GETTING UP TO SPEED ON THE NBN
EXPLORING TOMORROW
DISCOVER WHAT THE NATIONAL BROADBAND NETWORK (NBN) COULD MEAN FOR YOUR ORGANISATION

It all depends on the right ICT partner. In Telstra’s experienced hands, services on the NBN have the potential to unlock great opportunity for your business. As this new way to connect reaches your organisation, Telstra will continue to help you uncover new business models, drive innovation, transform the way you work and build strong relationships with your customers. But before we explore how Telstra will work with you in the era of the NBN, let’s take a quick look at NBN Co’s roll-out plan.

Already underway, the NBN will provide services 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. The change of government policy is likely to mean some amendments to the completed plans for the roll-out, and we will keep you continually informed as new information comes to hand.

Most importantly, Telstra understands the challenges and opportunities the NBN will bring – with over a hundred years’ experience of connecting Australians, we understand the questions you have, and the answers to those questions. So from now until completion – and beyond – we look forward to putting you in the driver’s seat as you start to take full advantage of Australia’s National Broadband Network.
04   Getting up to speed on the NBN
KEEPING THINGS SIMPLE

In trusted hands, you can enjoy the benefits of change

Connecting almost every home and business in Australia is no small task. As a Telstra customer, you can rest assured that our teams of experts are working extra hard to minimise any impact the roll-out of the new network might have on your business.

Small change
In both the short and medium term, we expect the impact of the NBN on your day-to-day business continuity to be minimal – and with our expertise in network integration and security, we'll endeavour to make it as painless as possible. Many of the services you rely on today will continue to be delivered, and we'll continue to support our full range of copper-network services during the transition. With our existing fibre and wireless services - it's business as usual.

At your service
During the NBN transition, Telstra’s enterprise solutions will continue to deliver the reliability, security and opportunities for innovation we’re committed to providing every one of our business and government customers. In unified communications – as telehealth changes the lives of patients in rural and remote communities – we're there. In education, we'll help even more Australian schools reach beyond the four walls of the classroom. We'll continue to take twenty-first century retailers into the new world of eCommerce. And in mining, media, financial services, transport, manufacturing and public safety, we'll always be at the forefront of change, working with you to seize tomorrow – and today.

With you all the way
Rest assured we’re with you at every step of your NBN journey – helping to provide a painless transition to the next generation of business ICT. We’re committed to keeping you up to date as new information comes to hand. But if you have any questions or would like to start preparing now, your Telstra Account Manager is ready to talk about next steps.

Our enduring promise
Technology, no matter how impressive, is nothing without the right team to help you make the most of its possibilities. We’re with you all the way, and our Enterprise-grade Customer Service® team will continue to deliver the confidence your organisation demands, every day of the year, around the clock.
What the NBN means for you, Telstra and our continuing partnership

As the NBN continues to connect 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. And of course if you’re already connected to NBN fibre-to-the-premises, you’ll continue to enjoy that service.

For other sites, the change in government in September 2013 has meant a change in the NBN policy which aims to utilise multiple technologies to connect Australian homes and businesses. How this change in policy will change the NBN rollout plans is still to be worked through.

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, traditional voice services including PSTN and ISDN, and the Ethernet Lite services used for IP telephony.

What will happen to the copper-based services we currently use?
We’ll continue to support our full range of copper-based services, including PSTN, ISDN, ADSL and Ethernet Lite, prior to the progressive disconnection of the copper network.

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 about our existing fibre services?
Telstra will continue to own and operate its own extensive fibre and wireless assets to serve existing and new customers. Importantly, the Telstra Mobile Network and our core Next IP® network are unaffected by the NBN.
Can we buy services directly from NBN Co?
No. NBN Co is a wholesale-only network access provider, which means that Telstra (and other retail service providers) will offer services on the NBN based on our arrangements with NBN Co. Telstra’s commitment to you, as your retail provider, will remain the same – and we will continue to supply services and solutions directly to your organisation.

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-premise 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’s fibre footprint.

Is Telstra selling its network?
No. Telstra is retaining ownership of the vast majority of its infrastructure, providing NBN Co with the right to make use of it over varying periods of time. The only infrastructure to be fully transferred to NBN Co are lead-in conduits, which will be used to provide NBN connections.

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.

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 the NBN will mean for some of the Telstra products and services you’re using now

Over the course of the NBN roll-out – 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 impacted at different stages during the NBN roll-out: some now, some over the next two years, and others over the longer term. Keep in mind that NBN Co's roll-out plan is still being developed and updated to take into consideration the changes that have come about with the change of government in September 2013. Talking to your Telstra Account Manager on a regular basis is the best way to stay up to date.

### Business Internet

<table>
<thead>
<tr>
<th>Product category</th>
<th>Existing product offer</th>
<th>NBN solution*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bigpond</td>
<td>Available now on NBN fibre as <strong>T-Biz Broadband</strong>.</td>
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<tr>
<td>Telstra Business Broadband</td>
<td>Available now on NBN fibre as <strong>T-Biz Broadband</strong>.</td>
<td></td>
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<tr>
<td>Telstra Internet Direct – ADSL multisite</td>
<td>Available now on NBN fibre as <strong>T-Biz Broadband</strong>.</td>
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</tbody>
</table>

