

TELSTRA INTERNET DIRECT

Supercharge your business
with Telstra's premium
internet service



To be successful today, a business has to be connected like never before.

To customers. To staff. To information. The internet has always been an effective way to do it, but the truth is, not all internet services are the same. They vary dramatically in speed, quality and reliability.

So before you decide on a service provider, ask how critical the internet is to your business:

- Is internet performance important for business, particularly at peak times?
- Is it vital that staff access information quickly?
- Do you – or will you – use cloud services like Office 365, Dynamics CRM, hosting or storage?
- Are you thinking of using video conferencing or Voice over IP?
- Do you have a website that customers use or buy products from?
- Do you have staff or customers interstate, in regional areas or overseas?

If you answered yes to any of these questions, you need a superior internet service. One that gives you secure, consistent and high quality performance.

A better way to do business

Telstra Internet Direct (TID) can take your operations to the next level with a business-grade link to the country's largest internet backbone, with more access points than any other provider. Since the link is not shared with other customers, it's like you're the only one using the internet. You can also connect to more places in Australia, including regional areas, and to the world. Offering more than just ultra-fast speeds, the built-in smarts of the network can help improve how you work and engage with your customers.

Our TID network offers market leading service availability targets of 99.995%¹, so your business can stay up and running more of the time. We also employ security at multiple layers with 24/7 monitoring to protect your information. Content caching so bandwidth hungry applications perform with less lag. Peering with market leaders such as Silicon Valley based search engine and social media companies so access is quicker. And much, much more. But what does that mean in the real world?



1. TID edge network and access services have separate availability targets which affect your service.

Your customers will love it

Websites are often a first point of contact with prospective customers. The usability of your site says a lot about you, and you never get a second chance to make a first impression. We not only provide the choice of dynamic or static IP addressing to host your own website, faster internet will help make it shine. You won't frustrate customers through slow load times, especially if they're buying or inputting information. You can even enrich your web presence with interactive content such as animations and video to help visitors choose you rather than a competitor who is just a click away.

Your staff will want it

A dedicated, uncontended internet connection gives you guaranteed² bandwidth. So no matter how much traffic there is, it won't impact the performance of your connection, even at peak times. We offer symmetrical bandwidth too, so you can enjoy equal upload and download speeds.

Caching and peering with content providers provides even faster performance.

Now your people can access centrally stored documents like they were saved locally. Prevent large emails from sitting in the Outbox or incomplete downloads.

Have fast access to cloud applications like Office 365 and **Salesforce.com**, and avoid the frustration and lost productivity from delays and outages. They can act in the moment and seize every opportunity to do their work faster.

Telstra Internet Direct will also support more flexible working. Employees can connect to your network from home using a variety of VPN solutions to access files and communicate as if they were in the office. And your business can take advantage of a decentralised or part-time workforce.

Your business can grow with it

With Telstra Internet Direct, you have a strong foundation for growth. You can profit from faster and wider coverage to have a richer online presence either regionally, interstate or internationally. Or embrace new capabilities like Skype for Business to improve how you work.

When you're ready to try the big data centre in the sky, whether for cloud applications, storage or servers, you'll have a secure and reliable high-speed connection to make it work effortlessly. And because we partner with cloud providers like IBM, Microsoft and Amazon, everything is made simpler for you.

We offer the flexibility of a wide range of carriage types, speeds, usage and pricing. Plus, you can quickly scale up speed and bandwidth as your business changes. Or add powerful new work tools from the Telstra Apps Marketplace, as well as security add-ons like firewalls, email and web protection, intrusion prevention and more.

Rest assured, your service will be ready for the future. The option of IPv6 addressing means your business can accommodate the new system as it becomes mainstream. And since internet traffic is growing at an astounding pace, we continually invest in upgrading and expanding our capabilities. In fact, we've recently spent over \$400M on our core network to ensure our customers enjoy the best possible experience.

No matter where your business is now, however large or small, we can help you get to where you want to go. All with the convenience of one trusted advisor for your services.

2. Actual speeds experienced can vary due to other factors including your access service type, your premises' maximum line speed, hardware and software capability and configuration, and type and source of content downloaded.

