

Classic and GSM Replacement bundle. **Get in. Swap out.**

The Signal

Your regular BT Redcare round-up



Regional drop-in sessions take off

Come and learn about our Classic and GSM Replacement bundle

We've extended our all-IP offer

It's now available until April 2024, with a host of benefits

Come and visit us at upcoming events

Pop in and say hello if you're visiting TSE or IFSEC/FIREX

Welcome to The Signal

I hope you enjoyed the first issue of The Signal.

We're now in spring, so a lot of events and activities are hotting up. You can read about them in this issue. They include the extension of our all-IP offer until April 2024; the launch of our new Classic and GSM Replacement bundle; and some important industry events we'll be attending. These include The Security Event and IFSEC/FIREX, as well as hosting our own regional drop-in sessions, following the launch of the Classic and GSM Replacement bundle.

They're great events for creating new opportunities and networking with other professionals – we hope you'll pop along and see us if you can get to any of them.

I also wanted to let you know that we now have an SP4 version (equivalent to the old Grade 4) of [Essential IP](#) in our portfolio, in addition to the current SP2 product. With LPCB certification, [Essential IP SP4](#) connects to your customer's broadband or network via wired ethernet or wi-fi and reports path faults in three minutes.

It's ideal for higher risk sites where mobile coverage is poor or non-existent. It's available for new installations and is also part of our all-IP special offer for your legacy upgrades.

Happy reading – and hopefully I'll see some of you at one of the spring events.

Nick Whiting
Head of BT Redcare

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Competitions

Last month's competition



Our first competition winner

Mark Perretti from MRP Alarms was the lucky winner of our February competition -two seats (and VIP hospitality) to see Manchester City playing RB Leipzig in the UEFA Champions League.

This month's competition

Win a prize worth
£100

Here's your chance to win a voucher code for £100, for use in our installer shop. Enter your details and answer a simple question before 21 April.

[Enter now](#)

Entries need to be in by **17:00 on Friday 21 April**, and the winner will be announced in the next issue of The Signal.

Upcoming events



The Security Event

NEC, Birmingham - 25-27 April 2023

Come and visit us at Stand 4/C10 at this prestigious industry event. You'll be able to see some of our latest solutions, including our new Classic and GSM Replacement bundle and our award-winning Essential IP.



IFSEC and FIREX International

ExCeL, London - 16-18 May 2023

We'll be firing on all cylinders at these events, so pop along to our stand, where we'll be showcasing our new solutions and developments, including the all-IP upgrade and our Mobile Signal Analyser. Get ahead of the curve and register now.

Awards

PSI finalist

We're delighted to announce that we're a finalist in the following categories in the PSI Premier Awards 2023:

Technology Innovation of the Year – BT Redcare Mobile Signal Analyser

Software/Analytics Product of the Year – BT Redcare App

Manufacturer/Distributor Training Award – BT Redcare Training

We'd be grateful for your votes

[Vote for us here >](#)

Entries must be in by 30 June.

Benchmark Innovation Awards 2023

We're hoping to enter three categories in these awards:

Alarm/detection innovation – BT Redcare, mobile signal analyser

Network & connectivity innovation – BT Redcare, Redcare Connect as part of the Classic/GSM Replacement

Innovator (Company of the year) – BT Redcare.

We'd be grateful for any nominations:

[Nominate us here >](#)

Entries must be in by 28 April.

What's new?



Classic and GSM Replacement drop-in session

Want to know more about our Classic and GSM Replacement bundle? Or our all-IP special offer? This year, we're hosting drop-in sessions across the UK. You can pop in and chat with our specialist sales and technical leads, and see a live demo of the Replacement bundle while enjoying some refreshments. Those who register and attend will also be entered into a competition to win a £100

voucher code for use in our installer shop.

Our first drop-in sessions took place at Brentwood on 28 March and in Belfast on 4 April. If you were able to get along to one of these, we hope you enjoyed it and found it helpful. We'll keep you posted with news of further sessions later this year.

