



LETTING
YOU GET ON
WITH YOUR
BUSINESS

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WELCOME TO OPTUS MANAGED SERVICES AND DELIVERY.

Our core role is to deliver converged telecommunications and information and communications technology (ICT) services to Optus Business customers.

But we go well beyond that.

We know how important it is to businesses that they choose the right ICT services provider.

When you select Optus Business, we are acutely aware that you are entrusting crucial services and organisational functions to our care.

We are also aware that it is critical that these functions run smoothly to enable your organisation to compete effectively in a fast-moving environment.

That's why Optus Managed Services and Delivery does whatever it takes to help your business achieve its goals.

This means providing best-practice services based on industry-leading management and delivery methodologies.

Like all Optus Business teams, we subscribe to the Optus Business Customer Value Proposition. This means we collaborate with your business to help you achieve goals, not just act as a supplier of goods and services.

We keep our promises and take time to understand your business. We operate transparently, keep your interactions with us simple and easy, and deliver flexible services that meet your needs now and in the future.

In other words, we let you get on with your business.

This brochure details the services we offer, and how we can help you meet your requirements. If you have any further questions once you've finished reading, please feel free to contact our team.

“OUR ROLE IS TO HELP YOUR ORGANISATION USE OPTUS BUSINESS PRODUCTS AND SERVICES TO BE MORE COMPETITIVE, GROW AND INNOVATE.”

A QUICK OVERVIEW

Optus Managed Services and Delivery provides service and support to customers of Optus Business.

Our role is to help your organisation use Optus Business products and services to be more competitive, grow and innovate.

Because you have entrusted Optus with your company's critical functions and processes, we make sure we understand deeply your business and its needs.

We recognise that, if you are an enterprise or government customer, you have probably conducted a wide-ranging evaluation before selecting Optus Business services.

Our research has shown you typically want us to operate as a strategic partner and demand robust service levels.

If you are a mid-market business, you are most likely equally keen on excellent service, but also want to reduce your number of ICT providers. You may also be focusing on cost and efficiency now as a prelude to a more strategic approach in future.

We provide a range of services to support your business as it grows and changes. These include:

- professional services for project and transition management
- implementation of technology solutions
- business application services

We also offer different options for ongoing service and support, ranging from simple support services to managed services for a more robust end-to-end solution.

We have structured our Managed Services and Delivery teams to work closely together to service individual customer accounts. These teams are guided by a delivery framework based on the industry-standard Information Technology Information Library (ITIL) that we use to orchestrate the functions, processes, suppliers and technologies required to support Optus Business products and services.

This ensures that we provide high-quality services from the start of an engagement until its conclusion.



OUR SERVICES

Optus Managed Services and Delivery offers telecommunications and ICT services for Optus Business customers in the mid-market, corporate, enterprise and government sectors.

Our services help your organisation deliver a consistently high-quality experience to its customers and its employees. We provide a single point of contact for all managed services and delivery options, allowing your business to easily increase its operational effectiveness and reduce its complexity.

We offer:

- professional services for project and transition management
- systems integration and engineering for building and deploying technology solutions
- business application services for enterprise mobility and business applications
- managed services for end-to-end integrated ICT solutions from customer-to-the-network core
- foundation support for data, fixed voice and mobile services.

PROFESSIONAL SERVICES

We provide professional services such as project management and transition management to complement Optus Business products and services. After becoming involved at an early stage of the customer engagement, our project management team handles the transition to Optus Business from the signing of the contract to the first bill. The team then undertakes a smooth handover to operations for ongoing support and customer care.

An Optus Business customer may include professional services as part of a managed service or foundation support solution.

Project management

Our project management team uses proven methodologies to apply project discipline and assurance to technology projects. This team gives customers confidence by:

- demonstrating in-depth understanding of unique project requirements
- providing a quality transition experience certified to ISO 9001 standards

- allocating skilled and certified project management professionals who are available nationally
- using a reliable and proven project management methodology based on the Project Management Body of Knowledge (PMBOK)
- having the flexibility to support customers' PRINCE2 project methodology requirements.

