

Keylines

A SingTel Group Publication

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and business expansion - **pg 6**

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'yes'
OPTUS

 **SingTel**

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SingTel is Asia's leading communications group with operations and investments in more than 20 countries and territories around the world.

SUPPORTING ANZ'S SUPER REGIONAL STRATEGY

SingTel has reached an agreement with ANZ on a A\$500 million, five-year contract to provide telecoms and managed network services. As part of the contract, SingTel and Optus will provide global managed network services to ANZ in Australia and 30 countries across Asia and the Pacific, to support ANZ's super regional strategy.

SingTel will transform ANZ's network infrastructure to support enhanced global communication, providing a single platform for the delivery of voice, data and managed services. This includes deploying more than 20,000 IP telephones and 40 advanced video conferencing units across the region.

In Australia, Optus will manage the roll out of a new data network to more than 850 ANZ retail branches, as well as end-to-end management of call centre infrastructure. ■

A STRONGER M-E CONNECTION

Companies in Qatar and the Middle East can now enjoy superior network connectivity and IP solutions with the sealing of a pact between SingTel and Qtel.

This provides for the linking of key business cities in Asia, Europe and the US via SingTel's ConnectPlus IP VPN, an award winning, fully managed and secure networking solution. With this, corporate customers can be assured that their ICT needs will be met with proven performance, scalability, reliability, flexibility and one-stop convenience.

For more details, email g-gmktg@singtel.com or visit www.ipvpn.asia. ■

A WHALE OF A CAMPAIGN

What do whales have to do with a communications company?

Well, Optus' new brand campaign, 'Whale Song', reflects its belief that when it comes to communication, anything is possible, and the importance of its role in connecting people.

The inspiration for the campaign was the research by The University of Queensland to decode whale communication – such as how Humpback whales serenade females with their songs – to show the power of language to connect with others.

Mr Michael Smith, Optus' Corporate Marketing Director said: "This campaign shows the emotional heart of the Optus brand and uses nature in an inspirational way.

"We have the spirit and determination to keep pushing the boundaries to ensure we deliver truly outstanding customer experience." ■





NEW ON MIO TV

India's top English travel and lifestyle channel, NDTV Good Times, is now available on mioTV.

Targeting travellers with a love for the Asian sub-continent as well as a cosmopolitan, socially upbeat audience who enjoys every moment of life, the channel features a wide range of aspirational lifestyle programming on health, fashion, food, travel, luxury and more.

Also added to the mio TV line-up is the first 24-hour General Entertainment Malay language channel, Astro RIA.

Astro's first regional General Entertainment channel in Singapore will include top entertainment programmes which have been handpicked from various channels on Astro's platform.

In addition to Malaysian and Indonesian content, Astro Ria will extend its offering to include other non-Malay and other Asian programmes, which will either be subtitled or dubbed in Malay/ Indonesian. To bring Astro Ria closer to the hearts of Singaporean viewers, the programming mix will also include content produced or filmed in Singapore for stronger relevance and appeal. ■

ONLINE STORE FOR SMES

Small and Medium Enterprises (SMEs) in Singapore can now do their shopping online with Business SingTelShop (business.singtelshop.com).

For the first time, SMEs can purchase mobile services and devices online 24x7. The products and solutions on offer will soon be expanded to include broadband Internet services, mobile applications and a range of business solutions.

SMEs can also enjoy the best SingTel deals via the online store. These include special offers that are not available at SingTel's sales outlets. Payment is via credit card and local delivery of mobile devices is within three working days at no charge. ■

OPTUS KEY APPOINTMENTS

Optus has announced a number of key appointments to its senior leadership team.

Mr Michael Smith has been promoted to Managing Director of Optus Consumer business. He had joined the company in 2000 and has worked in senior Consumer Marketing, Corporate and Small Business roles across the company. Since November 2008, he has led the Consumer business as Acting MD while also managing the Optus Brand.

Mr Murray King has been promoted to CFO. He joined Optus in 2003, was Deputy CFO for 18 months and has spent time as Commercial Director for the Mobile and Consumer businesses. The role had previously been filled

by Ms Jeann Low who has since returned to Singapore to focus on her responsibilities as SingTel Group CFO.

Mr Vaughan Paul is the new Director, Human Resources. He has acted in the role since August 2008. He joined Optus in 2005 as General Manager Human Resources for Optus Business. ■

WINNING ENTRIES FOR ICHALLENGE

A mobile application that searches for restaurants in the vicinity, another which retrieves patients' medical records, a vehicle-tracking solution as well as a workforce collaboration tool. These were the winning entries of the SingTel Partner Programme's inaugural i.Challenge08 competition.

With cash rewards totalling S\$80,000, and the opportunity to work with SingTel to bring their solutions to market, i.Challenge08 attracted 39 Independent Software Vendors from Singapore and the region. They submitted their solutions in four categories: Consumer Mobile Applications, Healthcare, Logistics and Transportation, and Workplace Innovations.

iChallenge08 was sponsored by Forum Nokia, HTC, Nokia Siemens Network and Research In Motion and supported by IDA and the Singapore Infocomm Technology Federation. ■

TOUCHING LIVES WITH S\$2.2M

Despite the economic downturn, the SingTel Touching Lives Fund has received generous and unwavering support from SingTel's business partners, customers, employees and members of the public.

At a presentation ceremony in April this year, SingTel Group CEO Ms Chua Sock Koong presented a cheque for S\$2.2 million to His Excellency, Mr S R Nathan, President of Singapore, who accepted it on behalf of the Fund's six beneficiaries.



(Back row; L - R) CEO Singapore Allen Lew, Group CEO Chua Sock Koong, President of Singapore Mr S R Nathan, NCSS President RADM Kwek Siew Jin and Community Chest Chairman Jennie Chua, together with some of the SingTel Touching Lives Fund beneficiaries

Every dollar raised will go to six beneficiaries – APSN Tanglin School, Autism Resource Centre, Fei Yue Community Services, Milk Fund, Singapore Children's Society and Students Care Service. Their work reaches out to about 30,000 less privileged children and youths in Singapore. ■

RECOGNITION FROM THE START

April marks the start of SingTel's new financial year and already it has won a number of kudos from both industry players and customers for its services as well as its commitment to corporate governance.



