



Transition to a brilliant connected future

with Telstra and the nbn



Transforming tomorrow

Already underway, the National Broadband Network (nbn) will provide high-speed connectivity through a range of network technologies. According to nbn Co, the organisation responsible for building, owning and maintaining the network, the project will take around 10 years to complete – and aims to connect every residence and business in Australia.

Discover how Telstra and the nbn can create a brilliant connected future

From the big opportunities the nbn enables, to the process of the changeover itself, Telstra can help you make a smooth transition to a brilliant connected tomorrow.

Our network experts will show you how to leverage the nbn to create new business models and new capabilities through high-speed connectivity, big data, cloud computing, unified communications and much more.

Accelerate your future

With Telstra and the nbn, your business is ready – not just to embrace the future, but to shape it. Engage and delight customers with new digital content. Change the way your teams collaborate and make decisions. Streamline productivity and workloads through faster business applications and connected business assets. Design and deploy new business models with lightning-fast cloud from world-class providers. With Telstra and the nbn, there's no end to the possibilities.

Plan with confidence

Your journey to the nbn begins long before work starts on your business sites. Collaborating closely with you, we'll explore the new opportunities and potential impacts for your business, so you can continue to do everything you do now – and much more.

Help protect your business continuity

When it's time to migrate to the nbn, we're with you every step of the way. By creating a detailed technology roadmap, based on a clear understanding of your business strategies, we can help you stay connected and productive throughout the migration. This will help ensure the business benefits of the nbn come sooner, not later. Transform your business and shape the future with Telstra and the nbn.



Accelerate your future

The nbn is not just about fast data – it's about a fast future.

A future where business transformation can happen at the speed of ideas. Where technology becomes an instant enabler for new business models, disruptive innovation and even stronger relationships with your suppliers, staff and customers. Here are just a few of the powerful possibilities for your business with Telstra on the nbn.

Create engagements your customers love

From the web to applications to amazing in-store experiences, high-speed connectivity is changing the way we make our customers smile. In retail, we can show you how to turn bricks-and-mortar stores from places to buy to places to amaze, with immersive, interactive digital experiences. In transport and logistics, we can help deliver better co-ordination throughout the supply chain, streamlining handovers and making scheduling dynamic. In healthcare, we can work

with you to bring wider, better, fairer access to the best practitioners and treatment methodologies. In education, we can help more schools, TAFEs and universities reach beyond the four walls of the classroom, making learning intuitive in style and international in scope. In media, financial services, mining, manufacturing and public safety, we're with you at the forefront of change.

Turn accelerated apps into amazing productivity

By 2016, Australian businesses will need 2.8 times the application bandwidth they did in 2013 – and 89 per cent of applications will be delivered from the cloud. Which means your business productivity depends on networks. Through your nbn access network, you will have a direct connection to Telstra's Next IP core business network, designed to 99.999 per cent availability. You'll also be able to access a host of application acceleration features,

such as our Cisco and Riverbed WAN optimisation solutions, which de-clutter your network and get the most from the nbn's amazing speeds. Meaning that your people can perform at their peak.

Embrace the evolution of work

In today's office landscape, static desks are giving way to flexible environments, designed to adapt to the task at hand. Employees are enjoying fluid, focused collaboration, making better and faster decisions.

At the heart of this are networks – wireless networks backed by fibre connectivity that takes you to the cloud and back, quickly. Together with the nbn as one of your key access networks, we can help you create an innovative and collaborative work environment that breaks down silos, makes your business a better place to work and attracts the brightest new talent to your organisation.

Convert assets into data

Through the internet of things, every business asset can be a source of data, integrated in the cloud to deliver powerful business insights. With the speed of connectivity the nbn can help enable, you can benefit not just from historical data, but near-real-time information, helping your people make more informed decisions and increasing the agility of your business.

Be at the cutting edge of your industry

Telstra understands that enterprise and business isn't one-size-fits-all – technology is affecting every industry in different ways. That's why we have recognised and respected industry experts – and they're available to speak directly with you about your connected future. With a comprehensive understanding of both your industry landscape and the changing face of ICT, they can help guide you on the path to the next stage of business transformation.

Realise the opportunities the nbn presents

Our Practices team is committed to helping businesses take up the opportunities the nbn presents. They bring a deep pool of expertise, innovative cloud and mobile solutions and unmatched experience in integrating new technologies into secure networks – so that they deliver on your business goals and provide the best user experience.