The Portfolio, Program and Project Management Office (P3O) oversees each phase of a project and maintains a view of the team's portfolio of activities. The P3O's governance role also spans resource management, prioritisation and management dashboard reporting.

Transition management

The Optus Managed Services and Delivery transition management team provides a consistently high-quality customer experience by applying robust planning and process disciplines. We deliver this regardless of whether we are implementing individual voice or data products, or a complex package of managed services.

The project management team uses proven methodologies to bridge the gap between design, transition and operations at large customer projects. We consult closely with customers when planning service transitions, ensuring the move is smooth, transparent and in line with agreed expectations.

SYSTEMS INTEGRATION AND ENGINEERING

Our engineering and infrastructure services team designs, builds, installs, implements and transitions into production the technical components of our customers' ICT solutions and projects.

Using its specialist technical capabilities, our consultants review the feasibility and integrity of infrastructure and enterprise collaboration solutions.

Infrastructure build and deployment

The ICT engineering team gathers data from proposal documentation and customer workshops to develop a detailed project design. The group then uses this to stage, build and deploy an infrastructure that meets the customer's specific requirements. During the design activity, the group also develops transition and system approval test plans to validate the original deliverables. The group's ICT engineering and infrastructure services span data centre, Wide Area Network (WAN)/Local Area Network (LAN), voice, storage and back-up systems from our technology vendors.

Enterprise collaboration

Our enterprise collaboration practice provides content

management, business video and digital collaboration services to customers. Our team of consultants and analysts is spread across the country and has a deep understanding of the unique characteristics of individual markets. The team delivers a range of services that support products from the vendors we partner with to provide enterprise collaboration technologies.

Enterprise content management – Our enterprise content management team uses extensive knowledge of electronic document and records management systems to provide high-quality services to customers. The team's expertise spans process design and implementation including planning, installing, configuring and supporting systems in enterprise environments. We are also developing and implementing tailored applications that simplify the use of HP TRIM, Microsoft SharePoint and other leading enterprise content management technologies that support complex, organisation-specific business processes.

Enterprise business video – This practice has implemented leading-edge desktop, room-based and mobile video systems for some of Australia's largest government, corporate and educational organisations. The business video team can manage an organisation's video requirements from concept to execution.

Enterprise digital collaboration – This team uses leading Microsoft and Cisco messaging technology solutions to help enterprise teams collaborate. These solutions ensure that information workers can leverage distributed resources and experiences quickly and efficiently to become more productive. Our digital collaboration team has the expertise to use products such as Microsoft Lync to help organisations transform their businesses.

BUSINESS APPLICATION SERVICES

Optus Business Application Services focuses on trends such as cloud-based and mobility services that are transforming the way people work and how businesses operate. To thrive in an increasingly competitive environment, organisations are looking at ways to lower the cost of business-as-usual application maintenance services to free up funds to invest in business transformation activities. These activities enable businesses to offer new services, create new revenue streams and seize new market opportunities.

Cloud Applications, providing Software-as-a-Service

The emergence of cloud-based infrastructure and service provisioning enables organisations to replace a capital-intensive approach to acquiring infrastructure and developing applications with an ‘everything-as-a-service’ model. Rather than use internal resources to undertake projects that take a long time to deliver returns, organisations can access third-party resources to improve speed to market and minimise risk.

Cloud-based applications provide a range of benefits. However, as organisations deploy an increasing number of cloud-based or Software-as-a-Service (SaaS) applications, those that take an ad hoc approach to provisioning, integration and management face several challenges. Our business application services team offers cloud or SaaS brokerage and aggregation services; these span integration, provisioning, de-provisioning and billing across multiple SaaS and cloud suppliers.

One Network, a cloud service for multi-party ecosystems and supply chains

The biggest challenge for many organisations lies in managing data that is distributed across many legacy systems and business partners. Ultimately, they typically want to coordinate that data into real-time business transactions that optimise business performance.