SingTel Group CFO Ms Jeann Low (left), receiving the GTI award from Minister in the Prime Minister's Office, Ms Lim Hwee Hua

Topping the GTI

SingTel has emerged the winner in the newly created Governance & Transparency Index (GTI). A total of 677 companies in Singapore which released their annual reports between 1 January and 31 December last year were analysed.

The GTI was introduced by The Business Times and the National University of Singapore's Corporate Governance and Financial Reporting Centre last November. It replaces the Corporate Transparency Index which has been published by The Business Times since 2000.

Unlike the previous index, the GTI uses a 'bonus and penalty' system to fine-tune results. Bonus points can be awarded, for example, when firms impose term limits for their directors. Conversely, points can be deducted for late announcements of stock option grants for instance.

SingTel Group CFO Ms Jeann Low received the award on 2 April 2009 from Minister in the Prime Minister's Office, Ms Lim Hwee Hua.

Best IR

In another major win, SingTel received the 'Best Investor Relations' award at this year's Singapore

Corporate Awards. The Awards is organised by the Business Times and supported by the Singapore Exchange.

SingTel was acknowledged as an exemplary role model in Investor Relations practices and for going beyond mandatory regulatory requirements in quality of disclosure, corporate transparency and fairness in disclosure.



Director of Investor Relations Ms Sin Yang Fong (right) received the Best Investor Relations (Gold) award from Mr Lim Chee Onn, Chairman of one of the judging panels

Carrier of the Year

Meanwhile, Optus has been named 'Carrier of the Year' by the Australian Telecommunication User Group (ATUG) for its ability and determination to solve difficult communications problems in partnership with end-users.



ATUG sees Optus as a key player in Australia's communications sector and welcomes the national 3G roll-out as a great contribution

in 2008 and 2009 to competition and end-user choice.

It also praises Optus' work with the United States National Science Foundation's Antarctic Program. Optus provides satellite coverage into McMurdo Sound in Antarctica, an integral part of the National Polar-orbiting Operational Environmental Satellite System network.

Winning consumer trust

As a mark of consumers' approval, SingTel has won the Platinum award for Phone service (fixed line/mobile), Singapore, in the Trusted Brands Awards 2009. It also won a Gold award for Internet Service Provider, Singapore.



The awards are given based on the results of the annual Readers Digest Trusted Brand survey. More than 8,000

Asian consumers responded on the brands which appeal to them as well as attributes such as quality, value and social responsibility.

SingTel has been a Trusted Brand winner since 2005.

Recognising world-class teleport services

For the past three years, SingTel has maintained a remarkable 99.98 per cent availability for its teleport services.

Recognising its efforts, it has become the first Asian satellite operator to be nominated for 'Corporate Teleport Operator of the Year' at the World Teleport Association's Teleport Awards for Excellence 2009. ■

BRINGING THE MAGIC OF FORMULA ONE™ TO EVERYONE

After reaching a global audience of 170 TV viewers across 180 countries last year, motor sports' most glamorous event will be back in Singapore again in September 2009. And as the title sponsor of the Singapore Formula One™ Grand Prix for the second consecutive year, SingTel has come up with a host of activities to excite everyone in Singapore.



SingTel Grid Girls with (third from left) CEO Singapore Mr Allen Lew, Group CEO Ms Chua Sock Koong and Executive Director of Singapore GP Mr Michael Roche

Last year's history-making event - the world's first Formula One™ night race and first Asian street race - was lauded as a huge success and the Singapore race circuit was even considered potentially as 'a jewel in the Formula One™ crown'.

For the 2009 FORMULA 1™ SingTel Singapore Grand Prix, title sponsor SingTel has once again unveiled a host of activities to bring the magic of the Formula One™ to the general public.

Ms Chua Sock Koong, SingTel's Group CEO, said: "This year, we hope to bring the magic

of the races to everyone, not just hardcore fans and those who have tickets - as we believe that this is an event that the whole of Singapore should celebrate."

In the driver's seat

The two popular SingTel race car simulators will return for 13 roadshows across the island. The custom-built simulators are designed to give drivers a true-to-life experience of what it feels like to drive a Formula One™ car at night, on the very same circuit that Fernando Alonso raced to victory on last year.

At the roadshows, fans will be able to race against their friends, side-by-side and in real time. The fastest driver at each event will win a pair of lower tier tickets to the Singapore Grand Prix. The 12 winners from the roadshows will then proceed to compete against one other. The fastest among them will get to race against a mystery driver at the 2009 FORMULA 1™ SingTel Singapore Grand Prix in September.

Glam it up with the Grid Girls

Raising the adrenaline further are the SingTel Grid Girls who are back in a 16-part television series on MediaCorp's Channel 5.

Fans can also look out for their favourite girls from last year as well as a fresh group of contestants. The girls will be travelling to exotic locales like Monaco and Bahrain to film a behind-the-scenes look at some of the F1 races around the globe.

Viewers can help to determine the outcome of the Grid Girl competition as they will be allowed to vote for their choices as the series progresses. To help get an insight into the contestants, they can check out the girls' blogs at www.singtelrace.com. The top three SingTel Grid Girls will win cash prizes of S\$20,000, S\$7,000 and S\$3,000 respectively.

Ticket giveaways every week

The SingTel Race website (www.singtelrace.com) has been customised for the 2009 race with more prizes for F1 fans.

They will gain points when they register, log-in, recommend friends to the site, download content and participate in the various online contests and activities. Fans can also post photos or videos on the site.

An online SingTel Garage which only opens during certain 'magic moments' allows fans to use their points to redeem tickets and other prizes. A pair of tickets will be given out each week till the week of the race. In total, over S\$100,000 worth of Bay, Padang and Pit Grandstand tickets and premiums will be given out. ■

OPENING THE WAY FOR NETWORK AND BUSINESS EXPANSION

With SingTel's ConnectPlus IP VPN and strong regional presence in Southeast Asia, Uni Device Corporation has been able to deploy a more secure communications infrastructure and increased its ability to manage its network and business expansion in the region.



