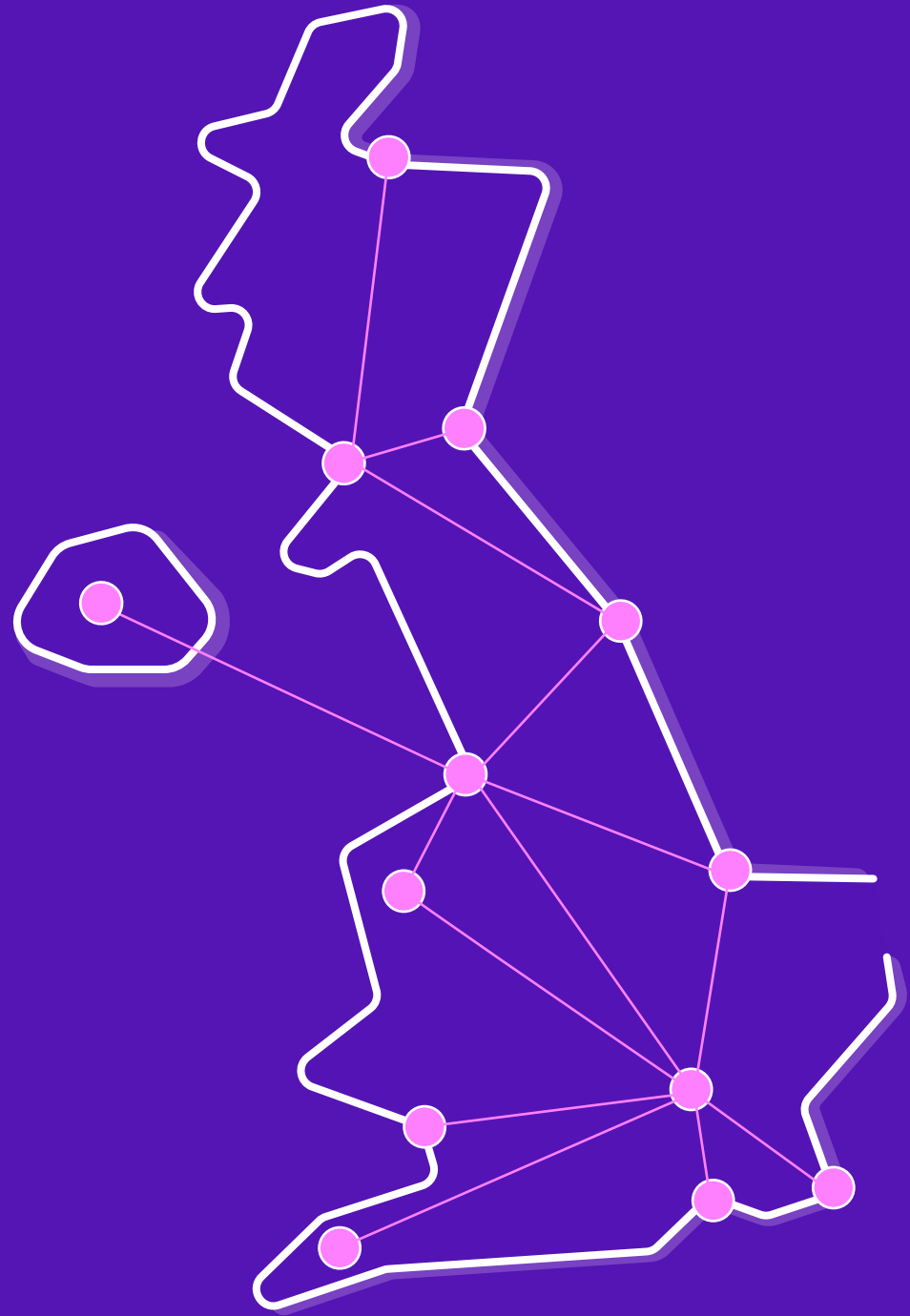




Your all-IP marketing toolkit

The move to all-IP has begun. Get everything you need to help upgrade your customers to our Next Generation portfolio now.



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Introduction

The move to all-IP has begun. While the PSTN is shutting down nationwide in 2025, phone lines are already being upgraded to the new digital service. Homes and businesses need to act fast if they want their alarm signalling to keep working. By switching today, they can stay safe, avoid disruption and could even save money, as IP signalling has no call charges.

You can protect your customers by upgrading them to our Next Generation portfolio now. From fast and affordable to best in the business, all of our alarm signalling systems are ready for the future. They're simple to install too, with a choice of fixed IP and wi-fi connected options. Plus, dual SIM and roaming 4G options for more resilient wireless signalling. All backed up with the LPCB certification and 24/7 technical support.

