



Media Release

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NBN Co launches enterprise-grade enhancements for Australian businesses

Accelerated launch of NBN Co's wholesale enterprise product to meet increased market demand

NBN Co today announced the launch of a number of product and service updates designed to help phone and internet providers meet market demand for medium, enterprise and government businesses migrating to the **nbn™** broadband access network.

With the rollout of the **nbn™** access network more than halfway complete and ramping up in metro regions, the company has developed a team dedicated to supporting the needs of Australian businesses.

The new team will work closely with phone and internet providers as well as the broader industry to introduce additional wholesale products and services purpose-built to help service providers support medium and large organisations.

NBN Co's business initiatives include:

- **Dedicated case management** – enterprise engagement teams and field technicians will be established to work closely with phone and internet service providers to ensure a smooth transition, particularly for moving special services such as Ethernet Lite and ISDN to the new network. Complex and multi-site migrations will be project managed between NBN Co and the service provider.
- **Enterprise Ethernet product** – accelerated launch of a wholesale direct fibre broadband product to provide access to enterprise-grade high bandwidth, which is designed to achieve symmetrical speeds of up to 1Gbps as well as increased operational support. The first stage of an industry trial is set to commence this month and is scheduled to be in market by the end of 2018.
- **Industry engagement** – a new partner program targeted at the ICT industry, which will offer training and accreditation for technology providers and consultants to educate business customers about what they need to do to connect to the new network as well as information on applications which can support their business over fast broadband.
- **Tailored pricing** – increased flexibility on NBN Co's wholesale business products* with a new capped pricing model designed to increase competition in the market.

NBN Co Chief Customer Officer – Business, John Simon, said:

“We've focused our efforts on developing wholesale products and services for residential and small to medium sized businesses during the early stage of the rollout. As we increasingly move into metro areas we are accelerating the development of our wholesale product suite to meet the needs of enterprise and government businesses.



“We recognise larger organisations require a dedicated support team, which is why we’re scaling up and working with our partners to deliver the types of services these businesses expect with minimal disruption to their organisation.

“Our multi-technology model provides us with the flexibility to deliver the rollout at scale and pivot the mix of our access technologies where it makes sense in order to support large enterprise and government businesses.

“As Australia continues to move to a service based economy, we want to enable innovation and help support large and enterprise businesses to take advantage of high-bandwidth applications to increase their productivity and reduce their bottom line.

“We will continue to work with industry and keep up with market trends in order to provide access to fast broadband services that meet the needs of Australian businesses now and in the future.”

For more information about NBN Co’s wholesale business products and services as well as how to connect to the new network visit the NBN Co [website](#).

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Media resources:

Click [here](#) for video, images and radio grabs.

Notes to editors

- NBN Co’s Traffic Class 2 product

About NBN Co:

- NBN Co is building a new and upgraded, fast wholesale broadband access network to help enable communities across Australia to access fast broadband from their retail service provider. Our goal is to connect eight million homes and businesses by 2020.



- The rollout of the **nbn**[™] access network sets the scene for one of the biggest transformations to Australia's telecommunications industry and the establishment of a network to provide access to fast broadband to Australians.
- Connecting to the **nbn**[™] access network is not automatic and is a process which may take some time and preparation. NBN Co is working with retailers and industry to help them better understand who is responsible for which portions of their internet experience and what steps they can take in order to receive the best possible service.
- The speeds experienced on services over the **nbn**[™] access network are determined by a range of factors such as the technology used to deliver the network as well as some factors outside our control like equipment quality, software, broadband plans, signal reception and how your retailer designs their network.
- Fast broadband like that delivered via the **nbn**[™] access network can provide a range of benefits for Australians such as opportunities to work from home, access to online education tools and options for on-demand entertainment.