The Classic and GSM Replacement bundle helps to save time, reduce costs and get customers ready for the digital future. It makes

upgrading any legacy alarm signalling systems fast, easy and cost-effective. To learn more, [why not take a look at the video?](#)

Extended all-IP offer

Our offer of up to 51% off our RRP* on our Next Generation portfolio, for your legacy swapouts, has now been extended to 14 April 2024. It includes free connection, equipment and postage; nothing to pay for up to 90 days**; a free [all-IP marketing toolkit](#); and free virtual or face-to-face product training (which you can [request here](#).) To make things easier for you, we've also reduced the minimum order quantity to five per product. And that's all on top of LPCB certification and the 24/7 technical support that comes with all our alarm signalling systems.

To find out more, [check out our webcast](#), or speak to your ARC or regional account manager.

* Percentage saving varies by product.

** Billing on activation or 90 days, whichever is sooner.

Stop sell exchanges

Homes and businesses need to act fast for their alarm signalling to work after the 2025 PSTN switch off. Openreach has therefore released its latest list of PSTN stop sell exchanges – you can see the full list [here](#). You can also use Openreach's handy postcode checker to see which of your customers will be affected by stop sell restrictions.

1. Head to [Openreach's web page](#).
2. Scroll down to the section entitled 'Is my exchange in your build plan?'
3. On the map below, enter a postcode where it says 'Check your postcode'.
4. Click 'Go' and then 'Learn more'.
5. If your customer is affected by a stop sell notification, you'll see 'We've stopped selling our older copper products...'



 @bazchoudhury

Meet the team...

We continue our series of chats with different team members at BT Redcare.

Baz Choudhury

Regional Account Manager London & South East

What industry developments do you find most exciting?

At the moment, it has to be AI, IoT and 5G – they're transforming the industry in many ways.

What's the proudest moment in your career?

Winning a major £50 million plus infrastructure project in 2016 after a lengthy relationship building and development process. It was very satisfying to see this come through for both BT and the customer after a lot of hard work.

What's the best thing about your job?

I love meeting customers, winning new customers and explaining our products, services and all their great benefits.

What do you do outside of work?

I enjoy doing many different things with family and friends, travelling, and eating great food.

BT Redcare in the media

The changing world of security

The UK security system market is continuing to grow. It's also evolving, due to advances such as cloud technology. A recent blog, 'Why digital transformation is driving alarm installer evolution', examines some of the changes that are taking place. It also explores how installers can respond to these, so they can stay ahead of the curve.

[Read now >](#)

How to protect yourself...

In an article entitled 'How installers can protect themselves and their customers during the cost-of-living crisis', Nick Whiting explains the need to be flexible in terms of your customer service and in your approach to repairs and maintenance. This includes strategies such as remote connectivity and working with partners.

[Read now >](#)

New podcast features Nick Whiting

Nick Whiting is taking part in a #conxtthinking podcast in the second week of April. Contxd provides solutions designed to help ARCs, installers and security professionals to boost their productivity. Nick will be talking about BT Redcare and also about the forthcoming PSTN switch off. The episode will be available on major streaming services next week.