Optus Managed Services and Delivery, in partnership with One Network Enterprises and its global Real Time Value Network™, helps deliver a more dynamic and responsive supply chain that can reduce both information and physical lead times. Additionally, organisations can better coordinate and optimise multi-party value chains by creating a ‘single version of the truth’ across complex external ecosystems or internal legacy systems.

Mobility business intelligence

Business intelligence (BI) tools have been available for decades to enable enterprises to convert legacy data into useful reports. Managers and executives then use these reports to make informed decisions.

The explosion of mobile devices now offers unprecedented opportunity to extend business intelligence to mobile workforces and provide real-time information to customer-facing workers.

Mobile business intelligence is now embedded in a new breed of mobile applications that enable workers to view relevant information, make decisions and complete transactions. These applications leverage the capabilities of the mobile devices, such as location-based information, photo and video capability, ease-of-access and other functions.

Enterprises are developing new applications and repurposing existing applications to exploit this business transformation opportunity. Through its regional alliance with mobile business intelligence firm MicroStrategy, Optus Business Application Services quickly mobilises business intelligence applications to help organisations achieve competitive advantage and improve workforce productivity.

Enterprise mobility

As organisations become more agile and use mobility to empower their workforce, the need to support these mobile workers is driving development of field-based business applications that leverage the unique capabilities of mobile devices and location-based services.

In the rush to take advantage of mobility, many organisations are developing mobile applications in an ad hoc manner – at the business unit level or on a project-by-project basis, without strategic or sustainability considerations in mind.

Business Application Services has developed a strategic platform and approach, OneMobility™, which provides a comprehensive framework for an organisation’s mobility activities. The framework spans application development services, development tools and processes, test facilities, cloud-enablement, on-tap onshore and offshore development resources and full lifecycle support services.



**"WE PROVIDE
A RANGE OF
SERVICES TO
SUPPORT YOUR
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CHANGES."**

MANAGED SERVICES

For businesses, managed services represent an opportunity to place non-core systems and processes in the hands of a service provider that can provide efficiencies, skills, expertise and technologies not available in-house.

At Optus Managed Services and Delivery, we enable our customers to focus on their core business while taking advantage of our scalable, integrated ICT and telecommunications services.

Our managed services span solution design, procurement, deployment and ongoing support and maintenance across both ICT and telecommunications. We are a proven managed services provider with successful engagements at some of Australia's most recognisable corporate and government organisations.

We have structured our managed services to give you certainty around costs, allowing your business to free up capital that you can invest in your core business. We deliver this predictability through fixed monthly fees and flexible commercial models.

In addition, we give your business access to the latest technologies and innovations – without having to invest in developing the skills needed to extract the greatest value from them. We are investing in specialised centres of excellence to incubate new and emerging technologies

and are working with ICT partners to give our customers access to the latest applications and services.

At Optus Managed Services and Delivery, we recognise that you most likely chose Optus Business products and services after a wide-ranging evaluation, and you expect us to meet robust service levels.

We provide detailed reporting of service performance, while helping you reduce your supplier relationship management task by giving you a single point of contact for your managed services engagement.

To ensure we provide you with consistent, high quality service, we have had our specialist support centres independently certified to the ISO 20000:2011 standard for the provision of ICT managed services.

Thanks to our regional presence, our services are also accessible throughout Asia Pacific; this allows you to extend your business into new markets and geographies.

WHAT IS INCLUDED IN MANAGED SERVICES?

Managed service desk

Our managed service desk provides a central point of contact for all customer service enquiries through a single dedicated telephone number and team. We provide around-the-clock coverage and management for incidents, and business-hours ownership of service requests and changes.

Proactive 24x7 monitoring

We run integrated technical operations centres with specialist ICT experts providing proactive notifications, alerts and responses to issues. This ensures most issues are resolved before they become problems.

Advanced service reporting

We provide managed services customers with reports that detail monthly service performance and the status of service desk interactions. Detailed asset, inventory and service-level reports are also available for download through our managed services portal.