To help you get started, we've created this handy toolkit. From flyers to videos, it contains everything you need to spread the word about the move to all-IP. Plus, it can help you and your customers choose the right Next Generation device for their needs.



Nick Whiting
Head of BT Redcare



Spread the word with our flyers

Stand out as the go-to expert for all-IP upgrades with these flyers



Why your customers need to switch now

Start the switchover conversation with this quick-read on the risks of waiting to move to IP alarm signalling.

[Download >](#)
[See our dual branded template >](#)



All-IP upgrade offers

Let your customers know about your all-IP upgrade offer options and why they need to switch now.

[Download >](#)
[See our dual branded template >](#)



Next Generation portfolio flyers

Give customers an overview of our individual products with these one-page guides.

[Download >](#)
[See our dual branded templates >](#)

Get your name out there

We're here to support you. So if you'd like a version of any of these flyers that includes your logo, contact details and any applicable offers, we'll happily create them for you.

Contact [Rebecca Mellor](#) if you work in the North and [Naomi Helps](#) if you're in the South, or speak to your regional account manager.

Give your customers more info on why our alarm signalling systems can better protect them

[Download >](#)[Download >](#)

Here's how our products stack up against industry standards.

[illegible]

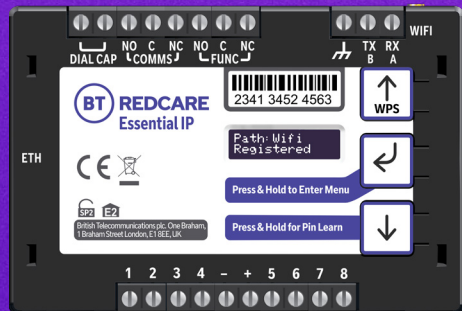
Say hello to the Next Generation redcare.bt.com



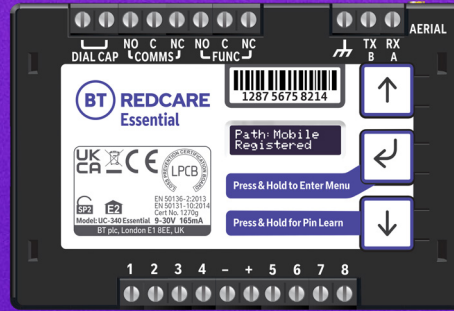
Compare reporting times

[Download >](#)

