

Media Release



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National Broadband Network opens up opportunities for Australian businesses

NBN Co today unveiled the first of a series of enhancements to the fibre optic network to help enable Australian businesses to make the most of high speed broadband.

NBN for Business will allow service providers to offer businesses the ability to run up to 50 voice services over the fibre network* and offers extended levels of support for internet service providers, such as seven-day-a-week service and a one-hour response time to incidents.**

Jim Hassell, Head of Product Development and Sales for NBN Co, said: "*NBN for Business* offers service providers the tools to tailor packages for businesses, allowing them to make use of a host of new digital tools to increase productivity and maintain their competitive edge.

"By embracing new technologies, Australian businesses can become more agile and responsive to their customers' needs, potentially lower their operating costs and open up new markets."

The new offering has already met with enthusiasm from the communications industry. Internode, iiNet, M2/iPrimus, and Macquarie Telecom today confirmed that they will be among the first telecommunications providers to offer business-specific services using the *NBN for Business* enhancements (see below for quotes from service providers).

Peter Strong, Executive Director, Council of Small Business of Australia, said *NBN for Business* would be welcomed by Australia's more than two million small businesses.

"There's a real chance for small businesses to find new ways to increase productivity, reduce costs and expand markets through new ways of working, as well as gain more free time and cut down on stress," Mr. Strong said.

"What we're hearing from our members is that they feel they need to have reliable, business-grade broadband and multi-line telephony to do this."

The NBN's fibre optic network already offers companies and individuals high download and upload speeds, which are also important for applications such as high-definition videoconferencing and online backup.*

High speed broadband also opens up new ways of doing business, including the ability to offer more efficient and enhanced customer service, run applications remotely in the cloud and access new markets at home and abroad.

In addition, a series of research studies have found that increased broadband connectivity will position Australia for tomorrow's jobs and economic growth, For instance:

- KPMG estimates that cloud computing over the NBN could increase the size of the Australian economy by \$3.32 billion per annum within a decade¹.
- Deloitte Access Economics estimated that the direct contribution of the internet to the Australian economy was approximately \$50 billion a year, projected to grow to over \$70 billion a year by 2016².
- Access Economics says if 10 percent of Australian employees were to telework every second day, total annual productivity gains would be in the order of \$1.4 billion to \$1.9 billion per year by reducing commute times, office space and staff turnover³.

More information about *NBN for Business* is available at nbnco.com.au/business.

MEDIA INQUIRIES: **Edwina Hinchliffe**
Phone 02 8918 8672
Mobile 0413 563 752

Notes to editors

* *Businesses will need the right software, equipment and in-premises connection to access these services*

** *Under the service level agreement with RSPs restoration times are set at 12 hour (Urban), 12 hours + 1 day (Rural) and 12 hours + 2 days (Remote)*

¹ <http://www.kpmg.com/AU/en/IssuesAndInsights/ArticlesPublications/Documents/modelling-economic-impact-cloud-computing.pdf>

² <http://www.connectedcontinent.com.au/>

³ http://www.dbcde.gov.au/_data/assets/pdf_file/0018/130158/ImpactsofteleworkingundertheNBN.pdf
http://www-07.ibm.com/au/pdf/1206_AustDigitalFuture_A4_FINALonline.pdf

What internet service providers are saying about *NBN for Business*

Macquarie Telecom

Macquarie Telecom Group Executive, Chris Greig, said that with the NBN Co's NBN For Business launch, Australian business customers would be able to rely on the NBN business class fibre infrastructure together with a matching business-class service level.

"Nationwide access to fast, reliable broadband will stimulate the uptake of new applications and cloud services, transform operating models and present unprecedented opportunities for businesses."

"Fibre network access products are not just about faster downloads, they also enable companies to innovate and change the way they do business – whether that's allowing people to work remotely, improving client engagement, or delivering predictable and reliable IT services to regional offices. The NBN For Business launch will build business confidence in the NBN and accelerate the transfer of services to the cloud, enabling increased data security, improved accessibility and mobility."

M2 and iPrimus

The CEO of M2 and iPrimus, Geoff Horth, said the company was excited by the prospects that the NBN enhancement would offer its customers.

"We are very much looking forward to the release of future developments and key enhancements to NBN Co's small business and corporate offerings," Mr Horth said.

"We are currently working very closely with our fibre partners to guarantee that our business offerings are designed to our strength in providing our customers with tailored solutions to meet all of their communication needs."

Internode

Jim Kellett, Internode Product Manager, said: "Internode welcomes the NBN For Business service enhancement – it will ensure that we can continue to deliver services that meet the exact requirements of our small business and corporate customers now and well into the future.

"The enhancement offers us more flexibility to package products in the way that matches our customers' business needs, with the reliability and speed that fibre networks bring."

iiNet

"We feel the NBN will be a great opportunity for small business. The enhanced SLAs will offer additional surety around restoration as businesses become more dependent on their broadband connection," iiNet's Chief Business Officer, Greg Bader, said.