

The nbn™ effect

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The 'nbn™ effect'

Measuring the economic and social impact of continent-wide access to broadband

Research found that by

2021

there could be...

Up to
148k

new digital jobs

Up to
80K

new businesses created

Up to
47k

additional working from home

nbn™-connected regions are seeing rate of growth in the digital economy jobs sphere almost

5x

the national average

\$10.4bn

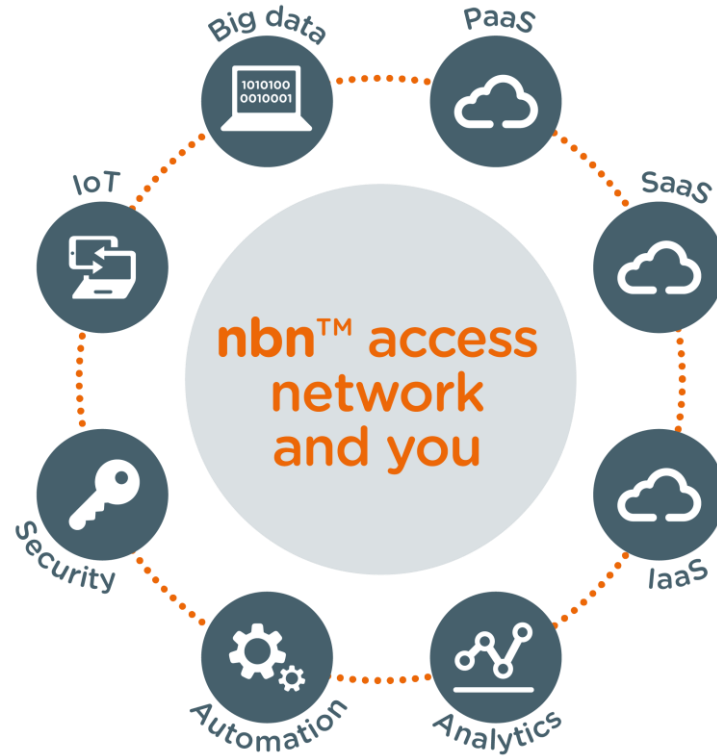
The predicted impact of nbn™ on the GDP by end of rollout

We're investing to achieve the change Australia deserves

Drawing on data from both the 2016 Census and a bespoke national Ipsos survey

Source: Connecting Australia (2017) AlphaBeta

Why switching to the nbn™ access network can be the catalyst for **transformation**



Why you need to **plan** now before disconnections commence



Migrating voice services can take six months or more

You can imagine the challenges of doing business without these critical services, even for a month.



Migrating phone & broadband services is rarely automatic

You'll need to arrange new services before your disconnection date or risk losing access to your critical services.

Act now[#]

We recommend you start planning the migration to the **nbn**[™] access network as soon as it becomes possible to do so.

Disconnection dates vary and not all Special Services will be disconnected – whether a service will be disconnected, and the timing of disconnection will depend on factors including the type of Special Service, when the **nbn**[™] broadband access network is available, which **nbn**[™] access technology is available and whether Telstra has issued a BAU product exit in respect of a Special Service. To find out if your services will be affected, and applicable disconnection dates, contact your phone or internet service provider.