Uni Device Corporation (UDC) is a trading house that sells semiconductors made by Samsung Electronics, a major South Korean electronics manufacturer, to various Japanese manufacturers.

These semiconductors can be shipped from any Samsung Electronics plant throughout Southeast Asia to the regional plants of the Japanese manufacturers in Indonesia, Thailand and Malaysia.

To manage this goods and commercial distribution, UDC has established a regional base in Singapore. It also chose SingTel's ConnectPlus IPVPN (Internet Protocol Virtual Private Network) to meet its needs for a robust, scalable and cost-effective network connection between the regional hubs and headquarters in Japan.

We had previously spoken to Mr Kenji Komatsu, from the Computer Operation Department of UDC, on his thoughts about SingTel's service.

Q. What were UDC's main network and communications needs?

KK: The first was to monitor the Singapore base inventory status and sales status in real time, from the headquarters in Tokyo, Japan.

Secondly, there was a need to have clear understanding of the accounting for the subsidiaries in Singapore and around the region at the end of each fiscal year.

Finally, we needed a consolidated network topology between Singapore and Tokyo to be able to effectively monitor the information of the sales management system in real time.

There were four sites, namely Osaka, Nagoya, Singapore and Shanghai between which we needed to establish a strong communications link in order to oversee business objectives. This included telephone lines, conference facilities and a unified communications platform.

Q. Prior to the introduction of SingTel, how did you exchange information between your Tokyo headquarters and Singapore?

KK: UDC used a domestic telecommunications carrier for IP VPN services, but only within Japan. We did not have a network connection overseas and were unable to develop a unified communications infrastructure with our overseas subsidiaries.

In addition, inventory status and sales information were exchanged via emails,



"In countries such as Indonesia, Vietnam, Thailand, and the Philippines, where telecom services

are still provided by government run enterprises, it is typically difficult to navigate through the many regulations and challenges encountered in network installations. SingTel's extensive partnerships and good working relations in these countries were a great advantage in providing a one-stop service to UDC."

Mr Kenji Komatsu,
Computer Operation Department,
Uni Device Corporation

through Excel files. This was extremely insecure. We needed a more secure and efficient way to exchange information with our subsidiaries.

Currently, UDC is using SingTel's ConnectPlus IP VPN domestically for the offices in Tokyo, Osaka, and Nagoya. The domestic network was set up by a Japanese telecom company recommended by SingTel. In addition, UDC is developing an international IP VPN connection between Singapore and our headquarters in Tokyo, Japan.

Q. What were your selection criteria for choosing the right service provider?

KK: UDC had three criteria. Price - we wanted to have both domestic and international IP VPN at the same cost of existing domestic IP VPN. Speed - we needed to have a guarantee of 10MB connection speed. Support - we needed a reliable support system during system failures.

Though UDC weighed solutions provided by several other telecom carriers based on the

above-mentioned criteria, SingTel was generally superior to others.

UDC has been using domestic IP VPN for many years, but was looking for a cost-effective IP VPN solution for an international connection. Ideally, we wanted both an international and a domestic service at the same cost as the existing domestic IP VPN.

SingTel was able to set up such a network within our budget. In addition, SingTel had a support system in place, which directly notifies the Country Director of SingTel Japan of any communication failure lasting more than five hours.

There is no other telecom carrier that clearly states such a commitment. This in itself is a very high dedication to customer service and exactly what UDC was looking for.

Q. What improvements have you seen in your enterprise network since SingTel's IP VPN solution was implemented?

KK: We have seen an increased ability to manage network and business expansions in Southeast Asia. SingTel has a strong regional presence in Southeast Asia with many strong partnerships. Uni Device Corporation has a vision to expand the business to East Asia and Southeast Asia, such as China and the Philippines.

SingTel's strong partnerships with telecom carriers in the region provide an easy means to expand into these markets.

SingTel was not only able to provide excellent support with network expansion in 'open countries' such as Japan, South Korea and Hong Kong, where most of the telecom companies are privatised, but 'closed countries' as well.

In countries such as Indonesia, Vietnam, Thailand, and the Philippines, where telecom services are still provided by government-run enterprises, it is typically difficult to navigate through the many regulations and challenges encountered in network installations.

SingTel's extensive partnerships and good working relations in these countries were a

great advantage in providing a one-stop service to UDC. UDC was able to effectively gain an advantage with a secure and reliable communications infrastructure.

The SingTel partnership has yielded other advantages. SingTel was able to provide us with support when dealing with systems integrators in Singapore. They were able to interface with their partners and provide a complete solution for UDC in Singapore.

Q. How has SingTel IP VPN contributed to your business operations?

KK: SingTel IP VPN has contributed greatly to our business operations. We are now able to have complete access to sales information and data from our subsidiaries. This helps to provide greater visibility of our operations.

In addition, any problems we may have with our overseas subsidiaries are resolved quickly and efficiently. Through SingTel's network of partners, problems are escalated to the right people and they are able to help us navigate through international telecommunications policies smoothly and efficiently.

Q. What are the future plans for your company's international IP VPN?

KK: In December 2006, UDC opened the IP VPN connection between Japan and Singapore. The second phase of the operations involved the integration of the systems in Tokyo and Singapore. This means that the headquarters in Tokyo will be able to read the inventory status and accounts in Singapore in real time.

In addition, UDC is planning the expansion of IP VPN into our Shanghai branch. SingTel has provided UDC with high level of technological capabilities, customer support and information for our business and we look forward to a long-term business relationship.

To find out more about SingTel ConnectPlus IP VPN, visit www.ipvpn.asia, or contact your SingTel Account Manager today. ■

USING I.T. FOR YOUR HEALTH

The successful transformation of the healthcare environment in any country requires a strong government lead and support from the private sector. In this, Singapore is headed in the right direction.

Back in June 2006, the Infocomm Development Authority of Singapore unveiled a ten-year Intelligent Nation 2015 (iN2015) blueprint to realise the potential of info-communications technology (ICT) in the way people live, work, play and learn. It included using ICT to deliver a more holistic and comprehensive healthcare service to patients in Singapore.

