



**Your future-proof
connectivity**

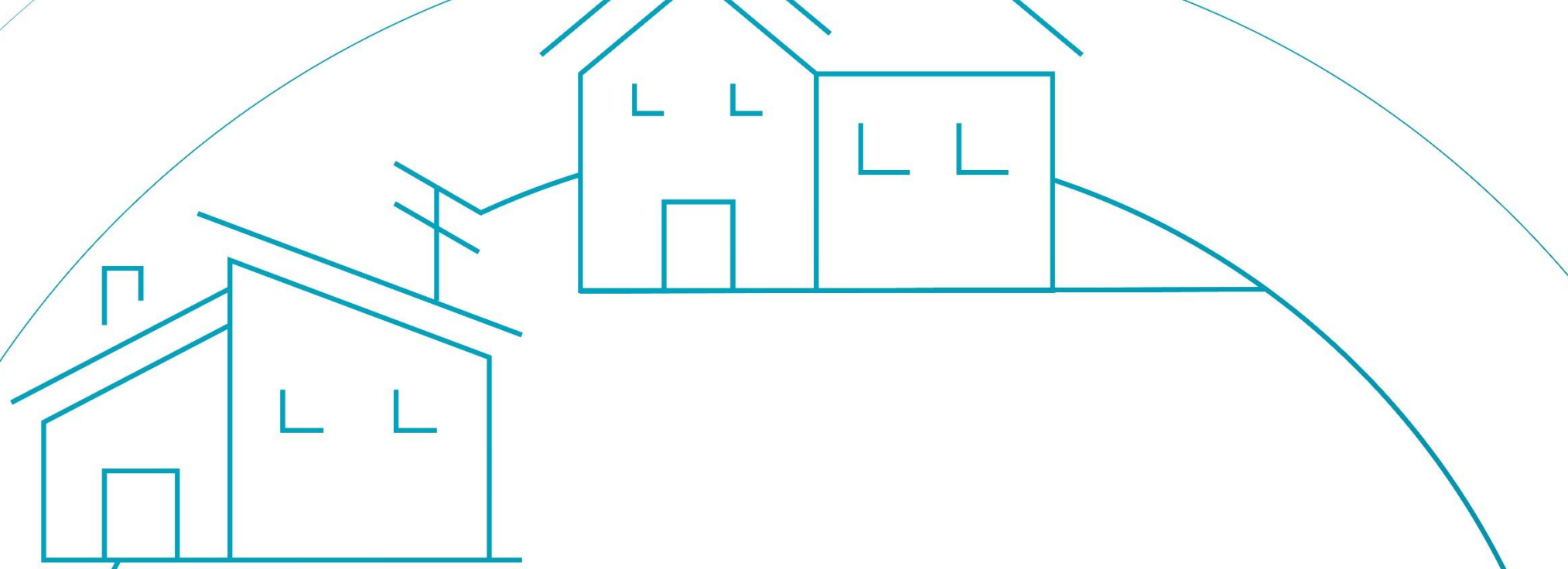
**Our simple and
fast SOGEA &
FTTP solutions**

 **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—with Vodafone's support every step of the way to make the journey to fixed connectivity together.



Welcome to Vodafone's simple single order SOGEA and fearlessly fast FTTP

Your future-proof connectivity: Our simple and fast SOGEA & FTTP solutions

With SOGEA or FTTP, your business can:

- **Adapt and thrive**

Our investment in SOGEA and FTTP will help your business gain a fast and simple connection for a competitive edge.

- **Connect with confidence**

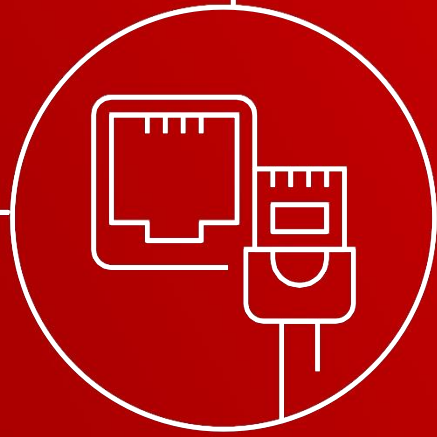
Our fast fibre network will save you time and make more possible for your business than ever before.