### Business voice

<table>
<thead>
<tr>
<th>Product category</th>
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<th>NBN solution*</th>
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</thead>
<tbody>
<tr>
<td>PSTN</td>
<td>Available now on NBN fibre as <strong>T-Biz Voice</strong>. Future products include <strong>T-Biz Voice Standard</strong> and <strong>Digital Business on NBN</strong>.</td>
<td></td>
</tr>
<tr>
<td>ISDN</td>
<td>There is no requirement to migrate this service to the NBN at this stage. If you are considering a transition to an IP based solution, you may choose to migrate to one of our premium enterprise voice solutions delivered over the Next IP® network.</td>
<td></td>
</tr>
<tr>
<td>Customnet</td>
<td>There is no requirement to migrate this service to the NBN at this stage. If you are considering a transition to an IP based solution you may choose to migrate to one of our premium enterprise voice solutions delivered over the Next IP® network.</td>
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</tr>
<tr>
<td>TIPT</td>
<td>For most access types there is no requirement to migrate to the NBN at this stage. We'll continue to provide our existing premium enterprise voice solution, TIPT, delivered over the Next IP® network. In special cases there may be a requirement to transition your TIPT service to an NBN access. In these cases your existing service will transition to <strong>TIPT on NBN traffic class 4</strong>. Note: traffic class 4 is a best effort access type and quality of voice may vary.</td>
<td></td>
</tr>
<tr>
<td>SIP Connect</td>
<td>For most access types there is no requirement to migrate to the NBN at this stage. Where you need to migrate to the NBN you can use <strong>SIP Connect on NBN traffic class 4</strong> to deliver your SIP Connect service. Note: traffic class 4 is a best effort access type and quality of voice may vary.</td>
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<tr>
<td>Next IP® solutions</td>
<td><strong>IP MAN</strong></td>
<td>Our existing IP MAN product is already delivered over fibre on the Next IP® network.</td>
</tr>
<tr>
<td></td>
<td><strong>Connect IP/Business IP – Ethernet Lite</strong></td>
<td>There is no requirement to migrate this service to the NBN at this stage. We'll continue to provide our existing service until an equivalent product becomes available on the NBN.</td>
</tr>
<tr>
<td></td>
<td><strong>Connect IP/Business IP – ADSL</strong></td>
<td>Available now on NBN fibre as <strong>Connect IP Broadband</strong> and <strong>Business IP Broadband</strong>.</td>
</tr>
<tr>
<td></td>
<td><strong>Frame Relay (Layer 3)</strong></td>
<td>There is no requirement to migrate this service to the NBN at this stage. We'll continue to provide our existing service until an equivalent product becomes available on the NBN.</td>
</tr>
<tr>
<td>Traditional data</td>
<td><strong>Frame Relay (Layer 2)</strong></td>
<td>There is no requirement to migrate these services at this stage. We'll continue to provide our existing services until equivalent products become available on the NBN.</td>
</tr>
<tr>
<td></td>
<td><strong>ATM</strong></td>
<td>There is no requirement to migrate these services at this stage. We'll continue to provide our existing services until equivalent products become available on the NBN.</td>
</tr>
<tr>
<td></td>
<td><strong>DDS Fastway</strong></td>
<td>There is no requirement to migrate these services at this stage. We'll continue to provide our existing services until equivalent products become available on the NBN.</td>
</tr>
<tr>
<td></td>
<td><strong>Megalink</strong></td>
<td>There is no requirement to migrate these services at this stage. We'll continue to provide our existing services until equivalent products become available on the NBN.</td>
</tr>
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* Subject to availability of NBN fibre network.
YOU’RE IN SAFE HANDS

There’s no better navigator on your NBN journey

The transition to the NBN is perhaps the most ambitious infrastructure project ever undertaken in Australia. Fortunately, Telstra’s knowledge, experience and scale are all at your service.

Enterprise-ready and NBN-ready

Your ideal NBN partner offers real depth of experience with large organisations and large-scale networks. Telstra has both.

Our size gives us the capacity to continually invest in network performance. Our commitment to research and development is ongoing, and our company-wide passion for innovation means our enterprise and government customers have immediate access to the latest technology. We’re a partner of choice, working with 200 of the world’s top 500 companies, and our Enterprise-grade Customer Services® is the glue that connects technological innovation to real productivity solutions.

We’re NBN-ready as well. You can rely on Telstra, no matter what technology the NBN provides your business. So you’ll benefit from the speed, security and reliability your organisation demands at every level.

Economies of scale

Our size, scope and ability to deliver on a large scale has already been proven. We’ve already connected a nation. Throughout Asia Pacific we’ve been seen as an organisation with vision. And our numbers speak for themselves: 5,000 technicians. Hundreds of accredited project managers and security specialists. Over 35 years of experience connecting millions of Australian customers. Thousands-strong, our Country Wide workforce is a real boon to rural and regional Australia. And we’re a sought-after presence in 230 countries and territories, known for our ability to deliver on a global scale.

But while we’re big, we understand the small numbers, too. Like one integrated service desk, able to draw on an immense depth of resources. And one account manager, your single, fully accountable point-of-contact, available around the clock. Nobody is better placed to help you take advantage of the NBN than Telstra.

Your security comes first

Before, during and after the roll-out, when connecting to Telstra’s network via a NBN access our customers can rely on Telstra’s investment in the protection and integrity of our networks. Telstra’s Security Operations Centre – an ASIO T4–certified centre – operates 24/7/365 to monitor our entire network infrastructure, and we will aim to ensure your organisation’s service level agreements with us will continue to be met at all times. Outside the NBN, we will continue to invest substantially in our Telstra Mobile Network and our Next IP® network, which, together, form Australia’s largest fully integrated national IP network.

Enterprise-grade and government-grade security will also continue uninterrupted through the provision of our full range of security-focused enterprise solutions, including Distributed Denial of Service Protection, Managed Firewall, Managed Internet Gateway and our Vulnerability Assessment Service.

The smart choice

We look forward to continuing to work with you, and collaborating on intelligent ways of getting the most from the NBN.
Contact a Telstra account executive
Call 1300 Telstra (1300 835 787)
telstra.com/enterprise