The healthcare sector was given a further boost a year later by the Ministry of Health's S\$2 billion infrastructure master plan.

The latest development sees Singapore moving towards having a National Electronic Health Record, which is essentially a centralised system of patient health records. Doctors across the island will be able to access the records to deliver faster diagnoses and treatments for patients.

In light of the government's effort, the private sector has also stepped in to support the transformation of the medical landscape in Singapore. One such initiative is SingTel's Customer Advisory Council (CAC) for Healthcare.



Technology and industry knowledge

The SingTel CAC for Healthcare is made up of notable practitioners from both public and private health institutions, representatives from the health ministry, solution providers as well as the telco's executives. Drawing on the wealth of knowledge and expertise of its members, the Council has been exploring areas where technology platforms and devices can help to enable 'anywhere, anytime' healthcare.

One such area is Personal Health Records (PHR). The PHR is a Internet-based set of tools that allows people to access and coordinate their lifelong health information such as medical conditions, treatments, prescribed care plans and test results. If need be, the patients can allow appropriate parts of it to be made available to those who need it, such as caregivers or clinicians is a growing concept to empower patients with the necessary information so that they can better manage and as a consequence improve their health.

Currently, if personal or family health records are kept, it is usually a file in a drawer or the information is stored piecemeal on a computer or PDA.

The ideal scenario would be for patients, especially frequent users of the healthcare system and those with chronic illness to have a PHR and have a subset of the information on their mobile phones so that they can access their own information anywhere, anytime.

With the information on the mobile phone, patients will be able to pull up details - from vaccinations and drug allergies when it is needed. So regardless of where patients seek treatment either locally or overseas, their doctors will be able to check their mobile PHR -and deliver continuous and integrated care. It also offers patients greater control and ownership of their own healthcare records.

Dr Colin Quek, Chief Information Officer, Raffles Medical Group and Chairman of the SingTel CAC for Healthcare, said: "In the Council's view, this is where SingTel can really make a difference and play a supportive role to the government's efforts.

"As a leading telecommunications provider, SingTel has the ability to reach out to almost every person in Singapore and make a nationwide PHR readily accessible.

"We, as a Council, can provide our knowledge and experience, and leverage SingTel's strengths and industry experience to develop supporting technologies that can help the government bring PHR to the masses, once the infrastructure is in place."

Mr Bill Chang noted: "The technology already exists to make this vision a reality, but as we all know, technology is only one part of the larger equation. There are other issues inherent in our healthcare system that first need to be resolved before an integrated and patient-centric system can be realised."

These issues would include a need for a common infrastructure to share patient information or a central database which captures all patient records. The National Electronic Health Record initiative would help address this.

Anytime anywhere access

With Singapore having a mobile penetration rate of 132.6 percent (as at March 2009), the Council members are particularly interested in how mobile technology can be used to push and pull information from the PHR.

"Mobile phones are so pervasive these days. They have become such an important tool in daily life that we carry it around all the time," noted Dr Kenneth Thean, IT & CIO, Chief Medical Information Officer of Parkway Hospitals Singapore.

"So, if we can send patients' lab results, medical updates or appointment reminders to their handphone that would be really useful. And if they have any questions, they can easily return the call."

One such way would be to use SingTel's BizLive SMS to send a text message to a patient every time his or her medical records are updated.

Dr KC Lun, CEO of Gateway Consulting, said: "I think the future of a mobile PHR is very exciting. It opens up the possibility for global access.

"Imagine if a patient is overseas on vacation and falls ill. With his mobile phone and global roaming, he can authenticate and provide access to his mPHR to the healthcare provider, regardless of which country he is in."

mPHR contest

An i.Challenge contest launched in October last year provided an opportunity for the Council to test their deliberations.

The contest invited independent software vendors from SingTel Partner Programme to develop a suitable mobile application that can help connect a user's mobile phone to a designated medical database.

The results, which were announced recently, saw the Healthcare Innovation Award going to the KOOPrime-CommerceHub consortium for its mobile solution.





The winner will be working with SingTel on a Proof-of-Concept where lifestyle and healthcare related applications and the minimum clinical dataset, made available by patients' General Physician, is stored on the mobile phone.

The solution allows for patients to better manage their own health and also allows doctors to review records across clinics, thus reducing errors. Healthcare professionals across the continuum will then have a clear and concise view of a patient's condition and history to facilitate continuity of care. The clinical records can also be de-identified and aggregated to enable healthcare agencies to track healthcare trends.

Ready solutions

In the meantime, SingTel has rolled out a Healthcare360 suite of solutions that aims to provide various caregivers in the healthcare value chain with end-to-end managed services.

Within the range of Healthcare 360 solutions are a Clinic Management System (CMS) and a Community Care Management Solution (CCMS) for general practitioners and healthcare institutions respectively. These enable them to centrally manage patient information, administration and clinical processes. SingTel recently launched a successful pilot of the CCMS with Singapore General Hospital and HSAGlobal (see article on page 11).

Another solution, the Picture Archival Communications System, provides for the storage, retrieval and anytime-anywhere access to medical images.

There is also Virtual Visit – Electronic ICU, a web-based remote monitoring service that allows parents to watch their new-borns via a 'live' video feed from a hospital's neonatal intensive care unit. Viewings can be done via a secure website or a 3G-enabled mobile phone.

For more information on SingTel Healthcare360 solutions, visit www.singtel.com/healthcare. ■

MAKING A REAL DIFFERENCE TO HEALTHCARE

An innovative electronic health record and management system that enables the remote monitoring of patients and islandwide access to medical records has set a new benchmark in healthcare.

With a rapidly ageing population in Singapore, healthcare – especially in the management of chronic conditions – has become an increasingly pressing concern. One of the major issues for healthcare providers is the flow of patients' health information.

"As people age, they develop complex and multiple medical conditions. The responsibility of care in the community, for chronic diseases, is shared between hospital specialists, primary care physicians, nurse practitioners, patients and their families," noted Professor Ng Han Seong, Chairman, Medical Board, Singapore General Hospital (SGH).

