

To: LLU and Broadband Providers

23rd November 2006

ADOPTION OF A COMMON END USER MIGRATION GUIDE

As you know, broadband consumers are suffering from a lack of 'seamless' migration processes that allow them to easily switch between providers without disruption. This is bad for competition, the broadband industry and most importantly for consumers. This letter seeks the commitment of broadband providers to adopt a common set of guidance to be given to consumers to reduce this harm.

There are a number of causes of lack of seamless migrations including lack of processes, some players not using the voluntary migration code of practice and the increasing level of process complexity of multiple wholesale products and systems that different providers are using. This applies to ISPs using IPStream and DataStream as well as those using LLU.

It was in part due to this problem that we proposed in the consultation *Broadband migrations: enabling consumer choice* in August to impose certain mandatory requirements on all providers of broadband services to facilitate easy migration. Our decision on this will be published in December with the obligations (subject to consultation) coming into force in February.

Whilst the process and systems issues cannot be resolved overnight there is one problem that can be addressed quickly. That is consumers receiving accurate and consistent advice regarding whether and how best they can migrate. In the absence of easy, consistent and seamless migrations, accurate information for consumers is critical to reducing consumer harm.

Broadband providers, Ofcom and OTA have held a series of workshops over the last few months to understand and clarify the picture of the way migrations can happen and how this differs depending on the wholesale products and systems that the 'gaining' service provider and the 'losing' service provider are using. We have built this into a matrix which shows how a switch can be made (e.g. using MAC, place PSTN migration order or cease and re-provide) depending on the combination of losing provider and gaining provider. The matrix is attached to this letter.

In order for consumers to get the right information about the right migration approach for them we believe that this information should be provided by the gaining provider. This is because the gaining provider is best positioned to understand which migration approach applies since they have visibility of the wholesale product and the system they would use to facilitate the migration and can access information about the product the losing provider is using through line checkers. To be clear, the intent of this is not to require gaining providers to take on certain customers but rather that a customer can get the right information.

There are various ways that the delivery of this information could be implemented. A system based solution although desirable may not be able to be implemented swiftly

or cost effectively. Alternatively there may be more 'tactical' approaches such as web based advice and dedicated customer service teams.

In addition to the gaining provider supplying the right information we also believe that consumers will be better informed if potential losing providers indicate that they should contact their potential gaining provider to get the right information. Therefore, we would also ask that where you are a potential losing provider you recommend to the customer that they contact their potential gaining provider to understand what the customer needs to do to be able to migrate.

Ofcom plan to publish the outline of this approach and advice on its website for consumers to be able to access. We will also provide this to consumers who call our contact centre.

It is worth noting that the high-level obligations that Ofcom has proposed in the broadband migrations consultation, if adopted in their current form, will require you, where the MAC process does not apply, to facilitate broadband migrations in a manner that is fair and reasonable. This could, among other things, mean ensuring that consumers get accurate information about migrations.

As we described earlier we see this as an important step in reducing customer harm. Although we have developed this approach in conjunction with your teams who attended the industry workshops we would like to gain your commitment to rapidly implementing this approach. I would be grateful if you respond by **1st December 2006** and let me know the timescales over which you will implement this. If you have any questions about the approach please contact Clive Fedida clive.fedida@offta.org.uk / 020 7783 4684 or Gideon Senensieb Gideon.Senensieb@ofcom.org.uk / 020 7981 3545.

Medium term it remains our goal to see migrations happening both smoothly for the end user and efficiently for the industry. For this to happen it requires industry adoption of all the new processes and systems being developed and deployed by BT Wholesale and Openreach such as 'Provide with MAC' process, 'Simultaneous Provide' process, and the strategic EMP systems. The reality of taking on board new processes and systems is costly and complex and will no doubt take longer than we all would wish. Of course Ofcom and OTA will continue to push hard on the implementation programmes. However, it is important that everyone helps to protect end users and thus market perception during the transition period.

Thank you for your continued support in this area.



Andrew Heaney
Ofcom



Peter McD Black
Telecommunications Adjudicator

END USER GUIDE INFORMATION MATRIX

CUSTOMER ADVICE MATRIX - V3 2/11/2006							
FROM \ TO		Data/IPStream (GM/SP Migrate)	Data/IPStream (Provide with MAC)	LLU SMPF (LiSA)	LLU SMPF (EMP)	LLU MPF (eCO)	LLU MPF (EMP)
		BTRetail/WLR	BTRetail/WLR	BTRetail/WLR	BTRetail/WLR	MPF	MPF
IPStream	BTRetail/WLR	Advise end user to obtain MAC from LSP	Advise end user to obtain MAC from LSP	Advise end user to obtain MAC from LSP	Advise end user to obtain MAC from LSP	Place migration order, no MAC required	Place migration order, no MAC required
LLU SMPF	BTRetail/WLR	Advise end user to cease service with LSP and then place new provide order with GSP	Advise end user to obtain MAC from LSP	Advise end user to obtain MAC from LSP	Advise end user to obtain MAC from LSP	Advise end user to cease service with PSTN LSP and then place new provide order with GSP	Place migration order, no MAC required
LLU MPF	MPF	Place BB sim provide order, provide end user with LORN, advise end user to place PSTN (BTR or WLR) migration order with LORN; no MAC required	Place BB sim provide order, provide end user with LORN, advise end user to place PSTN (BTR or WLR) migration order with LORN; no MAC required	Advise EU to place PSTN (BTR or WLR) migration order; provide SMPF when PSTN available; no MAC required	Place EMP sim provide order, provide end user with LORN, advise end user to place PSTN (BTR or WLR) migration order with LORN; no MAC required	Advise end user to cease service with PSTN LSP and then place new provide order with GSP	Place migration order, no MAC required

Note: Squares with 'Red' text do not permit a seamless migration and entail a loss of service for at least 3 weeks. .