



# Vodafone SOGEA Case Study

**Business:** Barber Shop

**Owner:** David Schrute

**Goal:** Cost-effective and future-proofed connectivity and voice

**Current technology:** FTTC broadband

David is the owner of family-run barbers, A Cut Above. Although he already has a loyal customer base, he's always looking for new ways to stay ahead of the local competition and make the bookings process as easy as possible for his customers.

David has always kept up with the latest technology trends and has heard that the traditional copper-based telephone network is due to close in 2025.

Being a small business, every penny counts, so David is looking for a cost-effective solution that saves both time and money, whilst also delivering speed and simplicity.

Whilst David is keen to keep costs to a minimum, he also knows the importance of technology and how it could help maintain and grow his business so is happy to invest for the long-term.





# The Solution

## New technology: Vodafone SOGEA

Making the decision to move to SOGEA was simple for David as it offered a simple ordering and install process that took no time at all. As a data-only product, it's future-proofed against the upcoming closure of the copper-based telephone and internet network, so he's confident that he won't have to switch again in the near future. Providing average download speeds of 80Mbps, SOGEA provides ample bandwidth to provide his customers with guest WiFi access whilst waiting for their appointment and enables him to monitor his online booking system throughout the day.

Crucially, he was able to save the business landline number he'd used locally for 25 years, which was seamlessly ported onto hosted voice on the same day his SOGEA service went live. In addition to removing the need to pay for monthly line rental, he's also able to use the enhanced features offered by VoIP, such as call forwarding and out of hours voicemail options.

Importantly for David, he now has peace of mind that his business is ready for the 2025 network closure and ready to take advantage of the latest technology to boost his business.

## Contact us today

Tel:  
Email:  
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This case study is based on a fictional company but uses real-world IP products and deployment examples.