"We must therefore leverage technology and design care delivery systems to facilitate the effective discharge of care across the healthcare continuum."

It was with this in mind that SGH piloted the Community Care Management Solution (CCMS) with SingTel and HSAGlobal.

Patient data on the go

The CCMS is an electronic health record and management system developed by HSAGlobal that makes patient data available to care providers, wherever their jobs take them.

The solution, which is fully managed and hosted by SingTel, allows healthcare providers, such as doctors and nurses, to track patients' progress from the time of admission through step-down facilities in the community.

For the first time, the complete health information of a patient found only previously in case notes, can now be shared across the healthcare continuum - from inpatient wards

to specialist outpatient clinics to polyclinics to community care settings.

Healthcare providers can use a mobile device, such as a laptop or Personal Digital Assistant (PDA), to view and update patient records, access test results as well as instantly share information with other caregivers.

With secure and 24/7 access to the system, caregivers can now remotely track a patient's condition outside healthcare facilities. They can also extend care to home-bound patients.

On the charts

In the future, patients themselves will be able to access their records, review tasks and receive updates and test results via an online portal.

With the use of monitoring devices, they can capture measurements such as blood glucose and weight, and upload this information to the system for clinical evaluation. The solution is able to alert healthcare providers to abnormal results.

By identifying issues early, patients and caregivers can work together to prevent the occurrence of serious problems, and avoid unnecessary re-admissions to the hospital.

Beyond hospital walls

A/Prof Lim Swee Hia, Director, Nursing, SingHealth, said: "The adoption of technology to provide accurate and integrated patient information at the point-of-care, whether it is in a hospital, a specialist outpatient clinic, a polyclinic or in patient's homes, can make a real difference to patient health and will lead the way for nurses to extend the reach of



nursing care beyond the walls of the hospital into the community."

Agreeing, HSAGlobal President and CEO Mr Matt Hector-Taylor said: "SGH and SingHealth Polyclinic's use of CCMS to provide accurate and integrated patient information at the point-of-care, supporting clinical workflow whether it is in a hospital, a specialist outpatient clinic, a polyclinic or in people's homes, makes a real difference to patient health."

A new healthcare model

"CCMS transforms the way healthcare providers operate through the innovative use of infocomm technology (ICT)," noted Mr Bill Chang, SingTel's Executive Vice President for Business. "By setting a new benchmark in healthcare, we believe CCMS is the model for the industry to follow."

Mr Chang added: "As the solution is hosted and fully managed by SingTel, healthcare providers need not worry about complex technology issues, obsolescence, system maintenance, security concerns and IT staff costs. This allows caregivers to reduce overheads and focus their efforts on providing high quality patient care."

SingTel is offering CCMS through a hosted Software-as-a-Service (SaaS) model for a monthly subscription fee. The SaaS model eliminates the need for heavy upfront capital investments and high on-going maintenance costs, making it a very attractive proposition for both large and small healthcare providers.

For more information on SingTel Healthcare360 solutions, visit www.singtel.com/healthcare. ■

ENABLING CUTTING-EDGE MEDICAL TRAINING

Integrated audio visual and enterprise multimedia conferencing solutions helped to raise the benchmark for surgical education programmes.



One of the key facilities – the Surgery and Minimally Access Research & Training Laboratory (SMART Lab)

The Khoo Teck Puat Advanced Surgery Training Centre (ASTC) is a one-stop training centre based at the National University Hospital (NUH) in Singapore. It is the first in the region equipped to train medical professionals and trainee surgeons through the use of state-of-the-art surgical equipment in realistic operating theatre conditions and situation set-ups.

Spreading over 1,000 square metres, the ASTC is equipped with a Seminar Hall supported by a High Definition (HD) 3D Imaging System as well as a Simulation and Training Laboratory (STLab) with Multi-Specialty Virtual Reality simulators.

It also has a Surgery and Minimally Access Research and Training Laboratory (SMART Lab)

which is a full-HD replica of an operating theatre with air pressure control used for Live Surgery Training. In addition, there is a Micro-surgery Laboratory for trainee doctors to practise their surgical techniques and procedures on wet tissues. The lecture and meeting rooms are all installed with state-of-the-art multimedia and information communication equipment.

To complement these medical training facilities, NUS wanted to raise the current benchmark for surgical education programmes which can lead to a better healthcare for every patient. It commissioned NCS Group to equip the ASTC with integrated audio visual and enterprise multimedia conferencing solutions.

Seamless communication

To enhance communication as well as synchronise teaching and training, all the audio systems in the rooms and labs are seamlessly integrated, linking the ASTC to other operating theatres and the endoscopic laboratory.

Using wireless Internet access and sophisticated webcast-conferencing multi-camera video technology, it allows real time broadcast-transmission of high quality audio and video, linking the ASTC with the world. This facilitates 'live' discussions during the surgery training and enables more accurate observation of various medical techniques, creating a participative teaching and learning atmosphere for the lecturers and medical trainees.



The seminar hall is equipped with the best interactive technology in the field of medical conferences

As the nerve centre of the audio visual plan, the stations can be re-configured to serve as controls for separate rooms and facilities.

From the two control rooms, technicians are able to record and edit events and contents. They can also manage and monitor the facility of the room operations, enabling audio to all the rooms when there is combined room activity.

A vivid learning environment

The integrated AV and Enterprise Multimedia Conferencing Systems provide an all-in-one solution that enables lecturers to manage the ICT equipments easily. This facilitates a vivid learning environment for medical trainees

through 3D imaging, stereoscopic displays and interactive cutting-edge multimedia communication platforms.

Best-of-breed multimedia and information communication technologies are integrated to offer top notch visual, audio and aesthetic values to the users. The use of these cutting-edge integrated and converged system solutions also appeal to a very technology-savvy audience.