Technical support services

We deliver technical support services through technology centres that are always available to resolve incidents. The service desk escalates significant incidents and

liaises with the appropriate technical group to ensure they are resolved.

Business relationship management

We hold regular account management meetings to ensure we meet customers' current and future service needs. We also work with our customers to ensure we are aligned with their strategies and keep them informed of ICT innovations.

Service delivery management

Service delivery managers maintain relationships with customers and oversee service delivery. We also hold monthly service reviews and develop service improvement plans with our customers to ensure we are meeting service targets and expectations.

Dedicated process management

Managers dedicated to individual customer accounts manage the processes and outcomes related to major incidents, problems and complex changes across suppliers and services.

Technical service delivery management

We may appoint technical service delivery managers to manage an on-site customer support operation and any associated technical resources. This includes those resources involved in delivering services to large or complex customer environments.

Robust service levels

We provide additional levels of accountability through end-to-end Service Level Agreements (SLAs). These SLAs provide for increased ownership within Optus Managed Services and Delivery, regular updates and extensive reporting should a high severity issue occur.

OPTIONAL SERVICES

For organisations requiring higher levels of governance and management, we offer the following optional enhancements to the managed services solution:

On-site dedicated service desk

Customers with specific requirements for an on-site service desk may be supplied with a dedicated service desk at their premises.

Ticket exchange and data integration

This enables increased levels of data integration through the use of automated ticket exchange middleware between Optus and the customers' or suppliers' ticketing systems.

Enterprise or government service management

An enterprise or government services manager will provide a single point of accountability for all aspects of delivery across a converged services and projects portfolio. This encompasses business relationship management and the escalation of significant problems.

We offer managed services in the categories outlined below:

MANAGED TELECOMMUNICATIONS SERVICES

At Optus Managed Services and Delivery, we can manage your telecommunications services, including Optus data, fixed voice, mobile and other third-party products and services. By selecting a managed telecommunications services option, you can eliminate a substantial drain on IT resources and gain greater visibility of business communications costs through consolidated billing and financial reporting.

Managed telecommunications services suit organisations that are looking for long-term partners to help them meet their strategic requirements and want to remove the complexity of managing their converged telecommunications and workplace mobility solutions. These organisations typically include corporations and government or private sector organisations with more than 2,000 employees.

In addition to general managed service features, managed telecommunications services include:

Third party management – Our management of authorised third-party vendors provides ownership of incidents, changes and enquiries, and includes wraparound service level agreements and monthly reporting.

Single bill – We assume the financial liability for approved vendors. We pay these vendors on your behalf, taking the pain away from your accounts payable department.

Single online portal – We provide around-the-clock visibility of inventory, financial, billing and service management reports across Optus and authorised third-party services.

MANAGED ICT SERVICES

We offer an extensive range of managed ICT services, ranging from robust network solutions to sophisticated business applications. Optus Managed Services and Delivery can help you work more effectively by taking on the burden of day-to-day management of non-core ICT services.

Our managed ICT services and solutions include:

Networking solutions – Our managed networking solutions team provides end-to-end service for the transition of new and existing networks, hardware support, systems integration, network monitoring and management. We also provide managed router and switch services that use state-of-the-art tools to monitor and manage your network infrastructure. This ensures your network can maintain peak performance and uptime. Our managed Wireless LAN and Wi-Fi solutions help your business achieve the performance and coverage needed for advanced mobility applications.

WAN optimisation and application acceleration – As rich data becomes more commonplace in companies' day-to-day operations, applications require more bandwidth and faster response times. Our managed WAN optimisation and application acceleration service helps speed business application performance, address latency, reduce network traffic, relieve congestion and create more headroom for enterprise applications, creating a better end-user experience. Being able to identify the root causes of congestion can empower your business to fully realise the potential of its existing bandwidth and plan its expansion more effectively.

