business **nbn**™

Adapting to innovation: what you need to know

Advancing technology brings opportunity but also disruption and challenges.

The long reach of digital transformation is starting to be felt deep across many sectors, including those which specialise in care and support.

Take education. The emergence of MOOCs (Massive Open Online Courses) has driven a boom in online learning, while new trends such as micro-credentials have opened up new opportunities for organisations to access new global markets using digital platforms.

Virtual reality (VR) and augmented reality (AR) learning apps like Google Expeditions are becoming more common in the classroom.

In healthcare, remote monitoring is delivering more data than ever before, while telehealth is opening up new frontiers in accessibility.

Across these sectors, and many more, Software-as-a-Service (SaaS) platforms are streamlining administrative processes such as accounting, payroll and student/patient management. IoT-enabled smart lighting and intelligent thermostats are minimising operating costs.

Realities on the ground

Decades into the digital revolution, it is clear that for many businesses digital transformation is a difficult task, one made more challenging by the rapid pace of technological change.

A 2018 survey by McKinsey found that just 16 per cent of respondents said their organisations' digital transformations had delivered sustainable performance improvements.

One of the most significant challenges posed by digital transformation efforts is the delay in ROI. This notion is backed up by a 2018 survey of more than 300 senior executives by the Economist Intelligence Unit, which found that most organisations had to wait three or more years to feel the benefits of digital transformation.
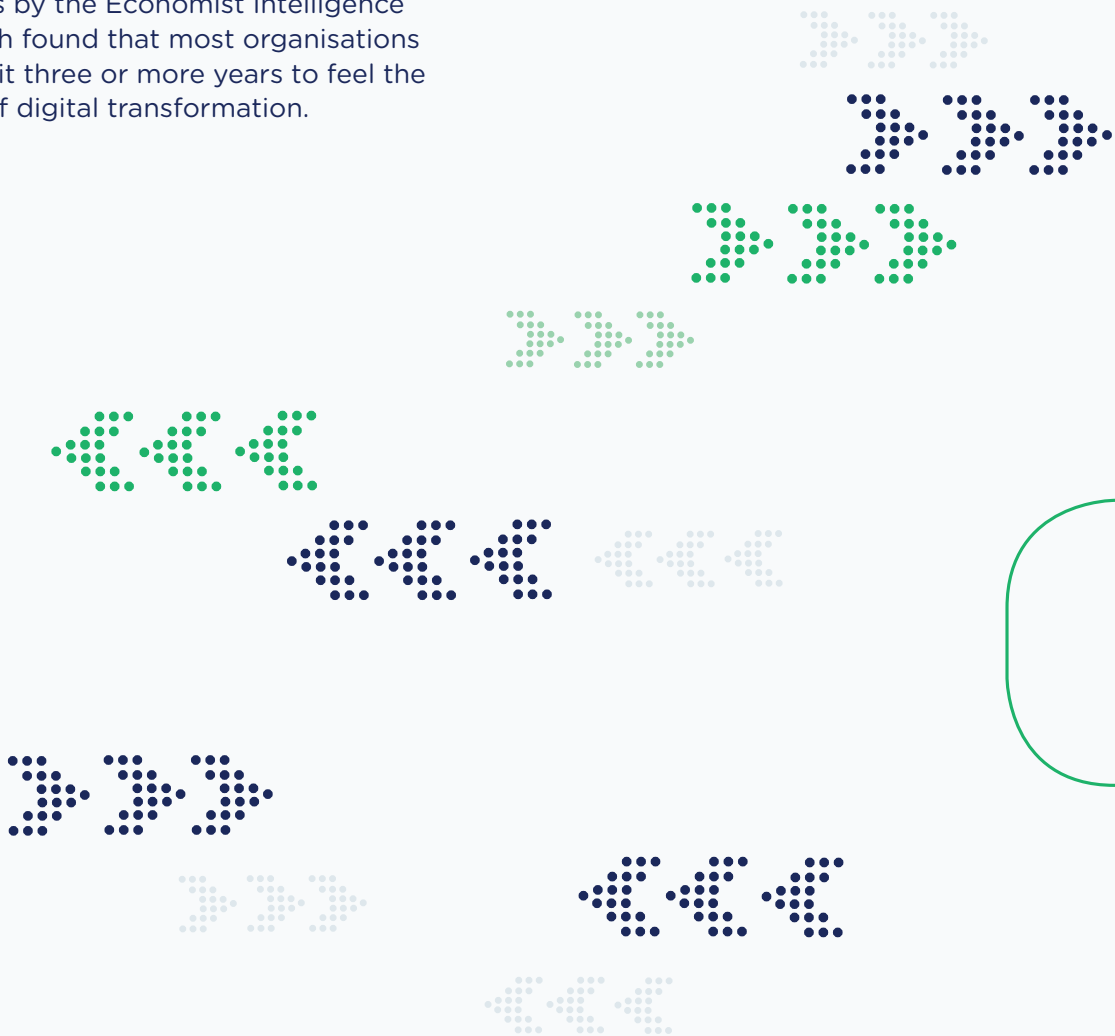
Facing the challenges