As a one-stop, end-to-end multi-faceted service provider, NCS is able to offer customised solutions that are practical and efficient to meet ASTC multimedia requirements, without the centre having to worry about compatibility issues had the project been awarded to multiple vendors. ■

OPENING OF MOM CONTACT CENTRE

A new Contact Centre for Ministry of Manpower (MOM) was officially opened by Mr Leo Yip Seng Cheong, Permanent Secretary, MOM and Mr Lim Eng, CEO of NCS on 19 March 2009.

The Centre provides customers with seamless accessibility and convenience to services offered by MOM. It manages enquiries relating to work passes, employment matters as well as workplace safety and health.

Singapore Computer Systems, now fully integrated into NCS, has been nurturing the partnership with MOM for the past three years. Drawing on NCS' established track record in facility management and call centre operations, the contact centre is developed with advanced Customer Relationship Management system, Electronic Information Repository and Interactive Voice Response (IVR).

Mr Lim said: "We are very pleased to have successfully set up the MOM's Contact Centre through quality strategies put in place for People, Processes and Technology.

"We are proud to have significantly improved the response time to answer 90 per cent of the calls within 30 seconds since the migration to the new system. Together with MOM, it is our shared commitment to provide efficient, accurate and reliable services to the public and private organisations." ■

ESTABLISHING A UNIFIED SERVICE DESK WITH ITIL METHODOLOGY

Alphawest helps Xtralis improve remote access, security and desk performance.



Xtralis provides intelligent safety and security solutions that help identify threats before life, critical infrastructure or business continuity is compromised. With more than 25 years of experience and 30 over patents, Xtralis is a global leader in fire and gas detection, video surveillance, intrusion detection, access control as well as traffic detection and management.

It provides very early warning detection systems for more than 10,000 customers in 30 countries around the world. Solutions include Xtralis VESDA® Very Early Warning Fire Detection and Control, Xtralis ICAM® Flexible Fire and Environmental Solutions, and Xtralis Security Solutions IP Security Portfolio. Before its separation from parent company, Vision Systems, the Xtralis IT infrastructure had traditionally been run by in-house technicians of Vision Systems.

A time for outsourcing

Mr Simarjit Chhabra, CIO at Xtralis, is responsible for the management of the company's IT infrastructure and applications worldwide. With the complexity of Xtralis' IT environment and growing demands of the organisation, he recognised that it was time to outsource some of its IT responsibilities.

He shared: "I had to look at what would work best for the organisation. We needed to separate our IT infrastructure from Vision Systems and grow the business three-fold, which meant that the solution needed to be flexible and cost effective. We decided to go to tender and invited a few vendors to go through our highly selective filtering process."

Xtralis was looking for 'right sourcing', and a trusted partner who could complement and work effectively with a team of in-house IT staff.

He admitted: "We brought our fair share of challenges and demands to the table. The solution needed to be eco-friendly, scalable and meet global standards. Whatever we implemented in Australia needed to be transferable to the USA and UK offices.

"Ultimately we were after a 'plug and play' solution that would improve remote access, security and our service desk performance and adhere to industry recognised ITIL methodology."

The Alphawest solution

It was Optus' subsidiary, Alphawest, which won the tender and implemented an Information Technology Infrastructure Library for Xtralis including Unified Service Desk. This solution centralises all calls coming into the IT department through a single service desk.

Mr Chhabra said: "Previously, we needed nine service desks to manage the same volume of calls but thanks to Alphawest, we were able to reduce this to just one service desk, which has resulted in us being able to extend our business hours to provide 24/7 service.

"Alphawest offered service desk customisation that enabled integrated support services for staff on and offsite. The advantages are that we work with real-time reporting and access to information, which is a true extension of our business.

Mr Chhabra identified synergies between Xtralis and Alphawest which were crucial factors in the tender win.

He commented: "Alphawest was chosen primarily because, like Xtralis, it is a rapidly growing company with an excellent reputation. We also felt confident knowing that Alphawest has a strong collaborative business model, being backed by Optus and SingTel and having a Gold Certified partner relationship with Cisco, including many specialisations.

"The account team also certainly influenced my decision. They were genuine when assessing the situation, highly experienced in analysing customer requirements and were clear about what was feasibly the best solution to suit our needs, which I respected."

Beyond a cost-based decision

Xtralis' engagement with Alphawest was the first time it had selectively outsourced part of its IT infrastructure and mixed its in-house team with an outsourced team.

Mr Chhabra was delighted with the way that Alphawest assisted with the transition. He noted: "From my experience, making the decision to outsource should never be cost-based alone. The decision model should include several variants like process changes due to implementation of outsourcing model; impact of the service levels to the organisation; relationship impact with the existing clients and vendors among many others, and finally cost reductions.

"Usually, the first year is inevitably bumpy as two organisations are trying to understand each other's businesses and the way they work. Many outsource providers can be quite rigid in the way they function, but we experienced the complete opposite with Alphawest.

"Alphawest offered us a very high degree of flexibility, agility, patience and understanding, with a genuine commitment to make things work."

Flexibility and improved productivity

The right sourcing model which was implemented at Xtralis involved outsourcing

part of its IT infrastructure to Alphawest and developing a lean in-house IT team. Most sites have one person working within the Virtual Global IT team in tandem with the Xtralis Service Desk managed by Alphawest.

This allows Xtralis to retain the flexibility it requires. It benefits from having a person onsite while leveraging Alphawest's specialist expertise to manage the day-to-day operations of the 24/7 service desk, networks, servers, backup/restore and security as well as applications such as BlackBerry exchange, and antivirus .

Mr Chhabra explained that the business benefit of improved productivity was a major reason why he chose Alphawest's managed services solutions.

"Before Alphawest came on board, people had to wait for calls to be sorted out and chase individuals. Now they don't chase individuals - our system manages everything.

"We've gone from a people-dependant to a system-dependant infrastructure, where we can expect the system to work irrespective of individual actions. For example, when we had to chase equipment previously, our staff would usually spend between four to six hours getting quotes, purchase orders and signatures. Thanks to the business partnership, this process now takes less than 30 minutes. That equates to a

drastic improvement in the way we are able to turn around a purchase order."

Environment benefits as well

Mr Chhabra's vision and IT strategy for Xtralis have won him the 2007-08 Green CIO Award from CIO Australia magazine for 'Most Innovative Use of Technology within the Organisation to Benefit the Environment'.

