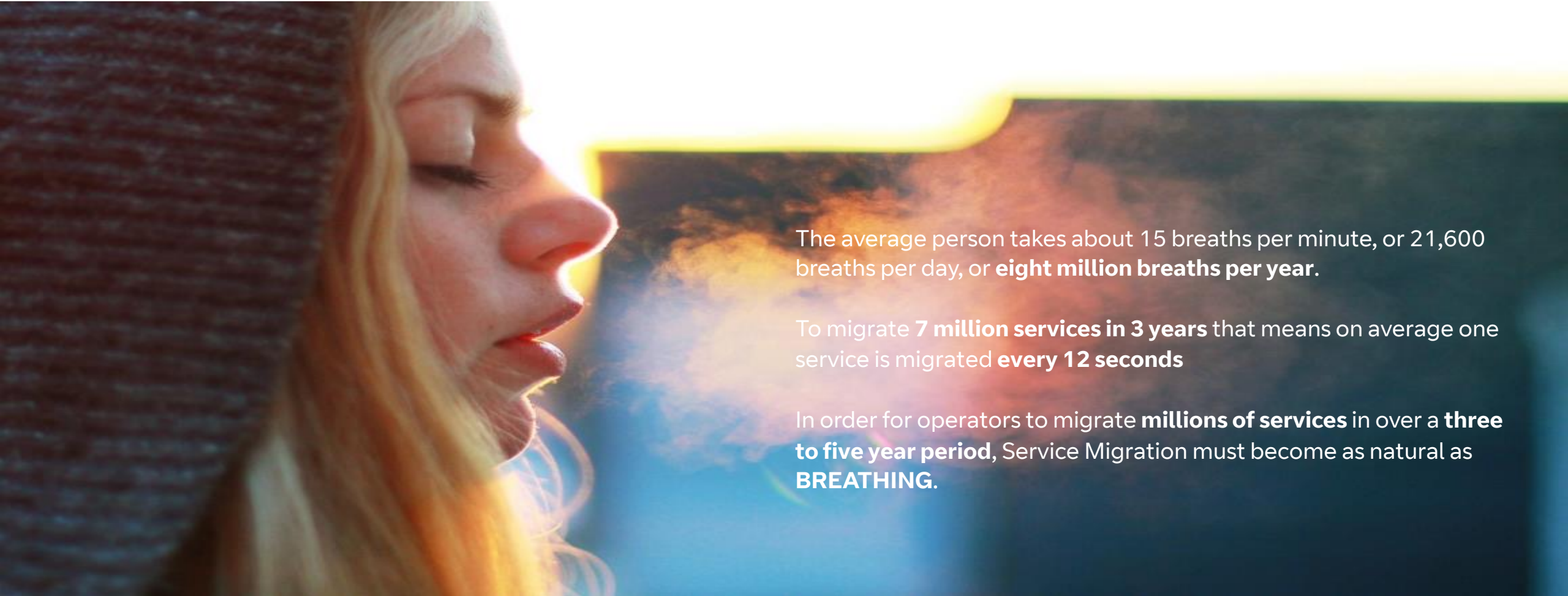


Migrating our customers

Migration is a challenge..