Why we need to talk about **business nbn™** services



business **nbn™**
wholesale plans



business **nbn™** Fibre
upgrade options



Dedicated business connection
and resolution team



Optional enhanced
Service Level Agreements

Connected small business



Australian SMBs that have reached advanced levels of maturity compared to basic



more likely to
create jobs



more likely to
grow revenue



more revenue per
employee earnt



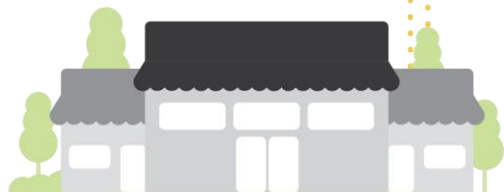
more likely
to export



more likely
to innovate



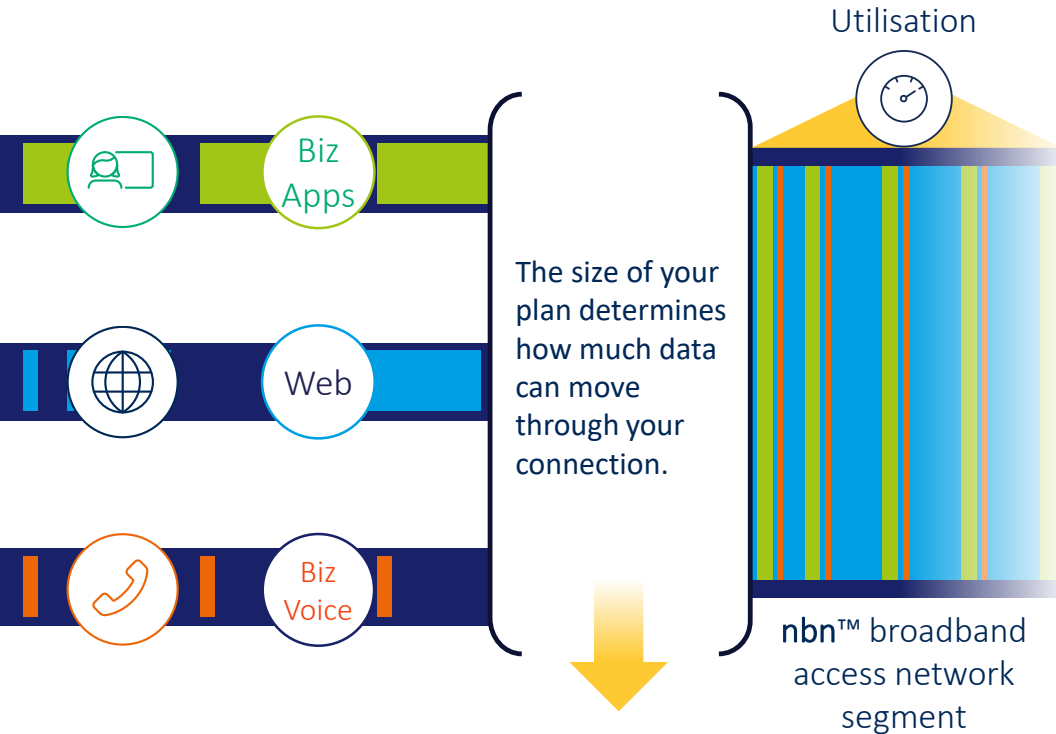
have a more
diversified
customer base



Digital customer experience



Why you need to think what's important in **your** business



Different applications can be “tagged” as requiring different performance priorities

- We call these Traffic Classes
- Both Traffic Class 1 and Traffic Class 2 have “committed” data rates for upload & download
- Traffic Class 4 does not offer committed information rates (everyday internet)

What you need to do before your phone services are disconnected



1

Identify any Services due for disconnection

Your adviser can identify these services. Speak to them ASAP to confirm which services are at risk of disconnection

2

Speak to a provider that supports business grade services

Stress to them you desire to switch these services to the **nbn**[™] broadband access network as soon as possible

3

Prepare to switch

Your provider will need to switch your special services to the **nbn**[™] access network, so plan and ensure you're ready for the switch

Traffic classes to suit data, voice and internet



Traffic Class 2

Best suited to data & applications

- Committed Information Rate (CIR)
- Sensitive to Frame delay variation (FDV/jitter) and frame loss (FLR)
- Symmetrical Downstream **and** Upstream Data Speed
- Intended for real time video and business applications



Video conferencing



VPN



Virtual reality



Data recovery



Colleagues

Traffic Class 1

Best suited to multiple voice lines

- Committed Information Rate (CIR)
- Provides low bit rate low frame delay/loss
- Symmetrical Downstream **and** Upstream Data Speed
- Intended for Voice Over Internet Protocol (VoIP) services



Landline phone

Traffic Class 4

Best suited to internet browsing

- Peak Information Rate (PIR)
- “Best effort” data/internet access
- **Asymmetrical** Downstream and Upstream per Speed Tier
- Intended for general internet browsing and downloads



Internet access



Data exchange

Choosing the right access technology



1

Understand what type of **nbn™** connection type you are scheduled for.

