

## BT IPSTREAM – ADVANCED SERVICES – FOR A HIGH QUALITY, MULTI-MEDIA EXPERIENCE

In today's multi-media world, consumers have access to more and more on-line content. Increasingly, they will expect more from their broadband service and will want to be able to combine traditional communications such as voice and data with the ability to stream films and TV over it. At the same time, broadband access prices have fallen dramatically, whilst speeds continue to increase. As a result, many Service Providers need to find new and innovative ways to harness these factors and increase their revenues.

The solution lies in value-added services that run on and are enabled by broadband – and that also enhance the quality of the customer experience. But how can Service Providers explore the potential of value-added services? A key starting point is BT IPstream: a one-to-many broadband service that enables you to develop your own digital packages. It allows you to offer new services, develop new markets with multi-media rich services, and reach new customers from any of over 5,500 of our exchanges in the UK. Its versatility has recently been extended by BT IPstream Max and Max Premium – which provide high speed broadband access at line rates of up to 8Mbps.

BT IPstream has now been further boosted by the arrival of BT IPstream – Advanced Services. These value-adds will give you more direct control of your end user experience, providing further opportunities for service differentiation. Ultimately, they offer reliability and assured bandwidth – enabling your customers to enjoy the level of experience they want, when they want it.





## KEY FEATURES

Quality of offering is the issue that can really differentiate one service provider from the others. Central to this is Quality of Service (QoS). Consequently, BT IPstream - Advanced Services gives you the power to offer your customers two key features: Downstream Quality of Service and End User Speed Control.

- **Downstream Quality of Service**  
Provides assured rate downstream sessions, enabling you to deliver new, stable and high quality applications over BT IPstream. The ability to offer QoS means that you can provide your customers with certain applications or content – such as video streaming, for example.

- **End User Speed Control**  
Allows you to change on demand the downstream speed of your end users' access in interim steps, depending on the maximum speed (line rate) of the BT IPstream product that their PSTN line can support. So, if for instance your end user customer has an 8Mbps line, you could throttle the rate down to 2Mbps and charge a premium to users who require higher rates.

Please note that to use these optional features effectively, you will need to carry out some initial development and testing. Some changes may also be needed to certain components of your BT IPstream network.

## KEY BENEFITS

BT IPstream - Advanced Services can offer you the following overall benefits:

- **Targeted customer needs** – they enable you to fix the speed of the line and segment your market more carefully to meet the specific needs of your customers.
- **Added value** – they add value to your existing offering enabling you to attract new customers, reduce customer churn, and increase your revenues per user.
- **New markets** – they provide you with a means of entering new markets, such as TV/video streaming.
- **Cost savings** – you gain economies of scale by using BT's network, with its unrivalled national coverage.
- **Responsive** – QoS sessions and speed changes can be set up very rapidly, using direct interfaces into BT's network.

- **Increased applications** – our value added services enable you to offer applications such as video streaming; video on demand; video telephony; online gaming; etc.

**In particular, Downstream QoS can offer the following:**

- **Greater versatility** – it enables you to differentiate your offering and move into the content provider market.
- **Higher revenues** – from each user by running more applications (such as real-time video streaming and IPTV over ADSL).
- **More opportunities** – by increasing and segmenting the broadband market.
- **Increased Quality** – through high value quality transmission and / or bandwidth.

**In addition, End User Speed Control can offer:**

- **More control for you** – direct control over the speed of the service you provide to your customers.
- **More choice for end users** – they can pay for the content they use at the speed and quality they need, and can download with any device and using an access method of their choice.
- **Greater versatility** – including on-demand speed flexibility and a wider range of speed-differentiated services (within the maximum limits of the broadband service)

If you would like details of prices for BT IPstream - Advanced Services, please visit [www.btwholesale.com/pricing](http://www.btwholesale.com/pricing).

For further information, please contact your BT Account Manager, or visit [www.btwholesale.com](http://www.btwholesale.com) (Broadband Community).