Security – Companies need to adopt a multi-layered, holistic approach to manage today's threat landscape. Our security services encompass firewalls, intrusion prevention, web, email and information content security, endpoint protection, distributed denial-of-service prevention, vulnerability assessments and security event management. Our monitoring services provide rapid detection of security incidents and vulnerabilities for proactive remediation.

Contact centre and customer interaction – Optus Business Contact Centre solutions help organisations enhance customer interaction and deliver a better customer experience.

Customer interaction solutions provide the foundation technologies for customers to build contact centres and receive, queue and service inbound calls. Customer experience solutions build on Customer interaction solutions and enhance the customer experience through multi-media channels, self-service functionality and a range of other applications.

Unified communications – Unified communications solutions seamlessly integrate several forms of business communications to enable real-time access to voice, video, voicemail, presence, instant messaging, desktop sharing and IP conferencing applications. This helps facilitate more effective and efficient communications between co-workers, partners and suppliers, resulting in improved operational efficiency, increased productivity, lower communication costs and better support for a mobile workforce.

Managed Unified Communications solutions can take care of the day-to-day management of your IP telephony and unified communications infrastructure, ensuring the availability and quality of your business communications. We can also help your business meet its availability and performance targets by providing proactive management and industry best practice service delivery processes.

Data centre, hosting, storage and server – We help customers improve the utilisation and efficiency and reduce the costs of owning and running infrastructure in data centres. We do this by helping implement technologies such as virtual servers and virtual storage, which can in turn reduce power usage and greenhouse gas emissions.

We operate the Optus EXPAN network of data centres, which provides robust and secure facilities located in Australia and regional points of presence throughout Asia Pacific. Our suite of managed server, virtualisation and storage services provides business-grade hosting solutions that leverage the latest technologies, skilled staff and partnerships with industry-leading vendors.

Managed endpoints – Mobile phones, smartphones, tablets, notebooks and other mobile devices are prolific in most organisations today. Managed endpoint solutions are helping businesses address the challenges of modern technology as more and more companies accept smartphones and tablets for business use and the trend of being able to bring your own device (BYOD) to the workplace gains momentum.

Optus Mobile Device Management (MDM) allows you to define and apply security policies and application settings, deploy software, produce reports and maintain a database of supported mobile devices. This also helps protect corporate information by remotely wiping, locking and locating lost devices. In addition, our Mobile Device Security (MDS) solution helps secure and protect mobile devices from malware downloaded from the internet. This software provides anti-virus, anti-malware, anti-spam and personal firewall functionality on mobile devices.

Business continuity and disaster recovery – As businesses become more dependent on ICT services, and their operations span multiple time zones, the ability to maintain a consistent and uninterrupted service becomes critical. We provide a comprehensive suite of business continuity planning solutions that identifies potential threats and develops the framework for you to maintain business as usual. Our solution also incorporates a Business Recovery Centre which furnishes customers with business recovery facilities.

Cloud services – We offer the Optus Managed Cloud suite of cloud-based services and solutions covering applications on demand, infrastructure on demand, connectivity on demand and managed services on demand. Optus cloud solutions can help to reduce IT costs, increase productivity and improve flexibility, scalability and overall business agility.