Compare Telstra Internet Direct for yourself

	Some other providers	Telstra Internet Direct	What this means for you
Performance	<ul style="list-style-type: none">Some ISPs do not give uncontended access to the internet. It's shared with other users.	<ul style="list-style-type: none">You get a dedicated, uncontended connection over the internet.	<ul style="list-style-type: none">Your bandwidth is not affected³, particularly at peak times. No matter how many people use the internet, they won't affect the speeds you enjoy.³
	<ul style="list-style-type: none">Some ISPs try to fit as much traffic onto the network as they can which can impact performance.	<ul style="list-style-type: none">We manage capacity so our network is never over-subscribed.	<ul style="list-style-type: none">Our network won't be congested with excess traffic so you'll have high speeds at all times.
	<ul style="list-style-type: none">No other ISP has the reach of Telstra's Internet access network.	<ul style="list-style-type: none">We've got the biggest coverage to get you to the biggest internet core. Once there you're never more than 2 hops away from the internet core network.	<ul style="list-style-type: none">The fewer the hops, the lower the latency and less points of failureVideo/audio play with higher quality as a result of lower latencyLarge documents can be downloaded faster.
	<ul style="list-style-type: none">Many providers have their core network and internet network on one single platform.	<ul style="list-style-type: none">We have complete separation from our core Internet network.	<ul style="list-style-type: none">Even if we have high volumes of core network traffic, it will never impact your internet speed.
	<ul style="list-style-type: none">Many ISPs are Tier 2 or 3 providers. They deliver services on a second or third tier link, ultimately through a core network provider such as Telstra.	<ul style="list-style-type: none">Telstra is a Tier 1 provider. We own the largest core internet backbone in Australia with multiple high-speed links to the global internet.	<ul style="list-style-type: none">Since you connect directly to the internet and not through secondary layers, you get better performance by avoiding congestion and configuration issues.
	<ul style="list-style-type: none">Some Tier 1 ISPs use IP protocols over legacy technologies such as Frame Relay to transfer data across their network.	<ul style="list-style-type: none">We use IP directly over the fibre network. Fewer protocols mean fewer 'handshakes' between data packets as they cross the network.	<ul style="list-style-type: none">Your data has better throughput with less latency and packet loss, so all online activities work more smoothly.

	Some other providers	Telstra Internet Direct	What this means for you
Coverage	<ul style="list-style-type: none"> Some ISPs have local reach but limited national presence. Some cover capital cities but not regional areas. Others have good international coverage but less local reach. 	<ul style="list-style-type: none"> We have wide local coverage plus infrastructure in over 15 countries and more than 900 PoPs globally through our partners. 	<ul style="list-style-type: none"> We can connect you across all Australian capital cities and many regional areas with faster speeds. Our overseas infrastructure lets you connect quickly to international sites. Our partnerships offer fast links to more places across the globe.
Reliability	<ul style="list-style-type: none"> Some ISPs do not have the same levels of built in redundancy as we do. 	<ul style="list-style-type: none"> We have multiple redundant paths to the global internet, and traffic never exceeds 40% of total capacity on any link. 	<ul style="list-style-type: none"> If one link fails, traffic is instantly routed through another link. Our spare capacity means your service will still perform at peak.
Availability	<ul style="list-style-type: none"> Some ISPs have lower availability targets than TID. 	<ul style="list-style-type: none"> TID prides itself on market leading availability targets: Service availability targets: TID Core network – 99.995% TID Core and Edge network – 99.95%.⁴ 	<ul style="list-style-type: none"> Downtime in the network can stop staff working, stop customer transactions, or mean data loss while the network is unavailable. Higher availability keeps your business on the go more of the time.
Content	<ul style="list-style-type: none"> Many ISPs do not cache content at the edge of the network. Some ISPs do not peer with content providers. 	<ul style="list-style-type: none"> We partner with providers who store multiple copies of content at the network edge. 	<ul style="list-style-type: none"> Copies of content at the edge of the network (at the local PoP) mean you don't have to travel as far to access it. Faster, more direct access means less delay and lag with bandwidth hungry applications.
Symmetrical upload and download	<ul style="list-style-type: none"> Some services give you slower speed for upload than download. If you want fast upload, you may have to pay extra. 	<ul style="list-style-type: none"> You have the same fast speeds for upload as download. 	<ul style="list-style-type: none"> Email large files with less delay. Work together on cloud based documents with less lag. Upload documents to cloud storage faster. Perform external backups more quickly. Enjoy better quality video calls.
Static and Dynamic IP addressing	<ul style="list-style-type: none"> With some ISPs, it may cost you more to choose which type of IP addressing to use. 	<ul style="list-style-type: none"> With us, the choice of which IP addressing option you want is standard. It's like having your own phone number. If available, you can even have a secondary IP address at no extra cost. 	<ul style="list-style-type: none"> Improve performance of applications like Voice over IP. Ability to use a private network over the internet to access files securely. Enables you to host your own website.
Management	<ul style="list-style-type: none"> Many providers do not give you management capabilities. 	CustData is a secure online portal that lets you: <ul style="list-style-type: none"> Check monthly usage reports. Manage usage alerts. Configure services e.g. routing. Test services. Log faults. Use performance reporting tools. Manage contact details. 	<ul style="list-style-type: none"> View and manage your service performance, plan network capacity and budget requirements.

3. Actual speeds experienced can vary due to other factors including your access service type, your premises' maximum line speed, hardware and software capability and configuration, and type and source of content downloaded.

4. Access services have separate availability targets which affect your service.

Things you need to know

To connect to Telstra Internet Direct, you must have a Telstra carriage service. The range of connecting carriage services that support Internet Direct include Ethernet MAN, OpticWave™, IP Gateway, IP VPN, Ethernet over nbn™ and Managed Facilities-Co-location.

Service Availability: Service, access types and bandwidth options not available to all areas or premises.

Speeds: Actual speeds experienced can vary due to various factors including your access service type, your premises' maximum line speed, hardware and software capability and configuration, and type and source of content downloaded.

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Refer to <http://www.telstra.com.au/customer-terms/business-government/internet-services/internet-solutions/>

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 **telstra.com/tid-smb**