By using VoIP technology along with Virtualisation of Servers and designing the Data Centres smartly, Xtralis was able to reduce its carbon monoxide footprint by 34 times annually. Alphawest along with several other partners assisted in achieving this benefit not only to the organisation but also to the environment.

Enabling future success

Xtralis will be aggressively building market share in the early warning fire and security space over the next two years.

In this, Mr Chhabra is confident that Alphawest will continue to provide standard and scalable solutions for Xtralis' global IT infrastructure.

He said: "Alphawest has excellent people in its team - knowledgeable, flexible and friendly. We were very comfortable working with them and consider them a key enabler of our success today and in the future." ■



Mr Simarjit Chhabra, CIO at Xtralis, is pleased with Alphawest offerings



AIS IN TOURISM CAMPAIGN

Advanced Info Service (AIS) has joined hands with the Tourism Authority of Thailand to launch a campaign to encourage local tourists to travel more frequently within the country.

AIS is offering its e-Travel Map and Map on Mobile service as well as making it easier users to access the tourism website, via their mobile phones. This will help those searching for information such as local festivals, attractions, accommodation, restaurants and tourism-related activities.

The 'Happy Travelling Thailand, Feeling Warm Everywhere' campaign will also promote products and services to tourists via mobile phones.

Mr Somprasong Boonyachai, Vice Chairman of AIS, said: "We believe that easy access to travelling information on mobile phones permits people to travel not only in the specified tourism festivals. With the accompanying information, business or any other trips can be planned together. The highest benefits will be distributed to local people or entrepreneurs of the community in each area and, in return, the nation's economy will be strengthened."

AIS has about 50 per cent share of Thailand's mobile phone market. ■

TOP MANAGEMENT CHANGES IN BHARTI AIRTEL

Bharti Airtel recently announced a number of key changes to the company's top management team. The new organisation structure is designed to help the Indian telco manage future growth opportunities.

Mr Manoj Kohli, its CEO & Joint Managing Director, will focus on strategy development, governance and organisation development. He will lead Bharti Airtel's transformation programme, which includes the creation of factories and shared services. He will also provide additional focus on building the B2B powerhouse.

In the new position of Deputy CEO is Mr Sanjay Kapoor who was President – Mobile Services. He will lead the Mobile, Telemedia and DTH businesses, reporting to Mr Kohli.

Having led the transformation at its Telemedia business, Mr Atul Bindal will take over as President – Mobile Services. Mr K Srinivas who was Executive Director (East) – Mobile Services will take over as Joint President - Telemedia Services. Both gentlemen will report to Mr Kapoor.



Mr David Nishball will continue as President - Enterprise Services, reporting to Mr Kohli. Apart from building a B2B powerhouse over the next five years, Mr Nishball will focus on global wholesale voice and data as well as advanced enterprise voice and mobility services, among other projects. ■

NEW CEO FOR GLOBE

Globe Telecom has appointed Mr Ernest L. Cu as its new president and CEO from 2 April 2009.

Mr Cu joined the company as Deputy CEO in October 2008, bringing with him over two decades of general management and business



Mr Ernest Cu, President and CEO, Globe Telecom

development experiences. He is widely credited as having played a key role in building and defining the business process outsourcing industry in the Philippines.

Mr Cu succeeded Mr Gerardo C. Ablaza, who has returned to Globe's major shareholder, Ayala Corporation, to help oversee its business interest in telecommunications, banking and other fields. He remains a member of Globe's board of directors and is the chairman of its executive committee.

In a statement, Globe praised Mr Ablaza's for his contribution to the company for over a decade: "He has taken the company from being the fourth-ranked mobile service provider with only 97,000 subscribers and revenues of P2.6 billion in 1997, to becoming the second biggest full-service telecom operator with a subscriber base of 25 million and a revenue base of P63 billion in 2008."

In May 2004, Mr Ablaza received the prestigious Asia Business Leader of the Year Award and CEOs Choice of the Year Award presented by CNBC in Shanghai. He was the first Filipino to win either award as well as the first Asian to win both awards. In the same year, he was also conferred with the Best Asian Telecom CEO Award by the Telecom Asia Awards in Singapore.

Mr Cu was awarded the Information and Communication Technologies (ICT) Entrepreneur of the Year by Ernst and Young in 2004, the first Filipino to be conferred with this honour. ■

AWARDS FOR CITYCELL'S SUPPORT FOR SPORTS

Citycell (Pacific Bangladesh Telecom Limited) has won two awards as Bangladesh's best sports sponsor at the Kool BSJA Awards 2002-2008.

The awards were presented by the Bangladesh Sports Journalists' Association (BSJA) and recognised individuals and organisations for their outstanding performance and contribution to sports over the years.

Citycell received the Sponsor award for the year 2003 for its contribution to cricket. It received the award for the year 2008 for its contribution to football.

As the official partner of Bangladesh Football Federation (BFF), Citycell has been helping to revive the passion for football in the country. The recent football finals of the Citycell Super Cup at the Bangabandhu National Stadium drew a crowd of about 45,000, the highest attendance in a domestic match since the mid-1990s. ■



TELKOMSEL TO EXPAND NETWORK COVERAGE

Indonesia's largest cellular operator, Telkomsel, has signed a three-year agreement for Ericsson to supply, deploy and integrate its GSM/EDGE and WCDMA/HSPA radio access networks in the country.

The agreement extends the existing business partnerships between the two companies. Ericsson has been a key supplier to Telkomsel since 1995 and was recently selected



to supply the operator's combined (2G and 3G) circuit core network using mobile soft-switch technology.

Separately, Telkomsel has also awarded a deal to Nokia Siemens Networks to expand network coverage, boost capacity and improve performance.

The deal covers the supply, deployment and integration of 3G radio access networks as well as 2G business support system and services solutions.

Mr Atmosutarno noted: "This year, by collaborating with various network vendors, Telkomsel will deploy 4,000 new base stations, with a total investment of \$1.5 billion."

