



# Media Release

Wednesday 27 September 2017

## nbn releases new wholesale business pricing model

### 'Capped' wholesale monthly fee set to drive competition of nbn™ business products

**nbn** today announced changes to its wholesale pricing model aimed at making its business-grade services more competitive and flexible.

From October 1 2017, **nbn** will introduce a new spend cap on its high bandwidth business products\* enabling retail service providers to save on monthly wholesale charges.

The new pricing model has been developed to help retail service providers package up plans targeted at medium and enterprise businesses, those with between 20 and 200+ employees, which represent around 11.7 per cent of Australia's total business market.

Designed to support both high download and upload speeds, the products will enable business-grade applications such as multiline voice, high-definition video conferencing and online backup which help businesses increase productivity, lower costs and improve customer service.



**Wollongong IT firm, Internetrrix**

The pricing will vary based on the amount of bandwidth purchased by retail service providers each month, with **nbn**'s higher speed tiers expected to deliver the greatest reduction in overall costs.

The company undertook industry consultation ahead of announcing the new spend cap and confirmed it will replace the **nbn**™ Business Ethernet (nBE) product, which was scheduled to launch later this year.

**nbn's Executive General Manager, Product, Sales and Marketing for Business Ben Salmon said:**



“**nbn** is well positioned to deliver business-grade services at competitive market prices to unlock further choice and competition for Australian business. Today’s announcement demonstrates our ongoing commitment to adapt and optimise our products and pricing in order to keep up with market trends.

“We’ve taken on board the feedback provided by a number of our retail service providers and have developed a new pricing model to enable those offering high-speed broadband, voice services and after hours care on the **nbn**<sup>™</sup> access network to market their products at a more cost effective price for their business customers.

“These product offerings are particularly aimed at helping Australian medium and enterprise businesses to harness technologies such as cloud computing, multi-line voice, video conferencing and multimedia rich applications to increase their efficiencies and drive revenue growth.”

Visit the [nbn<sup>™</sup> website](#) to learn more about the **nbn**<sup>™</sup> access network for business as well as what you need to do before connecting to the new network.

The **nbn**<sup>™</sup> access network is currently available to more than one in two Australians, is scheduled to be three quarters built by mid-next year and complete by 2020.

#### **Questions to ask before connecting your business to the nbn<sup>™</sup> access network:**

- What business products are offered to replace my existing product?
- How much data/what plans based on wholesale speed tiers do I need?
- Will my existing services be affected?
- How should I prepare for the migration process?
- Will my devices be compatible?

## **Media enquiries**

### **Talia Spink**

Phone: 0488 902 436

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

### **nbn<sup>™</sup> Media Hotline**

Phone: 02 9927 4200

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

## **Notes to editor**

- \***nbn**'s Traffic Class 2 wholesale product (offered over FTTP, FTTN and FTTB access technologies) supports interactive applications such as video conferencing, converged business collaboration, IPTV or gaming. It is delivered as a committed information rate (CIR) with defined latency, jitter and loss characteristics.
- Business data from the Australian Bureau of Statistics Counts of Australian Businesses, including Entries and Exits (cat. no. 8165.0)



## Media resources

### [Images](#)

## About nbn

- **nbn** is building a new and upgraded, fast wholesale broadband access network to 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**<sup>™</sup> access network sets the scene for one of the biggest transformations to Australia's telecommunications industry involving retail service provider network upgrades and the establishment of a network to provide access to fast broadband to Australians.
- Connecting to the **nbn**<sup>™</sup> access network is not automatic and is a process which may take some time and preparation. **nbn** is working with the service providers 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**<sup>™</sup> 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 service provider designs their network.
- Fast broadband like that delivered via the **nbn**<sup>™</sup> access network can provide a range of benefits for Australian businesses such as opportunities to work from home, drive efficiencies and lower operating costs.