



# Media release

Thursday 12 April 2018

## NBN Co targets industry with new ICT channel

### Additional support for ICT consultants to help connect businesses to the nbn™ broadband access network

NBN Co has launched a new Information and Communications Technology (ICT) channel to provide technology consultants and vendors with access critical information and support when helping businesses connect to the nbn™ access network.

Research conducted by NBN Co reveals almost 40 per cent of non-connected small and medium businesses plan to turn to an ICT professional to ensure a smooth transition and minimise technical complications when connecting services to the nbn™ access network.

To support the industry in addressing this challenge, the new channel provides ICT consultants with tailored information about the steps businesses need to take when connecting to the nbn™ access network as well as a suite of additional support services.

NBN Co has piloted the channel with Cisco distributor Westcon Comstor, IT support franchise Computer Troubleshooters Australia as well as phone and internet providers Telstra and Vocus to test the program before launch.

#### **Ben Salmon, Executive General Manager of Business Sales and Marketing for NBN Co said:**

“For some businesses, the thought of connecting services to the nbn™ access network can be daunting, particularly for those with critical applications such as phone lines, EFTPOS machines and video conferencing facilities.

“Our research shows us an increasing number of business owners are turning to local IT consultants and technology vendors to assist with the migration and increase awareness about the capabilities our wholesale products and services can deliver.

“While we work closely with phone and internet providers during the transition, this is the first time we have targeted the ICT industry at scale with dedicated training and resources to help them support their business clients.

“The launch of this new channel is a part of our commitment to improve the customer experience of businesses who connect to the nbn™ access network by collaborating with industry to improve processes around the connection, migration and delivery of service.”

#### **Michael Dowling, National Manager for Computer Troubleshooters said:**

“We support NBN Co on the development of this new channel, which will help to prepare our local partnering franchises to migrate them to the new network.



“We have seen almost 70 per cent of our franchisees register to the ICT program during the pilot and we are confident this new support service will enable them to provide a smooth migration with minimal downtime for businesses coming on to the **nbn**<sup>™</sup> access network.”

**Phil Cameron, Managing Director for Westcon Comstor said:**

“Weston Comstor’s participation in NBN Co’s ICT channel program has helped us identify significant benefits partners can offer business customers moving services to the **nbn**<sup>™</sup> access network and sees our partner network better positioned to service clients.

“Partners that have participated in the program will also be able to assist their customers to take advantage of a once in a generation business transformation with solutions connected over the **nbn**<sup>™</sup> access network.”

**NBN Co’s ICT channel aims to provide the industry with:**



Click [here](#) to register to NBN Co’s ICT channel program or for more information email [ICTChannel@nbnco.com.au](mailto:ICTChannel@nbnco.com.au)

**Media enquiries:**

**Talia Spink**

Email: [taliaspink@nbnco.com.au](mailto:taliaspink@nbnco.com.au)

Phone: 0488 902 436

**NBN Co Media Hotline**

Email: [media@nbnco.com.au](mailto:media@nbnco.com.au)

Phone: 02 9927 4200





## Notes to editors

- Research was commissioned by NBN Co and includes insights taken from a survey conducted by Forethought in December 2017 of 371 non-connected small and medium businesses with less than 1-199 employees across every state and territory.
- \*Provided at the discretion of participating ICT vendors, distributors and phone and internet providers.