The two foundational planks of a successful digital transformation are having the right people and the right network.

Shortcomings in either may contribute to preventing an organisation from realising the full potential of digital technologies.

People matters

Just 35 per cent of organisations report that the CIO and senior business executives had a shared understanding of how IT could be used to increase productivity, compared to 60 per cent in 2012.

Only one third of organisations said they excelled in digital operations, with the ability of employees to share knowledge, collaborate digitally and perform their work from any location.

Network needs

Video and cloud technology underpin much of the new wave of possibility digital transformation is bringing.

Different data types have different requirements, and this means for best results the network that provides the foundation for these services must be tailored to suit.

There are three key network characteristics that should be considered:

- Priority data
- Business grade download and upload speeds
- Service level

2 in every 5:

Number of organisations that say they have the digital capabilities required to become 'digital masters'.

This figure hasn't changed between 2012 and 2018 and confidence has dropped.[1]

1. https://www.capgemini.com/au-en/wp-content/uploads/
sites/9/2018/10/Digital-Mastery-Report_Digital.pdf

What it takes to be a tech leader

1 in 10 Australian SMEs spend 4% or more of their revenue on technology.

These top-performing digital businesses:

Have a customer-centric digital strategy at the core of their operation

Develop digital talent and skills

Promote a digital culture

Seek out emerging technology and business models

Source: Xero Small Business Insights

How business **nbn**™ can support your business*

The sheer amount of data that emerging IoT or video applications require means institutions need to assess their bandwidth needs to ensure their network is up to the task.

Video in particular is susceptible to interruption – think buffering and glitches – when speeds are not adequate.
Many service provider plans powered by business **nbn**™ include performance targets that help to minimise disruption and provide predictability for business-grade applications and minimise disruption.‡

Priority data

Speed is only part of the story. Internet plans that use home **nbn**™ wholesale solutions, for instance, are based on "best effort" data where speeds are strongly influenced by other activity on the network.

This is generally adequate for email or general web browsing but is not always ideal for business applications such as video conferencing where variation in data performance or speeds can mean poor user experience.

Plans powered by business **nbn**™ may be based on a wholesale committed information rate feature^, which prioritises business data (e.g. video, backup) on the **nbn**™ access network, and helps reduce the chance for disruption.‡ A wholesale committed information rate can help ensure that critical locations, applications and user groups on a given network have the necessary connectivity to perform as expected or required.‡

* ^ ‡ Please see disclaimer on next page.

Business-grade upload and download speeds

With residential online activities such as browsing or streaming, download speed is all important. But that is not the case with cloud computing, where upload speeds are just as important.