Social media round-up

Catch up with some of our recent tweets and LinkedIn posts

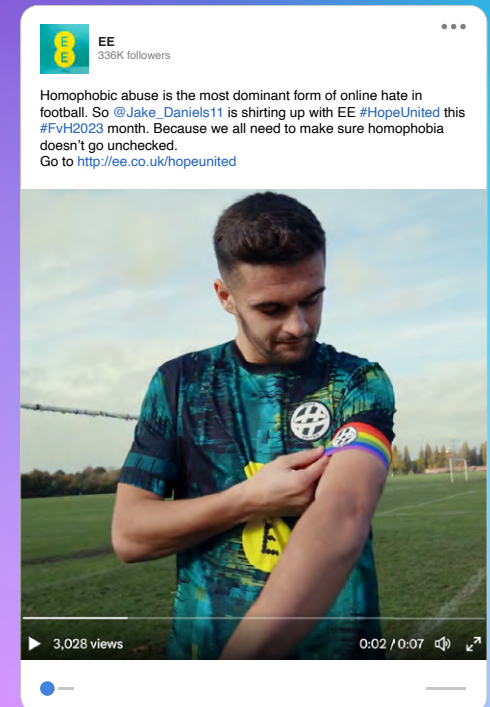
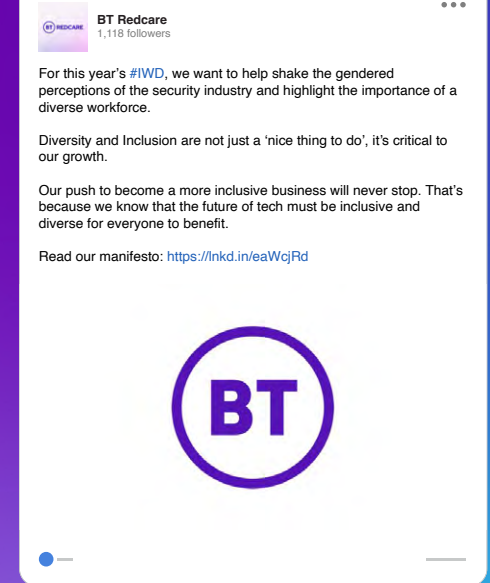
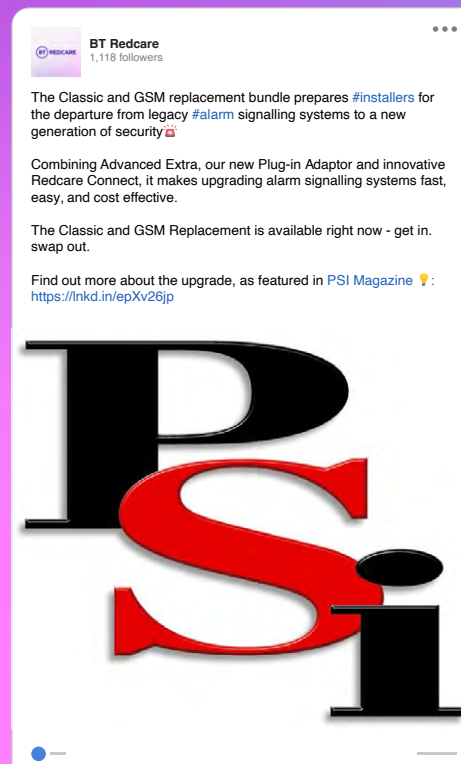
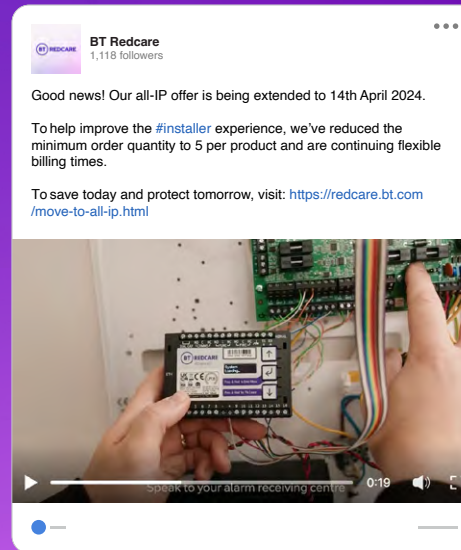
Want to see our latest news and announcements?
Give us a follow on LinkedIn and Twitter.



@btredcare



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Until next time...

Thanks for reading this issue of The Signal. We look forward to bringing you more news and views in a couple of months. Meanwhile, if you have any questions or suggestions for future issues, please contact one of the team.



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