Telkomsel has more than 72 million customers in Indonesia. ■

MOBILE ACCESS TO FACEBOOK FOR WARID CUSTOMERS

Warid Telecom subscribers in Pakistan can now upload their multimedia pictures and videos directly to social networking website Facebook from their mobile phone.

A new service called 'Upload photos @ Facebook' allows customers to add their pictures and videos instantly just by sending the file as an MMS through their mobile phone to mobile@facebook.com.

Warid's Acting CEO, Mr Faisal Ejaz Khan, said: "Social contact is the voice of the modern era and Facebook is one of the most sought after online community. Warid is pleased to introduce this attractive facility with the intent of keeping people connected with their families and friends."

Its Deputy General Manager Products and Services, Mr Babar Ahmad, added: "Upload photos @ Facebook has been introduced due to tremendous customer demand ... and we will continue to add excitement to using mobile phones by introducing innovative services in the days to come." ■



SMES SAVE WITH SMART PACKAGES

SMEs can now subscribe to three Smart Packages from SingTel which can help them save up to 75 per cent on ICT services.

SmartOffice Broadband, SmartVoice, and Smart Business Mobile come bundled with solutions designed to meet their requirements. These include telephony, mobile services, broadband, web-hosting, desktop security, human resource management applications and onsite IT assistance.

The Smart Packages are available for a monthly subscription fee, making them ideal for SMEs who wish to avoid upfront investments in ICT systems and equipment.

Call 1800-763-1111 for more information. ■

MAKING YOUR PHONE SAFE

If you are worried about losing your mobile device and its contents, you may wish to consider PHONESafe.

It helps SingTel mobile customers to remotely lock their mobile phones. They can also track any activities on their lost phones, for example, if another SIM card has been inserted. Calls and text messages from a lost or stolen phone can be monitored as well.

To ensure privacy, PHONESafe users will be able to remotely wipe out data such as contacts, photos and videos from their lost mobile phones and memory cards. The service also allows the backup of personal data on the phone wirelessly including the contact list, photos and videos. Data can be restored to a new phone instantly. ■

ASIA'S FIRST FOR MOBILE MESSAGING

SingTel mobile customers who purchase a Nokia E63 will be among the firsts in the world to enjoy Nokia Messaging. The first operator is the first in Asia to offer the service.

It directs messages from up to ten designated email accounts to the customers' Nokia phones. This means they will be able to enjoy push email services on their phones, previously only available to users with corporate email. Email accounts from Gmail, Hotmail, Yahoo! Mail and SingNet are among the many which are supported. ■

MARITIME SATELLITE SOLUTIONS

Communications for the maritime industry has been a boost with three new broadband-based satellite solutions from SingTel.

Through the use of compact satellite tracking devices, SingTel AITrac allows maritime and logistics companies to monitor the real time location and status of ships, containers and other assets. It trigger SMS and email alerts when there is a security breach. It also provides workers engaged in high-risk field activities with a communications lifeline by sending distress signals and during emergencies.

The Collaborative Networking, on the other hand, enables maritime companies to remotely monitor and troubleshoot shipboard ICT equipment via satellite broadband connections. With this, they need not dispatch



their engineers to resolve equipment failures onsite. The solution also supports multi-party video and voice conference calls, file sharing and instant messaging.

SingTel has also unveiled its iMonitor network management system for maritime Very Small Aperture Terminal (VSAT) services. This enables maritime companies to closely monitor the performance of their satellite communications links via a web portal. ■

ALL-YOU-CAN-LISTEN MUSIC BUFFET SERVICE

SingTel customers will be the first in Asia Pacific to enjoy PlayNowTM plus on the new Sony Ericsson W705 Walkman phone. This mobile music service allows customers to download as much music as they want from all major record labels like Sony BMG and even share music with friends, while on the move.

Purchase the Sony Ericsson W705 Walkman and enjoy perks such as:

- PlayNow plus service FREE for one year
- FREE 12-month data bundle of 200 MB including unlimited data downloads for the first month
- 1,000 best-selling local and international songs preloaded on the phone
- Choice of whether to download music onto PC, phone or both ■



Gracing the launch of PlayNowTM plus on 23 April at SingTel's headquarters at Comcentre was popular award-winning Taiwanese singer-songwriter-actor, Wang Lee Hom. All 14 of his albums including his latest release, "Heartbeat" are available on PlayNow plus.

A LOOK AT THE INTERESTING OR INNOVATIVE SIDE of the tech world that made the news...



Facebook gets Maine credit

A police department in central Maine, USA, is crediting Facebook with helping it solve a vandalism case.

Three teenagers had broken into a hotel spa and proceeded to rip off the wall tiles and hurl these into the hallway, causing about US\$1,000 in damages.

The police department posted images from the hotel's surveillance video on its Facebook page, which had been set up in January this year.

This elicited several anonymous tips from Facebook users who recognised the boys. Police have since charged the teenagers with burglary and criminal mischief. ■

Hold that Gmail message!

Have you ever typed an email, hit the 'Send' button and realise just about the same time that you might have a mistake in the message or keyed in the wrong addressee?

Google's Gmail users now have a brief window to recall that message.

An 'Undo Send' feature introduced in Google's email programme holds a message for five seconds before sending it. So users who hit that 'Send' button all too quickly, can now click on the 'Undo' link in the sent mail confirmation message. This will return the message to its draft form.

The feature does not, however, allow a user to recall a message that's already been sent. ■



Virtual running with the bulls

Every July, hordes of tourists will descend on Pamplona in northern Spain for the annual San Fermin festival. This is when the get to run through the old town chased by a herd of bulls. And year after year, many have been gored by the charging bulls.

Now, a new virtual reality game developed by Proevent is offering users the thrill of running along the mile-long course without putting themselves at risk of the bulls' razor sharp horns.

Wearing a headset hooked up to a special treadmill, a player can join computer-generated runners flanked by dozens of spectators on a virtual version of the run. Digital 3D images from the street coupled with surround sound provide a realistic replica of the actual event.

A prototype has been set up in a square in Pamplona and is proving popular with those practising for the run as well as those are too sensible to attempt the real thing. ■

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