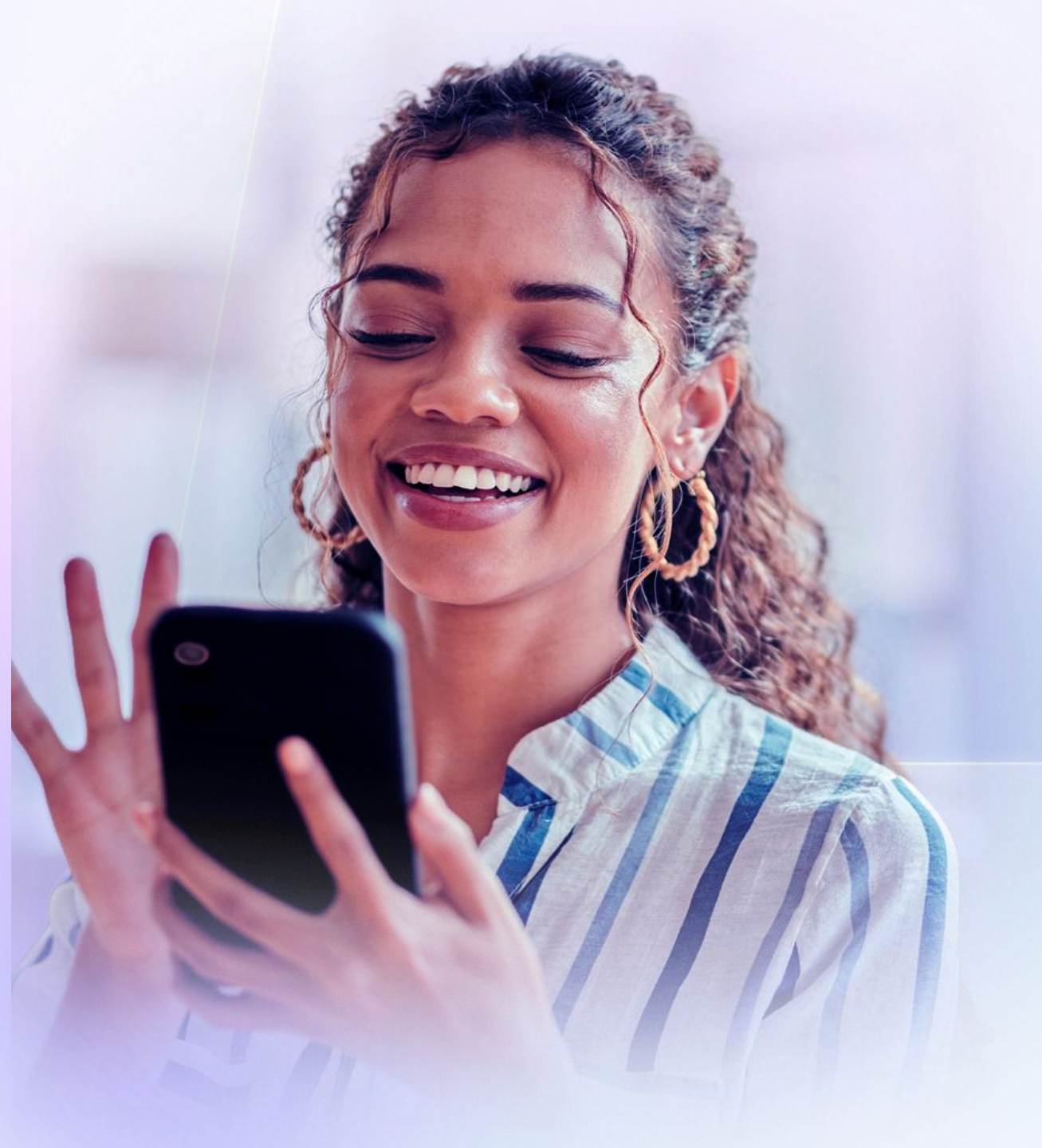




Get all-IP ready with Onecom Partners

Partner Toolkit

Onecom Partners Limited



Introduction

The national WLR Stop Sell initiative came into effect on 5th September 2023. To help you guide your customers through the journey to the 2027 Switch-Off, we've put together this toolkit with everything you need to get all-IP ready.

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- > Preparing your customers for the Switch-Off
- > All-IP product alternatives
- > White-labelled marketing content



Timeline to all-IP



Future Milestones



**Proposed dates, subject to Openreach's published exchange programme.*

Preparing your customers for the Switch-Off

The UK-wide WLR Stop Sell is now in effect on new orders for services like single and ISDN lines. This isn't a product withdrawal – customers keep using what they have until their local exchange is switched off by Openreach. Get ahead of the January 2027 deadline with these four steps:

1 Spot the opportunity

When a contract nears its end, it's the perfect moment to talk to customers about upgrading to a complete all-IP solution. Flag renewals due in the next six months and start the conversation early.

2 Map the migration path

Even if full fibre isn't needed until the Switch-Off, agree a migration strategy now. Keeping customers informed protects their business and builds trust.

3 Engage your team

Make sure your team knows your all-IP solutions inside out — the benefits and the basics. Need training? Your Partner Business Manager is on hand.

4 Consider hardware

Getting ready for all-IP is about more than connectivity. Check customers' hardware is current and IP-ready too.

All-IP product alternatives

If your customers are still relying on ADSL, FTTC, ISDN or PSTN, now's the time to move them onto something built for the future. Here are a couple of options worth exploring:



SIP Trunking

A popular alternative to ISDN and PSTN, SIP trunking uses the internet to carry voice and data - cutting costs, improving call quality and scaling easily as customers grow.



Cloud Phone Systems

Cloud-based voice with call forwarding, voicemail and conferencing built in, accessible from anywhere. Highly scalable, and easy to flex around changing needs.





All-IP product alternatives

continued



Mobile Solutions

Today's mobiles handle voice, messaging and video conferencing just as well as a desk phone — giving customers the flexibility to work from anywhere.



Unified Communications

UC brings voice, messaging and video into one platform, for improved productivity and streamlined communication.



Connectivity (FTTP & SOGEA)

Faster, more reliable and more cost-effective than older technologies - the infrastructure behind every all-IP solution.

White-labelled marketing content

Ready-made, re-brandable content to help you promote all-IP to your customers — no extra effort required.



Blogs

Ready-to-publish articles you can drop straight onto your site.



Social Media Graphics

Eye-catching visuals for your channels, fully re-brandable.



Email Templates

Pre-written campaigns ready to send to your customer base.

[Download here](#)



We're here to help

It's the end of the line for traditional phone lines, but just the start for all-IP.

Contact your Partner Business Manager for support through the transition, or email switchoff@onecompartners.co.uk.



switchoff@onecompartners.co.uk



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