- **Make every second count**

This is next generation broadband with the simplicity of a single product, so you don't have to worry about obsolete technology.

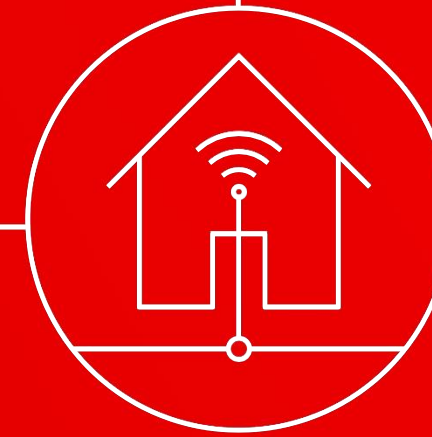


SOGEA and FTTP unpacked



SOGEA – Single Order Generic Ethernet Access

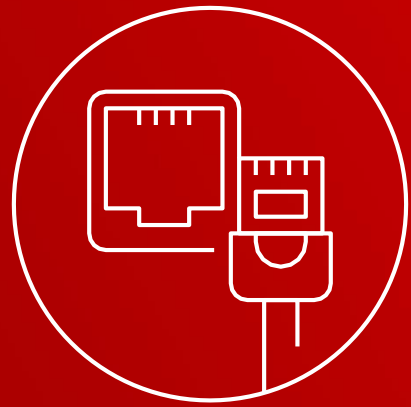
- **A new way of connecting to fibre.**
SOGEA is simpler to order, install and fix.
- **A long-term solution.**
SOGEA replaces analogue copper lines reaching the end of life.
- **Truly flexible.**
SOGEA can be migrated easily with short downtimes from your existing service.
- **Cost effective.**
SOGEA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

