



## Great ethernet. An even better price.

With SoGEA you can enjoy entry level ethernet that's cheaper, easier and quicker than before.

Single order Generic Ethernet Access might not be a name that lights up your eyes. But when you realise that you can get our great ethernet quicker and cheaper than before, your eyes are bound to sparkle.

### **So good, it's SoGEA**

We listen to what you, our customers, want. And when you said "how can you improve upon your entry level ethernet?" we worked hard to answer that. And answer that we did.

With SoGEA, you can enjoy the same ethernet as before. But now it's simple to order, there are less complications and pricing is better. In fact, it's around 30 per cent cheaper than our GEA-FTTC.

Great ethernet at great prices.

### **We want simple**

We don't want it to be complicated when you work with us. We're sure you don't either. You want to be able to easily order, not get stuck up in difficult processes and get straight to business. The introduction of SoGEA is just part of what we've been up to. We're continually investing in our network, we're looking towards future solutions and we're always making sure that working with us is simple and easy.

### Easy ordering

We said we wanted it simple, didn't we? That's why now you can order our entry level ethernet in just one order. Previously you had to place two sequential orders, one for PSTN and one for ethernet once PSTN was installed. Now, as we make our way to an all-IP world, we can wave bye bye to the PSTN line. And you can quickly order so your customers are up and running.

### It's great. And the price is even better

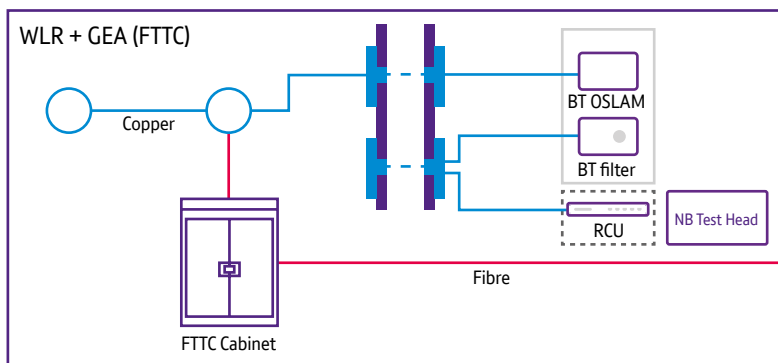
SoGEA is around 30 per cent cheaper than our existing GEA-FTTC. So already you'll be making a saving by ordering your ethernet this way. But that's not it. With a quicker, simpler setup, you can deliver connectivity to your customers faster, which means your revenue will come in quicker too.

### Don't worry about change

SoGEA is exactly the same as our GEA service. Actually, that's a small lie. It now saves you time, money and effort. But everything else, including the existing flexibility, support of asymmetric bandwidths and same fixed price structure – they are all the same.

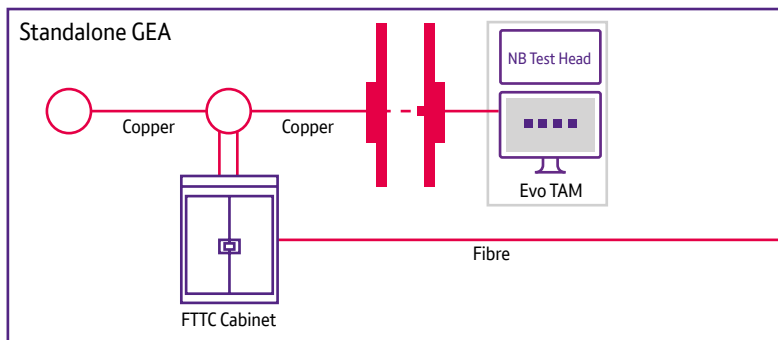
#### The ethernet (GEA-FTTC) customer order journey

##### Before SoGEA



- You had to order a separate PSTN line.
- Followed by another order for our GEA-FTTC.
- We'd then install ethernet components.

##### After SoGEA



- With no need for a PSTN line, that's one order you don't have to make.
- Simply make one single order for SoGEA.
- And we'll do the rest.
- If you want to add IP voice services too, let us know and we'll set you up.

■ FTTC ■ WLR □ Calls

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Find out more at: [btwholesale.com/sogea](http://btwholesale.com/sogea)

### Offices worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract.

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Registered office: 81 Newgate Street, London EC1A 7AJ.

Registered in England No: 1800000.

Email [clientreception@bt.com](mailto:clientreception@bt.com)  
or call **0800 671 045**

**BT** wholesale