business **nbn**™

Enabling the cloud and new ways of working

If you're in business, talk of the cloud and its potential to overhaul how you run your operations has been almost inescapable in recent years.

That hype has been backed up with strong growth, with cloud uptake in Australian businesses growing by a quarter between 2016 and 2019.[1]
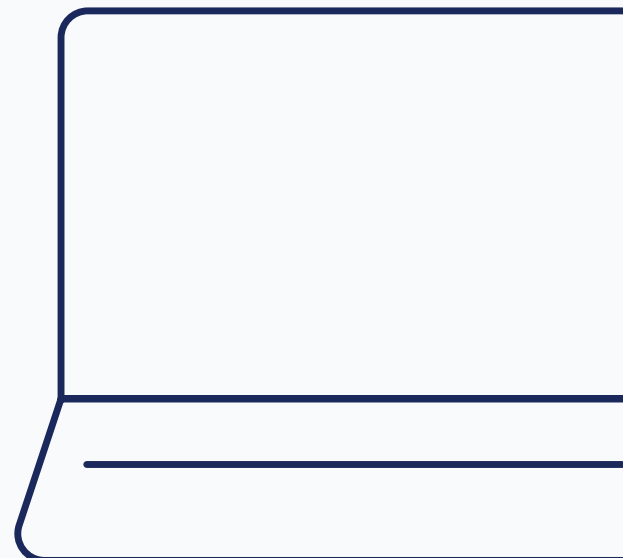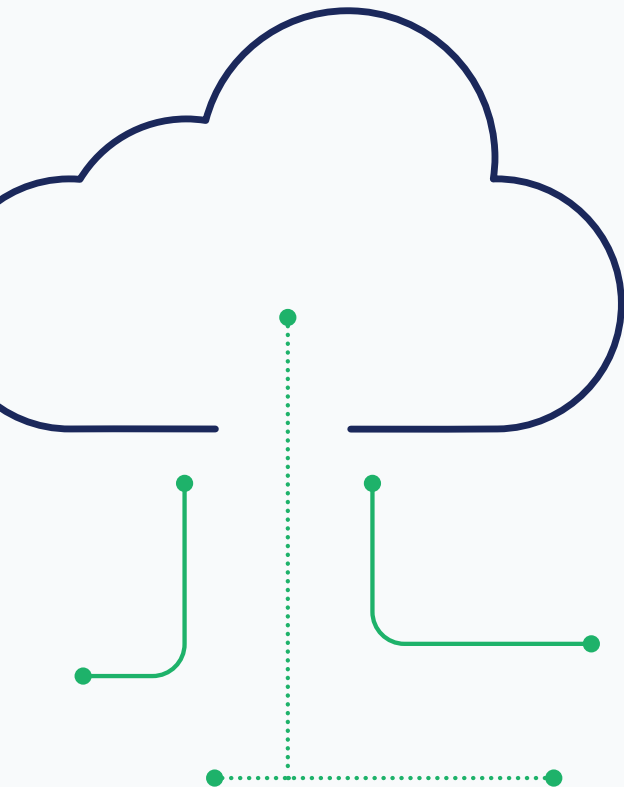
But although many businesses have dipped their toes in cloud computing, most of these have yet to integrate cloud applications as fully as they desire. Recent research from Veritas[2] found that although 45% of Australian respondents characterise their company's current infrastructure

state as an even split between the public cloud and the data-centre, almost two-thirds envision running most or all their application through public cloud.

This shift to the cloud has seen a corresponding rise in the uptake of Software as a Service (SaaS), Platform as a Service (PaaS) and Infrastructure as a Service (IaaS).

These advances give businesses unprecedented advantages when it comes to new software solutions, including improved flexibility, scalability, accessibility, security and the potential for increased collaboration across sites.

These features allow businesses to adapt quickly to market conditions without having to rely on pre-existing infrastructure, manage licenses or bandwidth limitations. Software rollout is fast and easy, updates are simple and usage costs can be comparatively low.

1. https://www2.deloitte.com/content/dam/Deloitte/au/Documents/Economics/deloitte-au-economics-value-cloud-services-australia-230719.pdf
2. https://itbrief.com.au/story/cloud-adoption-accelerating-across-a-nz-enterprises
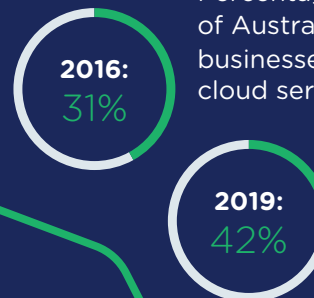
Australian appetites

1,000,000:

Estimated number of businesses accessing the **nbn**™ broadband access network to power a suite of online services.[4]

Percentage of Australian small businesses with access to broadband:[3]

1999:
3%
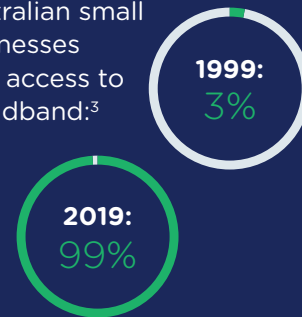
2019:
99%

Percentage of Australian businesses using cloud services:[2]

2016:
31%

2019:
42%

Please note the Alpha Beta Connecting Australia report was commissioned by **nbn**™.