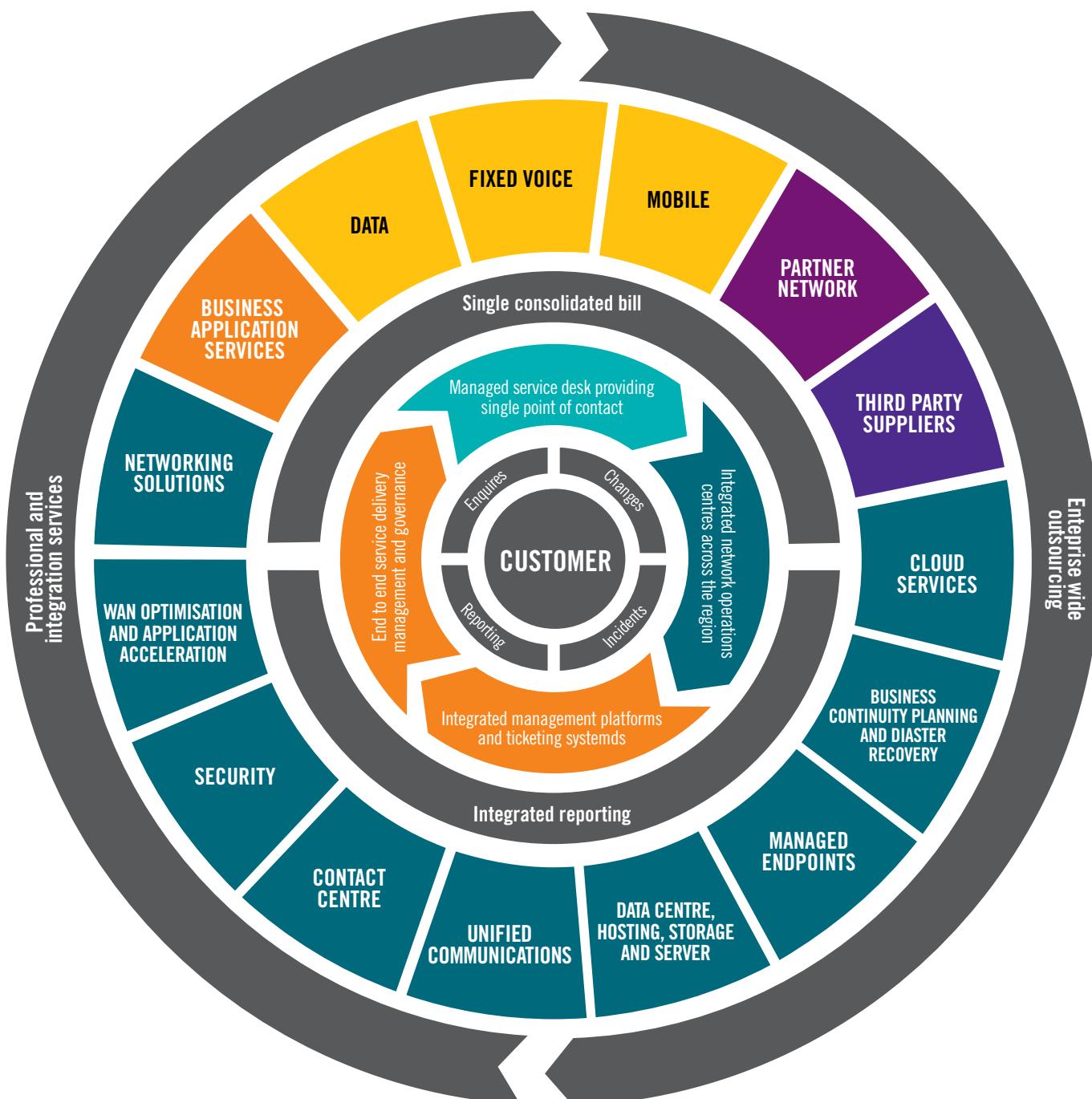
ENTERPRISE WIDE OUTSOURCING

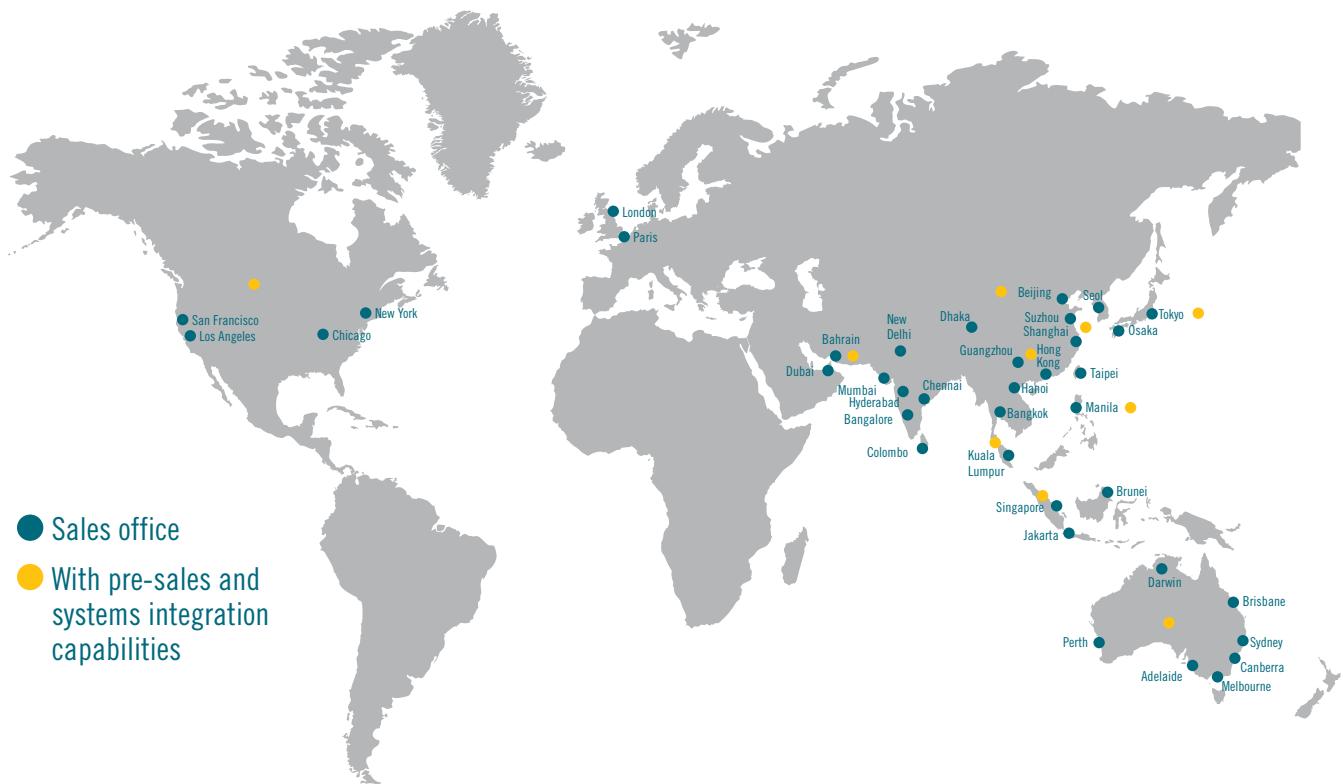
Enterprise-wide outsourcing supports customers' entire ICT environments, ranging from on-premise equipment to the network and applications. We ensure a single person within our organisation takes full responsibility and acts as a single point of contact when required.

Our enterprise-wide outsourcing service is supported by a full ICT services portfolio, including:

- Optus data, fixed voice and mobile services
- SingTel partner network and other authorised third-party suppliers
- The full suite of Optus managed ICT services
- Business application services

OPTUS BUSINESS ENTERPRISE-WIDE OUTSOURCING APPLIES A FULLY INTEGRATED AND CONVERGED MANAGED SERVICES SOLUTION TO MANAGE CUSTOMERS' COMPLEX ICT ENVIRONMENTS.





REGIONAL MANAGED SERVICES

Partnering with Optus – a SingTel business – provides you with access to a leading ICT player with the global reach and capabilities needed to future-proof, secure and optimise your businesses across the region.

We are part of a wider regional team that has deep and proven expertise in IP and mobility networks, managed services, business applications and IT services to help guide and support your efforts to become a global player.

We operate more than 140 points of presence in 89 cities and 33 countries worldwide, with fully-fledged delivery hubs in Australia, Hong Kong, China and Singapore. This coverage ensures that customers have a single point of contact for their ICT needs, wherever they are located.

In addition, we have access to many of the undersea cables systems used to provide robust, reliable and resilient connectivity between countries and continents throughout the world.

For many businesses, the tyranny of distance may make servicing international operations problematic. Managing multiple supplier relationships across a range of markets and time zones can prove expensive and time-consuming.

