

Mailer copy for BTopenworld ADSL

Mailer copy promoting BTopenworld business ADSL to IT managers. IT departments have played an important part in the uptake of ADSL by companies over the last decade. This simple tactical DM piece targeted IT managers directly, reminding them of the way ADSL bandwidth could support remote diagnostics, saving time and removing the need for travel. Copy: Ian Castle, Freelance Copywriter. Agency: Clarke Hooper Proximity

Example extracts:

(IT Manager version -Front)

SOLVE PROBLEMS HANDS-OFF.

(Reverse)

When things go wrong, it's your job to sort them out. But why rush off to run diagnostics or install a fix? BTopenworld's broadband internet gives you the bandwidth to resolve a problem - hands off.

Broadband for business is up to 40x faster than dial up access, and 30x faster than 64Kbps ISDN. Browsing and email is almost instantaneous, so whatever information or resources you need are just a click away. Downloading and deploying major upgrades, patches or fixlets takes minutes, not hours. You can talk things through in a videoconference at your desk, and deal effectively with support requests the minute they arrive.

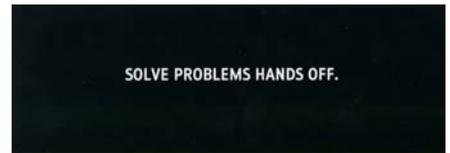
Broadband capacity means fewer data bottlenecks and web-related crashes, so the team's happy. And by getting more done in the day, you'll be leaving on time more often at night.

Get the big picture.

Why not see how other UK businesses are using broadband to do more? For the inside story, download our independent report at www.btopenworld.com/casestudies.

We can also help you choose the service that's best for you. Simply call us on...

For Sale. Persuasion.™



When things go wrong, it's your job to sort them out. BTopenworld's broadband internet gives you the bandwidth to resolve problems - hands off.



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