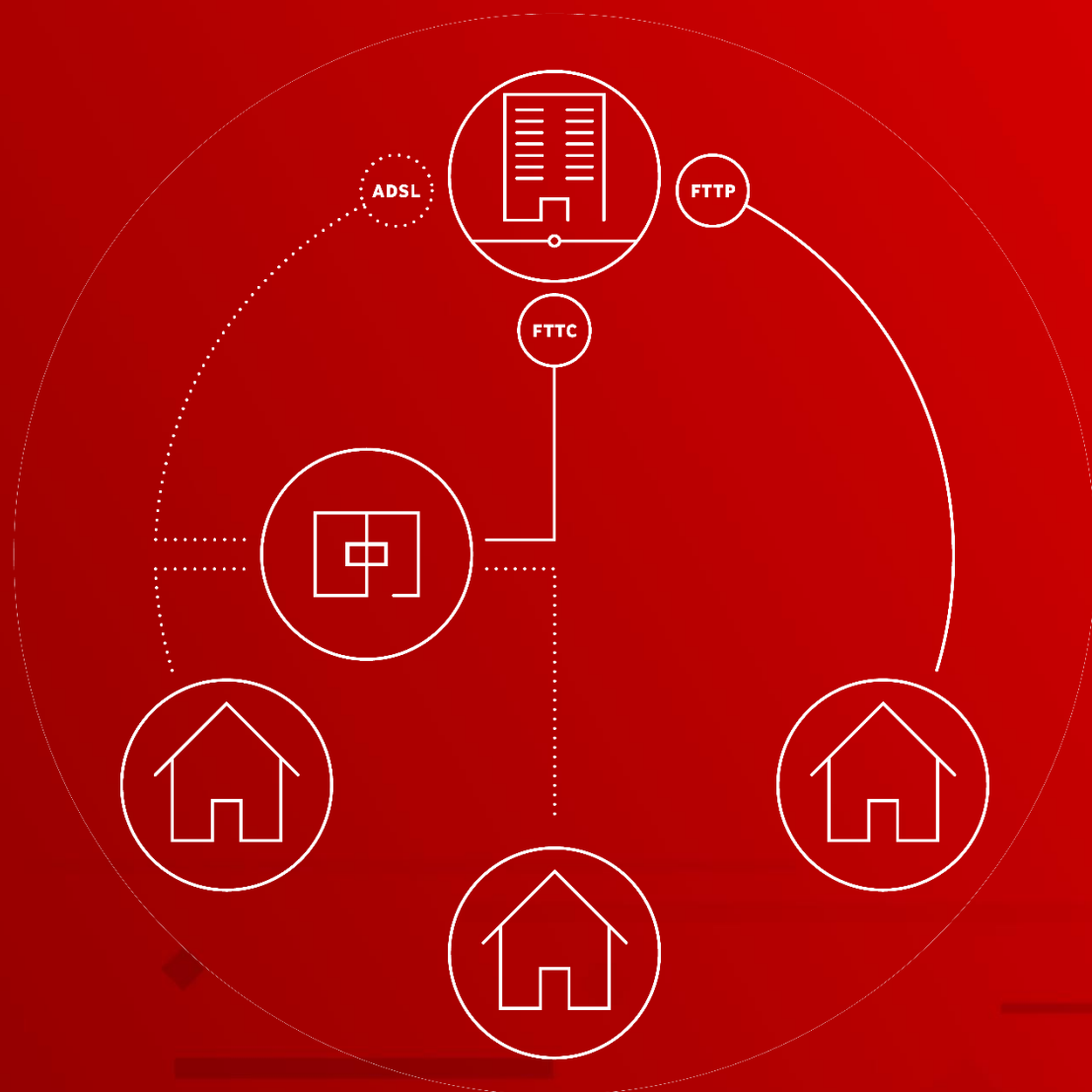
*depending on geographic availability



Two new ways to connect

Faster fibre

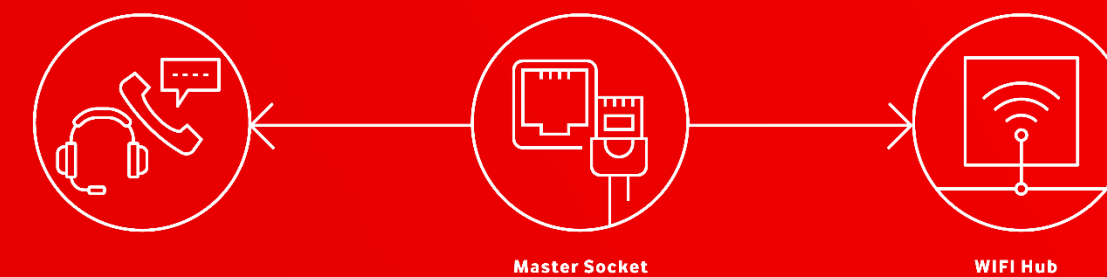
FTTP removes the need for traditional street cabinets and copper wires. It allows you to connect directly to your fibre provider straight from your premises without a traditional phone line.



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 hand is shown in a simple line-art style, reaching upwards towards a series of concentric circles. The circles are rendered in a glowing, fiery red and orange color, suggesting energy and connectivity. The background is white, and the overall composition is clean and modern.

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
- **Grow seamlessly**
Take advantage of a simple, single ordering model for a fast connection
- **Simplify your broadband**
Make it easier than ever to identify and fix issues

Our fastest broadband yet

Connect quicker with FTTP

- **Unlock business growth**
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
- **Drop analogue lines**
Wave goodbye to complex maintenance of solutions nearing end of life

*Depending on geographic availability

Why Vodafone for SOGEA and FTTP?



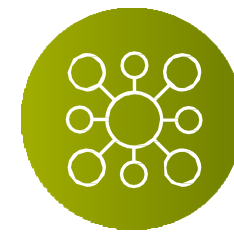
Customer commitment

We offer dependable support to work together to build better businesses



Simple ordering

We help future-proof your connectivity with easy implementation to SOGEA or FTTP



Leading connectivity portfolio

Take advantage of our leading UK network to give you a dependable service



Dedicated support

Fix issues faster with one provider for all your connectivity needs

Ready for a new frontier in fixed connectivity?

For more information about fixed connectivity,
contact your account manager.





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