3.   https://www.alphabeta.com/wp-content/uploads/2019/10/191031-connecting-australia_small-business_full-report.pdf
4.   https://www.nbnco.com.au/corporate-information/media-centre/media-statements/nbn-evolves-enterprise-contracting-model

Tech's payoff

Tech drivers for adopting cloud services[1]

52% Cost savings: trading capital expenditure for operating expenses

32% Agility: ability to access resources as required for development and experimentation

30% Elasticity: being able to instantly scale resources up and down

30% Increased data storage

28% Breadth of functionality: availability of new capabilities, services and features

29% Better infrastructure and service/reliability/data security

Business drivers for adopting cloud services[1]

38% Improving customer service

38% Keeping up with competitors

34% Seeking to adopt innovative technology

25% Competitive benefit

Business sense

Where decisions over cloud capability used to be the domain of IT decision makers, questions over cloud are increasingly being asked as part of larger business strategy discussions.

That's because the key drivers for cloud adoption goes beyond basics such as cost savings to reasons as fundamental as improving customer service and keeping up with the competition.

By significantly lowering the costs of data storage and analytics, the cloud can in some cases make it cheaper to run trials and experiments rather than invest in in-depth analysis and modelling, giving businesses more options to pivot and update their approaches.

In fact, Deloitte research has found almost 1 in 4 of Australian businesses see cloud services as helping guide changing business models.[1]

For businesses that harness them correctly, cloud-based solutions offer new ways of reaching more customers, managing their operations and reducing business costs. But to reap those benefits, businesses need to ensure their network is up to task.

Realising the benefits

Today, point-of-sale is likely to be wireless and cash-free as businesses explore new point-of-sale (POS) options, including facial recognition technology, sensor-enabled no-checkout POS and mobile POS apps.

Operators in the hospitality industry are using AI to automate concierge services and power chatbots to answer customer queries around the clock, while mobile integration means that customers can use mobile apps to do everything from check in to order room service.

Data analysis of foot traffic and customer purchasing behaviour is enabling businesses to engage in increasingly accurate demand planning and identify growth opportunities, while warehouse management systems that feature a high level of automation and supply chain integration improve efficiency and productivity.

A key enabler of all of this is the right network with network performance characteristics matched to application requirements.

Harnessing the potential

The multitude of applications that cloud technology is finding in business are demanding new abilities of the networks that underpin its operation. Whereas speed and data limits used to be all important, cloud computing may often require business grade network characteristics not necessary for common residential Internet use.

Business boost

78%

Proportion of users who report productivity improvements since moving to the cloud[1]

41%

Proportion of businesses that have increased general staff since cloud adoption[1]

3 key considerations for your network

1

Business grade upload and download speeds

For applications such as cloud computing and video conferencing, download speed is only part of answer. For effective user experience, upload speeds are just as important, meaning deploying a network solution offering symmetrical download and upload speeds.

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.[‡] These network features are not available on wholesale home **nbn**™ plans.
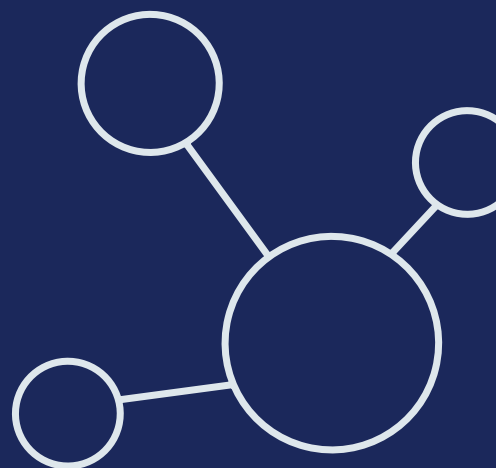
2

Service Level Agreements (SLAs)

The more connected a business, the greater impact any downtime will have The loss of POS or customer services, for example, may cause reputational damage or loss of revenue.

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 that can help your RSP provide quicker response times when faults occur.[‡]

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

3

Priority data

As more services move to the cloud, they become more vulnerable to network interruptions. But with standard broadband offerings, speeds are stated on a "best-effort" basis. This means they are strongly influenced by overall network volumes, and prone to interruption or lag when traffic is high.

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.[‡]

Options for business

Connectivity is an integral component that can enable a businesses to maximise the benefits of digital transformation. A network plan that is specifically tailored to suit the needs of your business can provide the essential building blocks for sustainable growth.

Businesses can utilise a solution finder tool that will help them explore their specific requirements for speed, bandwidth and service-level assurance for individual sites.

* 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.

** business **nbn**™ accredited advisers have undertaken a short course on the **nbn**™ broadband access network. **nbn**™ does not sponsor, endorse or guarantee any advice given or representations made (including any recommendations to purchase goods and services or purchase telecommunication services over the **nbn**™ access network from a phone or internet service provider) and does not guarantee the accuracy of that advice or representation.

business **nbn**™

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