardware vendor).



# SOGEA/SOADSL Set Up

Below are examples modem/router setups at the main (master) socket for SOGEA/SOADSL services. For more information about please refer to the [Giacom SOGEA Product Description](#) and the [Giacom Broadband Handbook](#).



# All-IP Portfolio

Simple. Easy. Profitable.

## Connectivity

Single Order Connectivity Services, to replace copper broadband services.

### FTTP (Fibre-to-the-Premises)

The future of broadband connectivity delivering the next generation of data service for all businesses and residential customers.

- > Fast and reliable connectivity for critical digital demands
- > Cost-effective – less churn and operational benefits
- > Higher resilience and lower latency than copper broadband
- > Enjoy high quality uninterrupted, real-time data applications without worry
- > Up to 1Gbps download and alternative bandwidths available

Introducing Sky Business Wholesale FTTP, exclusive to Giacom!

### SOGEA (Single Order Generic Ethernet Access)

SOGEA takes advantage of existing line functionality to create an ideal combination of speed and price for both residential and business users.

- > Up to 80Mbps download
- > No line rental required
- > Plug & Play setup on compatible lines
- > Easy upgrade to FTTP when you're ready
- > Alternative bandwidths available across multiple suppliers

Easy Switching now available with Sky Business Wholesale SOGEA!

### SOADSL (Single Order Asymmetric Digital Subscriber Line)

SOADSL is the Single Order replacement to traditional copper-based broadband.

- > Up to 24Mbps download
- > Available nationwide where fibre is not yet available
- > Simple migration journeys with minimal downtime
- > Easier future upgrades to FTTP or SOGEA
- > Migrating to SOADSL early is the best way to future-proof your business

All-IP connectivity for everyone!

## Voice

Over the top IP Voice Services, specifically designed for channel partners.

### V-IP Essentials

Give your customers the V-IP Experience, with our new Single Line Voice replacement.

- > Low-cost Voice replacement service on 30-day terms
- > PAYG and Bundled options available
- > Keep your existing number
- > Use any generic SIP Device
- > Harmoniously works alongside Giacom Connectivity offerings
- > Traditional features included as standard
- > Ideal for edge case scenarios such as lift lines, alarms, door entry panels, etc.

Remember it's hassle free when you transition to V-IP!

### HV.Select

Designed for growing businesses and suitable for anyone.

- > Three different licence types to suit any type and size of business
- > Cost-effective and easy to deploy
- > Core calling features for simple functionality
- > Webex softphone included (Express & Mobile licence only)
- > Dial tone only licence with the ability to add simple telephony features (Foundation)
- > Extensive hardware range with a complimentary range of accessories
- > Simple, self-serve portal

Get ahead in time and liberate your landline!

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# All-IP Managed Service (AIMS)

We've reshaped our business to give us the scale and expertise to support partners on their All-IP journey.

It's a time of huge change in the Channel, creating great opportunities for you to take your customers on a journey to more reliable, faster and feature-rich services. We provide future-proof technology for Connectivity and Voice enabling you to move to an All-IP world.

## Our People

Specialists  
Product Managers  
Project Managers  
Operations  
Account Management

## Project Services

Our team of experts and product managers are here to support and manage your journey to All-IP

## Managed Order Desk

Our team will manage your All-IP transition from order placement and bulk ordering to order management

## Commercial Benefits

**FREE** WLR migrations, alongside support to upgrade

**FREE** upgrade to SOGEA

**Save up to £250 per order** with Giacom Easy Switching.

Contact your Account Manager to find out how you can benefit from AIMS today!

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# Ask me a question

or to see most asked questions click below:

[Download Migration FAQs](#)

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## Question

If my customer is based in an exchange area where the FTTP Exchange Upgrade stop sell applies, but I still don't have FTTP available, will they be impacted by the stop sell?

## Answer

The delay in the PSTN switch-off is due to several factors, primarily driven by BT and Openreach's assessment of the situation. Last year, there were 80,000 migrations a week, which initially seemed manageable. However, incidents including fatalities related to telecare devices during migration to All-IP systems, prompted a reassessment.

