


I-Plate

BT Wholesale's self-install filtering system

Clearing the way for better broadband



Are your customers fed up with the speed of their broadband service?

Did you know that 70% of your domestic customers could benefit from a simple filter that would reduce interference on their telephone line? That represents nearly **nine million broadband lines!**

I-Plate from BT Wholesale's self-install filtering system

Is interference interfering with your services?

The cause of much of the interference is the 'bell wire'. This is a third wire that is frequently used when telephone extensions are installed in homes. It links the extension sockets in different rooms. However, it also acts like a giant antenna, picking up interference from TVs, lights and other everyday electrical equipment.

This interference has a negative effect on broadband services because it:

- Suppresses the line speed (as the noise can bleed through to the ADSL wires)
- Reduces the stability of the broadband connection
- Affects all homes with telephone extension wiring (although some homes suffer more from interference than others)

This in turn is likely to affect the reliability of broadband services provided by ISPs and content providers.

Try our quick and affordable solution!

Help is at hand! BT Wholesale has developed the I-Plate, a unique filter that isolates the bell wire, minimising any interference. The filter can be quickly and easily installed by the consumer without disconnecting any wires. This eliminates the time, trouble and cost of needing a visit from an engineer. A benchmark study on 36,000 lines showed that I-Plates can:

- **Boost line speeds** – typically by 1.5Mbps. The actual change will vary from line to line (some have even recorded increases of up to 4Mbps!) Although speed improvements are likely, they can't be guaranteed. It's worth noting that I-Plate also helps to stabilise the broadband connections.
- **Extend the reach** by up to 10Db (which should help poorly performing long lines)
- **Reduce lost connections** by 20% and error rates by 45%

Just look at these benefits...

ISPs, content providers and their end customers can benefit from the I-Plate in several ways:

End customers could enjoy:

- **A more stable and reliable service**, with fewer connection problems – which produces a better customer experience.
- **A faster and smoother broadband service**, due to less interference, leading to improved line speeds.
- **Better quality high bandwidth services**, such as TV and video – as streaming is more stable and downloads faster.

ISPs and CPs could benefit from:

Stronger propositions: You can incorporate I-Plate within your provision and repair propositions, adding value to them. For instance, if it is supplied with every router, the line should achieve optimum performance first time, giving the end user maximum available bandwidth and stability. This is vital for voice and video streaming applications. These high value services require a minimum stable bandwidth before they can be sold – so I-Plate can boost your sales by helping more end users to become eligible for these services.

Better services: More stable streaming and faster downloads will help you to sell more high bandwidth services (such as TV and video). You should also be able to provide a more successful service on long lines. A high quality, fast and reliable broadband service will help to differentiate your offering.

Time and cost savings: A better broadband service reduces customer dissatisfaction as well as the costs of failure (which include increased churn, complaint calls, and fault investigations).

The basic requirements

I-Plate won't work for all installations. It is specifically designed for homes which have all of the following:

- A BT NTE5 master telephone socket (this has the BT logo and a horizontal split in the faceplate)
- Telephone extension wiring
- Significant interference on the line, causing disruption to broadband services.

These three factors are, however, likely to be present in seven out of every ten homes. Please note that I-Plate is suitable for both ADSL1 and ADSL2 lines.

Installation of the I-Plate takes just a few minutes. It's simply a matter of unscrewing the faceplate of the master socket, clipping the I-Plate into place, and re-fitting the faceplate.

Order your I-Plates now – from the BT Wholesale eCatalogue on www.btecatalogue.com/wholesale

I-Plate from BT Wholesale

Fast and effective filtering
on broadband lines

WANT TO FIND OUT MORE?

Just call your BT Wholesale client manager on
0800 671 045 or visit www.btecatalogue.com/wholesale

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