2

Discuss what your business voice, data and application bandwidth needs are.

3

Decide if you might need to change to one of the **nbn™** Fibre to the Premise option.

List of business providers

To check whether your business is eligible to connect to services over the **nbn™** broadband access network, you need talk to a phone and internet provider about a solution that suits your needs.

Providers that sell dedicated business **nbn™** products and services

If your business has advanced application or support requirements, talk to a business provider. Ask them about the retail solutions based on wholesale business **nbn™** products and services available at your premises.*

The providers below offer one or more wholesale business **nbn™** products, product features or services.*



AAPT

📞 13 88 77

[Visit website](#)



Commander

📞 1300 451 326

[Visit website](#)



Exetel

📞 1300 393 835

[Visit website](#)



Harbour ISP

📞 1300 366 169

[Visit website](#)



Macquarie

📞 1800 004 943

[Visit website](#)

OPTUS

Optus

📞 1300 850 927

[Visit website](#)



Tasmanet

📞 1300 792 711

[Visit website](#)



Telstra

📞 1800 179 852

[Visit website](#)



TPG

📞 13 42 02

[Visit website](#)



Virtutel

📞 1300 655 132

[Visit website](#)

Wideband

Wideband

📞 1300 161 625

[Visit website](#)

Key links

www.nbn.com.au/regional

www.nbn.com.au/business



Residential Business Developers RSPs NBN Co

Check address

Giving regional and remote Australia access to fast broadband

nbn is committed to providing increased access to broadband services throughout regional and remote Australia, helping to connect more people in Australia's hard to reach places.



NBN Co boosts wholesale data allowances and bush connectivity with new Sky Muster™ Plus

Email, web surfing and critical software updates will no longer count towards monthly data allowances.

Find out more

A large advertisement for business nbn. It features a woman in a pink blazer on the right side, smiling. The background is a collage of images related to business and technology. The text 'business nbn' is at the top left, followed by 'Connecting your business' and 'What you need to know'. Below this is a yellow button that says 'Check your address'. At the bottom left, there is a section titled 'Small and medium business' with a photo of a woman working on a laptop. At the bottom right, there is a section titled 'business nbn™ - built for better business' with a photo of a man in a blue shirt. The overall theme is professional and tech-oriented.

Thank you



Establishing world-class network technology

Premises ready for service

Premises ready to connect

Premises activated

Current wholesale products

Potential upgrade path

Potential mid-term upgrade path peak-speed¹

Fibre-to-the-Premises (FTTP)

Deploys fibre optic cable all the way to premises. Available in a variety of existing locations as well as most large new developments, and to end users who can select FTTP through the Technology Choice program.



Up to 10Gbps

Fibre-to-the-Node/ Basement/ Curb (FTTN/B/C)

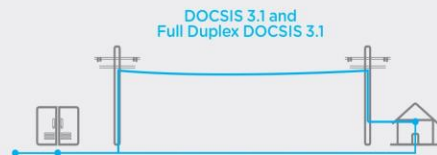
Deploys fibre into neighbourhoods and then makes use of the existing copper into the premises.



Up to 10Gbps

Hybrid Fibre Coaxial (HFC)

Leverages existing networks of fibre and coaxial cable to deliver broadband services into the premises.



Up to 10Gbps

Fixed Wireless

Largely targeted at regional communities and provides the means for fast broadband to extend to Australians outside the reach of the fixed-line network.



Future capability being explored

Sky Muster™ satellite

Among the world's largest and most advanced communication satellites. The satellite service allows the nbn™ network to reach remote areas.



Future capability being explored

Technology Choice: find the right solution to suit your business

- **nbn recognizes that some businesses may be interested in changing their connection from what is originally being provided via the nbn™ access network rollout to an alternative access technology.**
- You can talk to your phone and internet service provider about a higher priority service based on a wholesale business grade product to minimise downtime and offer you a better level of speed – particularly for your mission-critical applications.
- You should also engage your phone and internet service provider about whether you need more phone lines, bandwidth and data, and or an enhanced Service Level Agreement (eSLA).
- Keep in mind that **nbn** is a wholesaler - you will need to speak to your phone and internet service provider about a plan or package that works best for you and your business.