Lightning for your cloud

The business agility that fuels disruption is powered by the cloud. Through our new cloud management console, we're committed to providing pre-integrated access to a growing list of the best and most sought-after cloud providers – including Cisco, IBM, VMware, AWS and Microsoft.

Reach Asia and beyond

With Telstra, your nbn enabled access to Australia's national network is just the first link in a chain that lets you do business in Asia, the Middle East, Europe, North America and a growing list of places around the globe. Telstra has over 2,000 international points of presence in 230 countries and territories, making the world your oyster.

Plan with confidence

With a transition that will affect business sites across the whole of Australia, look to a committed, knowledgeable partner to steer you smoothly through your nbn migration. Rest assured, when you're working with Telstra, we'll take the lead on the transition, so you can get on with business.



Thinking Ahead

Our commitment to your business continuity begins well before the physical migration begins. At least eighteen months prior to your transition, we'll work with you to help you understand what the impact of the nbn will be on your business, explore your organisational needs and current business challenges, audit your relevant ICT assets, identify the risks and costs of migration and develop go-to solutions for existing services.

Putting our nbn expertise to work for you, we'll provide an nbn roadmap aligned to your business needs across every one of your sites, helping you optimise network design, maximise return on investment, reduce risk – with the aim of delivering a transition to the nbn that is as seamless as possible.



Helping ensure your business continuity

We'll put our expertise in network integration and network security to work to help ensure minimal disruption of your day-to-day business during the nbn rollout. Our business and IT specialists are trained in internationally recognised methodologies, with ITIL certification in project management. Before your migration begins, we'll perform a thorough assessment of your entire ICT environment, so we can advise on how it can be optimised as part of your transition to the nbn.



Turning transition into transformation

The nbn isn't just a change of access network. It's a brilliant opportunity for you to find ways to work smarter and transform your business.

By working with Telstra, you have access to our deep network, architecture and solution expertise, our industry-specific whole-of-business strategies and our alliances with world-leading global partners. Together, we can create tailor-made solutions to bring your people, information and applications together reliably, flexibly and securely.



Getting started on your journey

- Ask your account executive for a Strategy Workshop with our experts to explore how your business can get the most from the nbn with Telstra.
- You can feel confident you're working with a knowledgeable team. Your Account Executive will work in partnership with you, backed by our core expert nbn team.



We can help keep your business productive by

- Conducting comprehensive site audits in order to plan for changes.
- Organising workshops with you and our Technical Specialists to review your current solution design, discuss your aspirations and identify opportunities presented by the nbn.



We can help change the way you do business with

- Detailed solution design proposals that make transformation through the nbn smoother and more streamlined.
- Regular conversations about how, with the nbn, Telstra's entire suite of solutions can enable your strategies for productivity, collaboration and growth.

Seeing the future

What the nbn will mean for some of the Telstra products and services you're using now.

Over the course of the nbn rollout – and beyond – Telstra will continue to deliver network products and expertise at the highest level. But what does the introduction of nbn-based offerings mean for your organisation, and when will they be introduced?

Our copper-based network products will be affected at different stages during the nbn rollout: some now, some over the next two years, and others over the longer term. To see what the progress of the change could mean for your business at different stages, ask your Account Executive to book an nbn Strategy Workshop with Telstra.

Product category	Existing product offer	nbn solution*
Business Internet	Bigpond	Available now on nbn fibre as Telstra Business Broadband on the nbn.
	Telstra Business Broadband	Available now on nbn fibre as Telstra Business Broadband on the nbn.
	Telstra Internet Direct – ADSL multisite (Cease Sale May 2021)	Available now on nbn fibre as Telstra Business Broadband on the nbn.

Product category	Existing product offer	nbn solution*
Business Voice	PSTN	Available now on nbn fibre as T-Biz Voice Standard or T-Biz Voice.
	ISDN (cease sale 2018)	Replacement IP-based Business SIP product is available and compatible with any nbn broadband service. Alternative Unified Collaboration services such as TIPT, Telstra Calling for Office 365 and Telstra Cloud Collaboration Cisco Powered are also available over the Next IP® network.
	CustomerNet (cease sale 2018)	Replacement Unified Collaboration Services such as TIPT, Telstra Calling for Office 365 and Telstra Cloud Collaboration Cisco Powered are available over the Next IP® network.
	TIPT	For TIPT services that run over Connect IP Ethernet Lite or Business IP Ethernet Lite, this access type can now be transitioned to Connect IP Ethernet over nbn and Business IP Ethernet over nbn, to support your existing TIPT services.
	SIP Connect	For SIP Connect services that run over Connect IP Ethernet Lite or Business IP Ethernet Lite, this access type can now be transitioned to Connect IP Ethernet over nbn and Business IP Ethernet over nbn, to support your existing SIP Connect trunks.