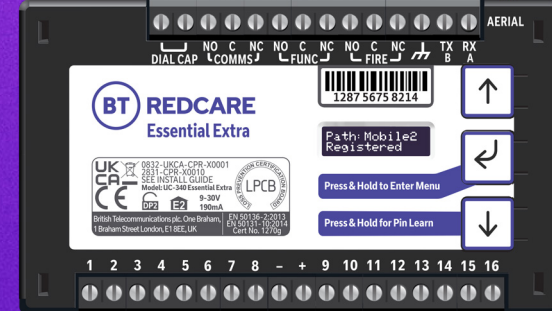
The Next Generation portfolio



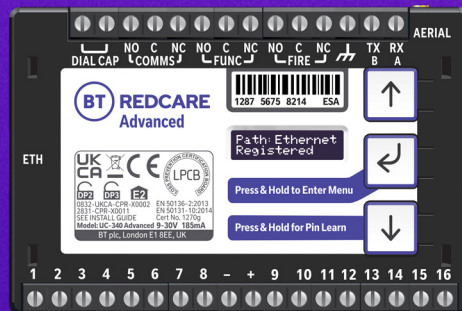
Essential IP
Service grade SP2



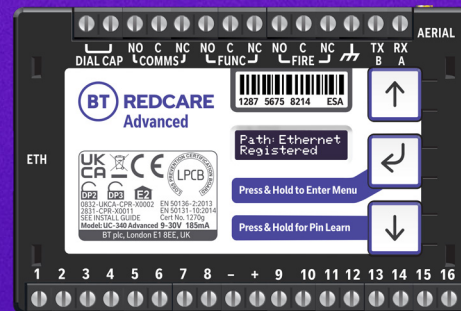
Essential
Service grade SP2



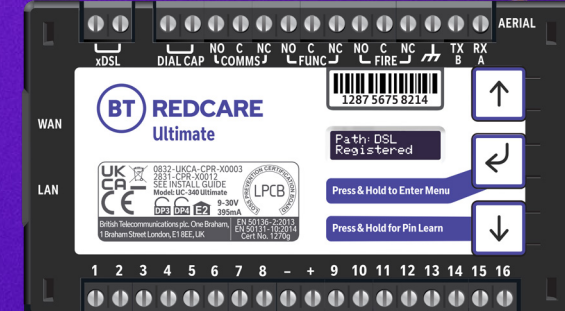
Essential Extra
Service grade DP2



Advanced
Service grade DP2

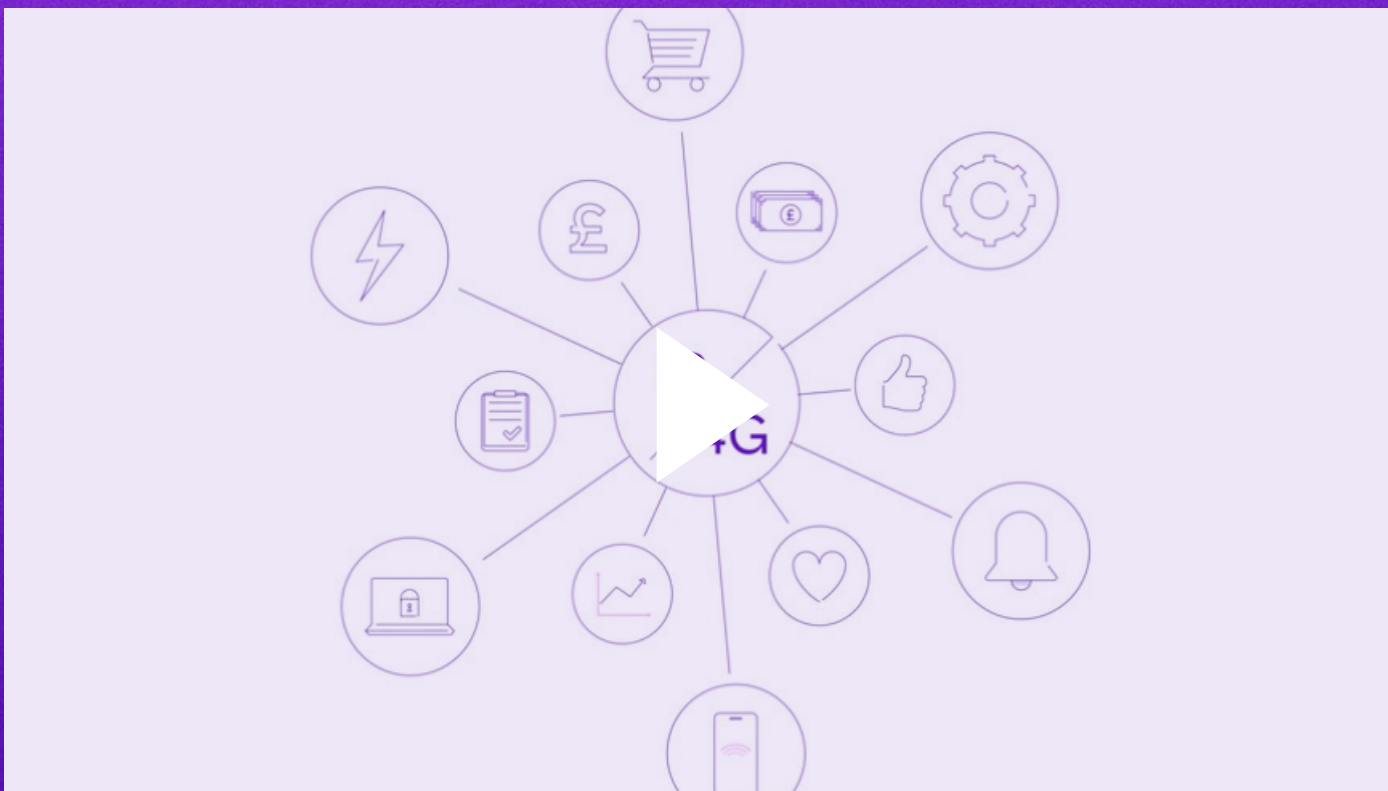


Advanced Extra
Service grade DP3



Ultimate
Service grade DP4

Share our all-IP explainer video



Why is the PSTN being shut down? How will it affect your customers?
And what do you need to do to adapt? Watch our film to find out.

Want to know more? Get in touch

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Need some extra support?

Technical helpdesk

For faults, technical enquiries and free product training

Tel: 0800 800628, option 3
Email: redcarefaults@bt.com
Availability: 24 hours a day, 7 days a week, 365 days a year

You can also find technical manuals and more brochures on our [Installer Hub](#). Plus, aerials, tools and everything else you need at our [Installer Shop](#).



Offices Worldwide

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