Service providers have the option to offer plans powered by business **nbn**™ that are based on wholesale symmetrical speed features# to help reduce the variation, drop-outs or interruptions for these applications and ultimately help provide a better experience for their customers.‡
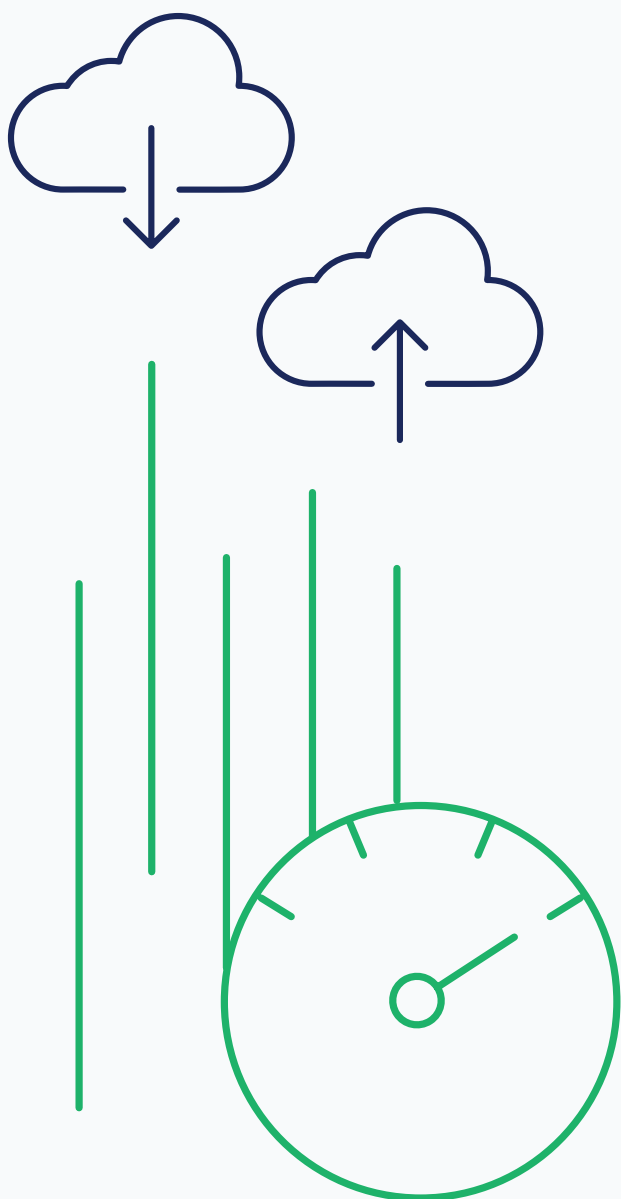
Service level

For online applications in which downtime can have a major impact on the bottom line and reputation, or even result in harm, minimising the length of time in your network is ever offline becomes a prime concern.

Unlike home **nbn**™, plans powered by business **nbn**™ have a dedicated operations centre and additional connection support. Plans also include an option for enhanced Service Level Agreements (SLAs) between **nbn**™ and providers to be managed through the business **nbn**™ Operations Centre, and can help your RSP provide quicker reponse times when network faults occur.‡

These enhanced SLAs can include a wider range of hours for service support, and shorter committed fault repair timelines compared to the standard service levels that support home **nbn**™.

* business **nbn**™ is not available on the **nbn**™ Fixed Wireless network.

^ Wholesale committed information rate options are only available on the **nbn**™ fixed line network, excluding HFC.

Wholesale symmetrical speed options are only available on the **nbn**™ fixed line network, excluding HFC.

† Enhanced SLA options are only available on the **nbn**™ fixed line network.

‡ An end customer's experience, including the speeds actually achieved over the **nbn**™ broadband access network, depends on the **nbn**™ access network technology and configuration over which services are delivered to their premises, whether they are using the internet during the busy period, and some factors outside of **nbn**'s control (like their equipment quality, software, chosen broadband plan, signal reception, or how their provider designs its network). Satellite end customers may also experience latency.

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To help enable today
and the future, **make
sure your business
has business nbn**™