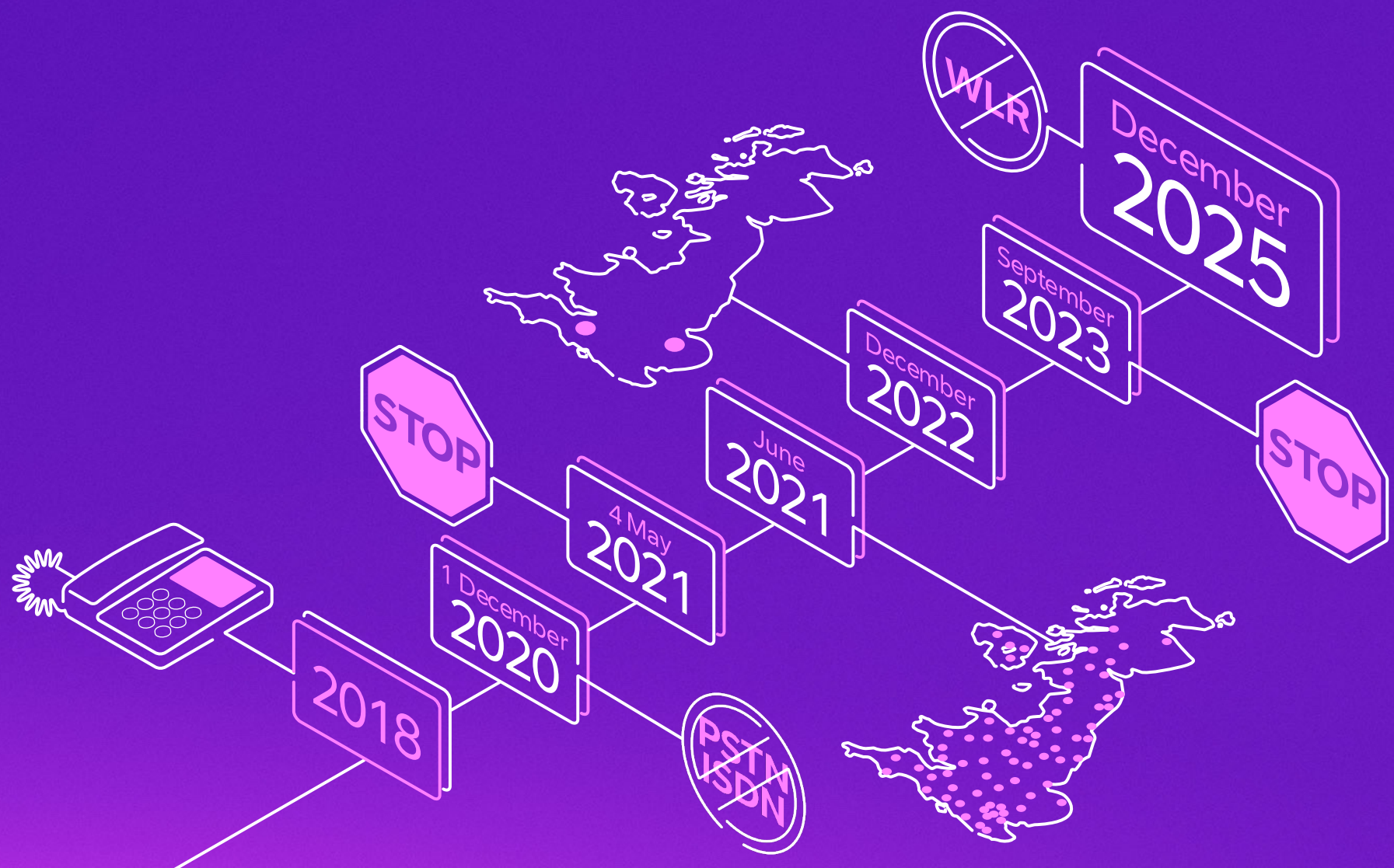


The average person takes about 15 breaths per minute, or 21,600 breaths per day, or **eight million breaths per year.**

To migrate **7 million services in 3 years** that means on average one service is migrated **every 12 seconds**

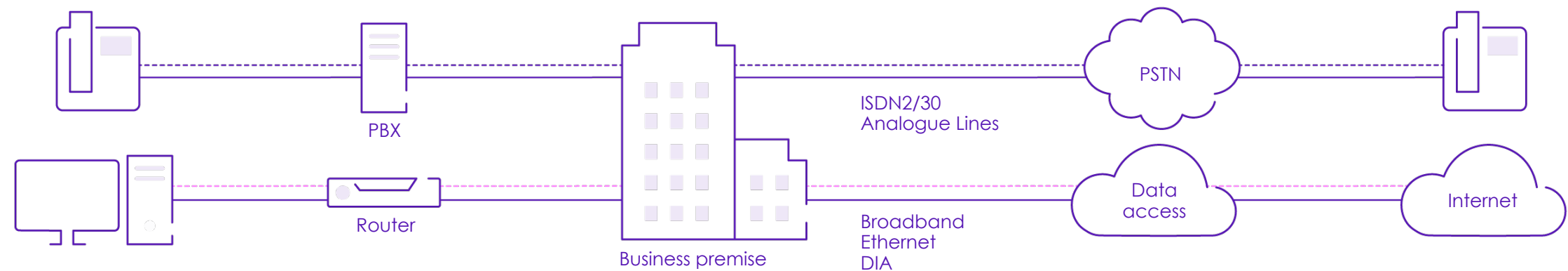
In order for operators to migrate **millions of services** in over a **three to five year period**, Service Migration must become as natural as **BREATHING.**

