

Salisbury & Mildenhall Trials

May 2023

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* WLR comprises PSTN, ISDN2, ISDN30 and includes Classic. Note that withdrawal will also apply to any broadband product (SMPF or FTTC) associated with a WLR PSTN line

What are the trials about?

The role of Openreach

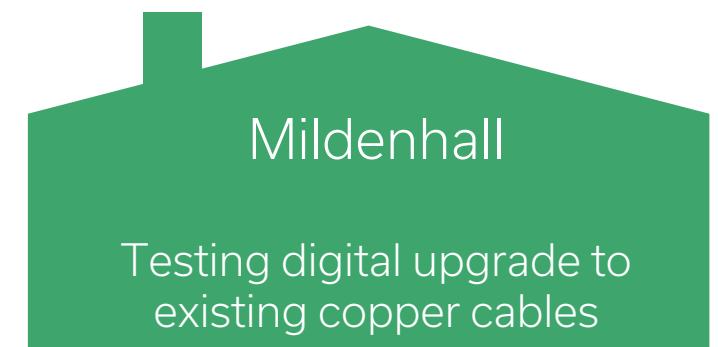
- We provide the Wholesale Line Rental (WLR) product, over the PSTN
- We work closely with CPs to migrate their copper (WLR) lines to alternative fibre products before the PSTN switch off in December 2025.
- Ultimately it is the responsibility of the CP to migrate their customers from copper (WLR) to a fibre alternative.
- We will stop selling new WLR across the UK from 5 September 2023 and withdraw copper (WLR) by December 2025.
- Salisbury and Mildenhall are trial areas to give us learning for UK WLR withdrawal.

Our trials are designed to learn and plan for UK wide withdrawal

We started in December 2020 and are now in the final 6 months of our trials



- First FTTP city
- Built to over 22k premises
- Over 95% FTTP coverage
- End customers require a visit from an Openreach engineer
- Testing new technology and delivery



- Representative of the typical UK market town
- Engineer visit may not be required
- Mostly self upgrade, with phone no longer plugged into wall socket

Trial Learnings

End Customer Awareness

- Low level of understanding in the general public
- Despite CP contact, some end customers don't move
- Messaging isn't simple
- Proactive messages = a more positive reaction

Timing

- We have seen an increase in movement at the end of the trial
- Natural tendency to leave complex moves till last, could increase the risk of having service impacted

Migration Planning

- No one true source for how lines are used.
- Different customers require different migration journeys

CPs

- Some CPs have engaged well with Openreach
- CPs have built customer journeys with more products available

Vulnerable Customers

- Not all devices are compatible with digital lines
- CPs continue to work with their vulnerable customers
- The test lab is crucial to understand compatibility issues

Advocates

- Impartial advocates are trusted, and end customers listen to them
- Advocates are crucial to vulnerable customers

Current Status

Trialling ways to prompt end customers to speak to their CP

Phase 1: Some broadband speeds reduced.

Phase 2: Non free phone calls diverted to CP.

To start from 7th June.

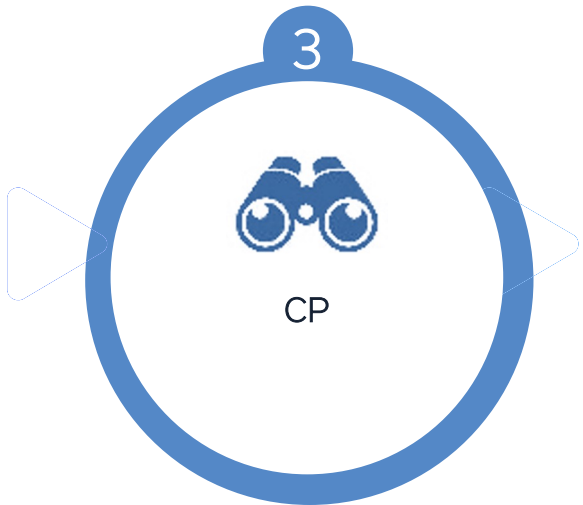
Key take aways for All IP



Audit your Estate of WLR lines and make sure you have a full understanding of what is plugged into your wall sockets



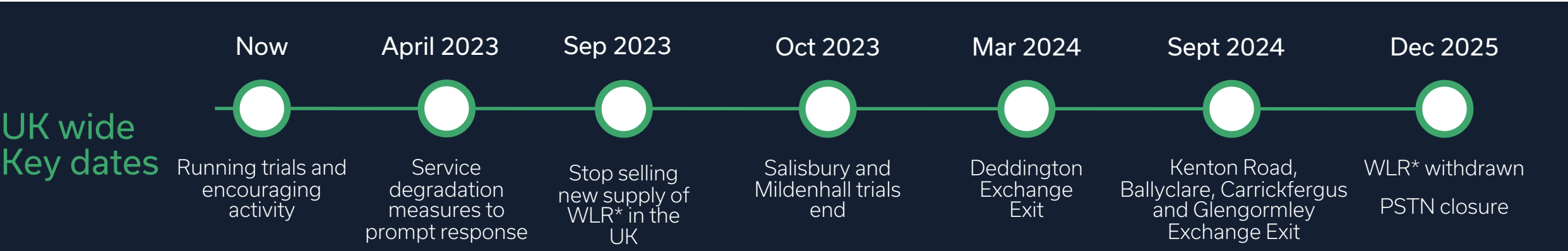
Contact your device / Hardware suppliers and ask what testing they've done and what will work with a router



Check with your CP Account Manager as to what their plans are for your smooth migration



Pull together a solutions plan for your devices that use WLR today and plan what you need to do and when, to future-proof your estate





Thank you

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