Product category	Existing product offer	nbn solution*
Next IP® solutions	IP MAN (cease sale 2018)	Our existing IP MAN product is already delivered over fibre on the Next IP® network.
	Connect IP/Business IP – Ethernet Lite (cease sale May 2021)	Available now on nbn fibre as Connect IP Ethernet over nbn and Business IP Ethernet over nbn.
	Connect IP/Business IP – ADSL (cease sale May 2021)	Available now on nbn fibre as Connect IP Broadband and Business IP Broadband.
	Frame Relay (Layer3) (cease sale 2018)	Available now on nbn fibre as Connect IP Ethernet over nbn and Business IP Ethernet over nbn.

Product category	Existing product offer	nbn solution*
Traditional data	Frame Relay (Layer2) (cease sale 2018)	Available now on nbn fibre as Connect IP Ethernet over nbn and Business IP Ethernet over nbn.
	ATM (cease sale 2018)	Available now on nbn fibre as Connect IP Ethernet over nbn and Business IP Ethernet over nbn.
	DDS Fastway (cease sale 2018)	Available now on nbn fibre as Connect IP Ethernet over nbn and Business IP Ethernet over nbn.
	Megalink (cease sale 2018)	Available now on nbn fibre as Connect IP Ethernet over nbn and Business IP Ethernet over nbn.

The big questions answered

What the nbn means for you, Telstra and our continuing partnership.

As the nbn continues to roll out across Australia, we're seeing some frequently asked questions about its impact – especially on large, multi-site organisations.

What is happening now?

It depends on where your sites are located. For sites that already fall within fibre-to-the-premises access areas and where fibre construction has started, nbn Co is continuing to build its fibre network and connect premises to fibre. Of course if you're already connected to nbn fibre-to-the-premises (FTTP), you'll continue to enjoy that service.

For other sites, the nbn will now be deploying a multi-technology mix network, including mixed copper and fibre networks, together with FTTP access.

How has Telstra's agreement with the nbn changed?

The main change to the original agreements relates to the approach taken to Telstra's copper and Hybrid Fibre Coaxial (HFC) networks. Under the original agreements, Telstra was required to progressively disconnect premises connected to its copper and HFC broadband networks as the nbn is rolled out. Under the revised agreements, Telstra will continue to disconnect premises. However, where nbn Co uses the copper and HFC networks to deliver an nbn service, Telstra will progressively transfer ownership, and the operational and maintenance responsibilities for the relevant copper and HFC assets, to nbn Co.

For sites already in nbn-ready areas, what happens first?

If your sites fall within a fibre roll-out region and nbn Co has advised that the region is ready for service, your existing copper-network services will move to nbn access over a period of 18 months.

The only exceptions are what we call special services – services we supply over our copper network for which nbn-based alternatives may not be available during the early period of the nbn rollout.

What sort of services will change because of the nbn?

Copper-based services that will transition to the nbn include broadband services used for products such as Connect IP and Business IP and traditional PSTN voice services.

What will happen to the copper-based services we currently use?

We'll continue to support you on your existing services as they transition to nbn-based solutions, up until the mandated disconnection date.

What about our existing fibre services?

Telstra will continue to own and operate its own extensive fibre and wireless network to serve existing and new customers. Importantly, the Telstra Mobile Network and our core Next IP® network are unaffected by the nbn.



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How will we know when we need to transition?

The nbn is being rolled out region by region. You'll be contacted in advance by Telstra before your area is ready for service. We'll have 18 months to phase out the existing copper network in that area. Rest assured we'll work with you to transition your services in a way that suits your business.

What happens to organisations with multiple locations?

The nbn will connect each site individually, according to its geographic roll-out plan – which means a Victorian office may be connected before a NSW one and vice versa.

How do the nbn's fixed wireless and satellite connections come into play?

Both are designed by nbn Co to service remote and regional areas beyond the reach of fibre-to-the-premises and fibre-to-the-node access. You can also rest assured we'll continue to use our copper network to provide telephone and broadband services (where possible) outside the nbn footprint.

How will Telstra be affected by the nbn?

No matter how the nbn rolls out, we'll continue to work toward our core goal: connecting households, businesses and government organisations right across Australia, to each other and the world.



Contact your Telstra account representative for more details.

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