The WLR Network Switch-off

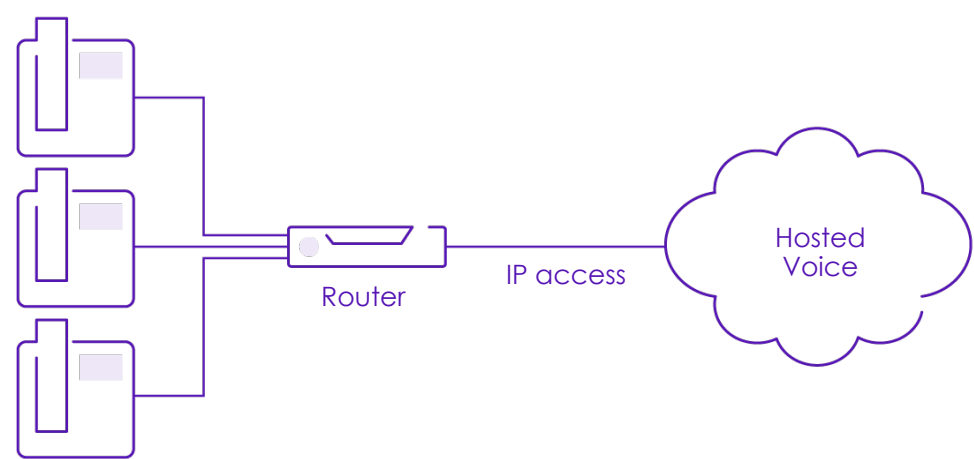


Delivering voice over the digital network

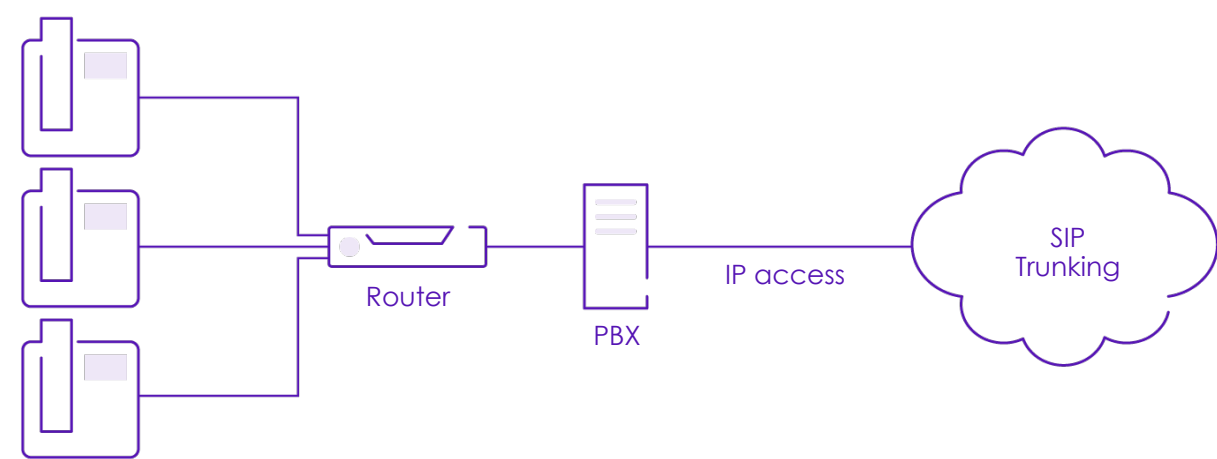
How it looks today



All-IP enabled Access + Hosted Voice



All-IP enabled Access + SIP Trunking



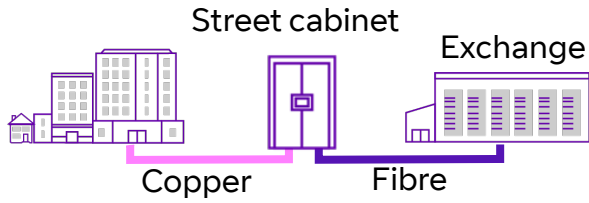
Substitutional data products to migrate to...



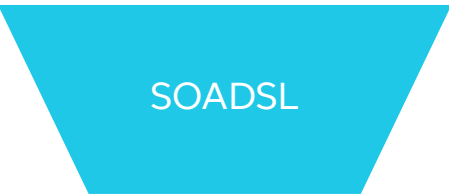
Ethernet (EAD)
Via Wholesale Ethernet
Speeds up to 10Gb.



FTTP
Available via Wholesale Ethernet, WBMC, BBOne
Speeds of up to 1Gb downstream



SOGEA / SOGFAST
Available via Wholesale Ethernet, WBMC, BBOne
Speeds of up to 80Mb SOGEA / 330Mb SOGFAST downstream