Openreach has seen a drop in migrations as CPs are exercising caution to ensure vulnerable customers are handled appropriately, making the deadline of January 2027 unrealistic.

## Question

What products are affected?

## Answer

The PSTN supports a number of Openreach products: WLR3 analogue, ISDN2, ISDN30, LLU SMPF, SLU SMPF, Narrowband Line Share and Classic products. These products are generically referred to, as part of the industry programme, as WLR products. When the analogue network closes in 2027 these products will no longer be available.

### Question

My customer currently has a line rental and broadband service with me but now they only require broadband, what do I do?

### Answer

You can migrate your customer to a single order broadband product. The voice service will stop working and effectively becomes redundant in this instance. Voice service is an optional add-on to your broadband service.

### Question

My customer currently has a voice only line and they do not require a high-speed service, what can I do?

### Answer

We understand and appreciate that not all customers are the same in terms of their usage. For example, a business may only rely on processing transactions payments on a line and does not require IP Voice or broadband for business applications. In these circumstances, a low bandwidth package is available (0.5 mbps) which Giacom can provide.

### Question

What if I decide to not take part in the PSTN Switch Off/FTTP Exchange Upgrade and stay with my current set up?

### Answer

There is no option to opt out of the FTTP Exchange Exit. If you have a working WLR or MPF asset in one of these exchanges, you will be impacted by the Stop Sell principles and rules, with the expectation that the existing bases will be migrated onto an All-IP solution by the time that exchange is exited. You can also no longer order any traditional WLR or Legacy Broadband services as of March 2025 unless there is a critical exemption requirement.

### Question

Why do I need to act now?

### Answer

The withdrawal of PSTN copper services has a deadline of 31st January 2027 which means any services after this date will cease. It is imperative that you prepare your business now. The change is happening, and you do not want to be left behind. Please also be aware that there is a National Stop Sell that comes into place in September 2023. This means you will no longer be able to order any legacy WLR based services from this date.





# Resource Hub

All-IP Campaign Kitbag

One Touch Switching Hub

List of FTTP Exchanges

V-IP Essentials Bundled

## Download Collateral

Broadband Handbook

FTTP Product Description

GSO Battlecard

GSO White Labelled Leaflet - Digital

SOADSL Product Description

SOGEA Product Description

SVR Guidelines

## Watch Webinars

V-IP Essentials Webinar

Great Switch Off Webinar - Jun 2024

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# Acronyms

ADSL	Asymmetric Digital Subscriber Line
ATA	Analogue Telephone Adapter
CNI	Critical National Infrastructure
CP	Communication Provider
CRFS	Customers Ready For Service
EU	End User
GSO	Great Switch Off
FTTC	Fibre To The Cabinet
FTTP	Fibre To The Premises
HVS	Hosted Voice Select
ISDN	Integrated Services Digital Network
LLU	Local Loop Unbundling
MPF	Metallic Path Facility
NTE	Network Terminating Equipment
OTS	One Touch Switching
OTT	Over The Top
PSTN	Public Switched Telephone Network
SMPF	Shared Metallic Path Facility
SOADSL	Single Order Symmetric Digital Subscriber Line - aka SOTAP
SOGEA	Single Order Generic Ethernet Access
SOGFAST	Single Order G.Fast
SOTAP	Single Order Transitional Access Product - aka SOADSL
SVR	Site Visit Reason
TOTSCo	The One Touch Switching Company
VDSL	Very high-speed Digital Subscriber Line
VoIP	Voice over Internet Protocol
V-IP	Virtual-IP (Giacom's Single Line Voice Replacement)
WLR	Wholesale Line Rental
WLR3	WLR3 Analogue, ISDN2, ISDN30, SMPF, SLU SMPF, Narrowband
Product(s)	Line Share and Classic Products

**If you are not discussing the migration with your customers, then someone else will be.**

Openreach have already confirmed that 50% of their partners are already engaged and in the process of migrating their assets over to All-IP.

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**We are here to support you**

Contact your Account Manager for further assistance.

**GIACOM.**