SOADSL
Available 23/24 via WBMC, BBOne
speeds of up to 8Mb & 24Mb downstream

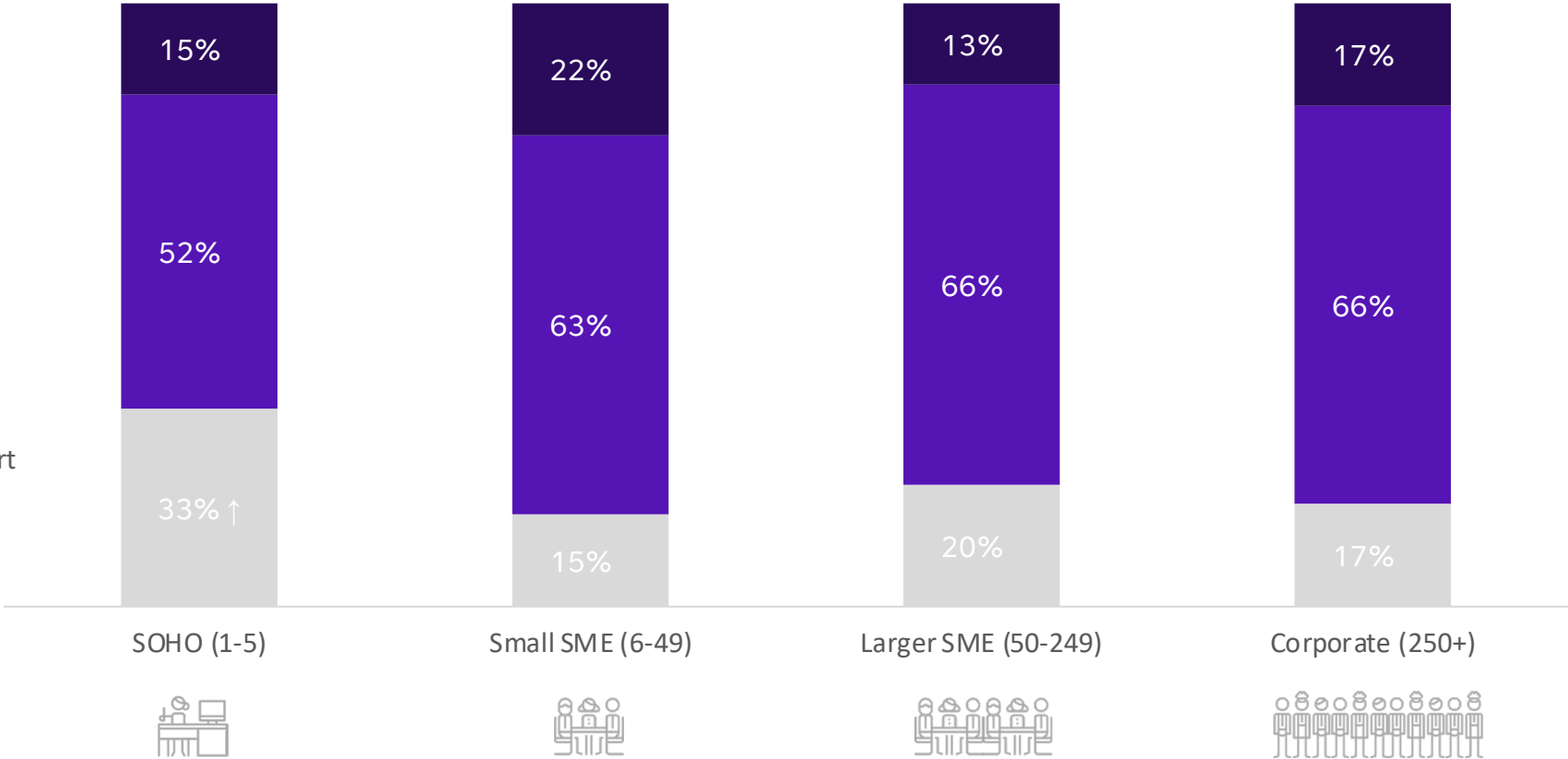


Fixed Wireless Access
Planned for Wholesale launch 23/24

Customers feel that they will need external support in the switching process – especially larger organisations

External support required for a VOIP switch

- We will probably need an external party to manage the whole process for us
- We will probably need some external support and advice on some parts of the process
- We probably won't require any external support - we will manage the whole process internally and deal directly with the



Identifying and implementing change

450 trained sales account teams, 42 dedicated migration specialists, funded inventory reports and substitutional mapping

Audit

A physical, logical and geographic audit of the relevant circuits.

Replacement analysis

Using technical, geographic, QoS and use case requirements to find the best solution for each circuit migration.

Migration

Managing the scheduling, design, delivery, physical install, commission, logical migration and end point uplift for each circuit migration.

A close-up photograph of a dandelion seed head. The seed head is on the left side of the frame, with its stem extending downwards. Numerous seeds are being blown away from the head, creating a trail of white, feathery seeds that curves upwards and to the right against a clear, bright blue sky. The seeds are in various stages of being blown, some still attached to the head and others further away.

BREATHE
FREELY..