At Optus, we can remove this concern. We provide on-the-ground resources and expertise to ensure your workers can continue to be productive, make sales and generate revenue – no matter where they are located.

Leveraging the capabilities of 4,000 certified IT professionals, including 1,000 Information Technology Infrastructure Library (ITIL)-certified team members, we can offer a broad range of regional managed services, ranging from managed telecommunications and managed ICT services to full enterprise-wide outsourcing.

Our regional presence and delivery centres minimise cost, provide scalability and accelerate time to market. We have 40 sales offices in 22 countries worldwide, while our world-class network and security operations centres offer round-the-clock proactive monitoring and in-house technical pre-sales capability in more than 10 countries. Our regional data centres in Australia, Hong Kong and Singapore also provide hosting and disaster recovery facilities.



FOUNDATION SUPPORT SERVICES

We provide foundation support services for customers seeking a simple consolidated solution for their data, fixed voice and mobile services. This is an ideal way to help your business become more efficient before we review your broader service needs.

Aimed primarily at mid-market businesses, this offering consolidates a range of service management functions – including service desk, request, incident and change management, transition and provisioning services – into a single solution.

Customers can access our foundation support services through a single operations service desk. These services are designed to be simple to use, easy to implement and cost-effective. We deliver these services using strong internal operational processes and underpin them with a core set of best practices from within our delivery framework.

We also offer optional extras such as VIP care and mobile device management.

WHAT'S INCLUDED IN FOUNDATION SUPPORT SERVICES?

Service desk

The service desk provides a central point of contact for all customer service enquiries through a single telephone number. We provide around-the-clock service coverage for incidents, and business-hours coverage for service requests and changes.

Service provisioning and changes

Our specialist support analysts coordinate transition, provisioning and changes to customers' Optus data, fixed voice and mobile services.

Technical support services

Our technical support teams are always available to resolve incidents. The service desk escalates significant incidents and liaises with the appropriate technical resolver group.

Business relationship management

We hold regular account management meetings to ensure we meet customers' current and future service needs. We also inform customers of relevant product and service innovations.

OPTIONAL SERVICES

Should you require it, you have the option of enhancing foundation support services by including the following features set out below:

Dedicated service desk

We give your business the option of engaging with the service desk through a named primary contact, providing an enhanced customer experience.

Service delivery management

We give you the option of appointing a service delivery manager to your account, helping minimise your telecommunications management load. The manager's role is to ensure we deliver services in accordance with our formal customer agreement, report on operational performance and work with your business to develop service improvement plans.

OUR DELIVERY FRAMEWORK.

Optus Managed Services and Delivery operates to a delivery framework that aligns each customer engagement to the corresponding delivery methodology.

Depending on the type of customer engagement, we apply the following delivery methodologies and associated capabilities:

- transition and transformation management when taking over enterprise-wide outsourcing contracts or large and complex customer systems
- infrastructure implementation management for the deployment of ICT solutions, systems integration and engineering
- project management methodology which provides a consistent framework that details how project processes are executed; and
- service management, which defines how we manage and deliver our services across their entire lifecycle.

TRANSITION AND TRANSFORMATION MANAGEMENT

At Optus Business, we adopt a holistic approach towards Enterprise Wide Outsourcing (EWO) to ensure our program is in line with our customers' business strategies at every stage of the outsourcing lifecycle.

Our Transition and Transformation Management Methodology guides our teams in helping your organisation transition to an Optus Business outsourcing arrangement.

We apply initial due diligence and planning as the basis of carrying out transitions with minimal impact on people, business and operations. Following this, the team acquires the business and technical knowledge of services to be outsourced, and performs the transition activities needed to enable a seamless takeover and running of the operations.

ICT IMPLEMENTATION MANAGEMENT

Catering specifically for turnkey projects, our ICT Implementation Management methodology provides an integrated approach to implementing ICT solutions. These include hardware, system software, network,

telecommunications, system security and database management systems.

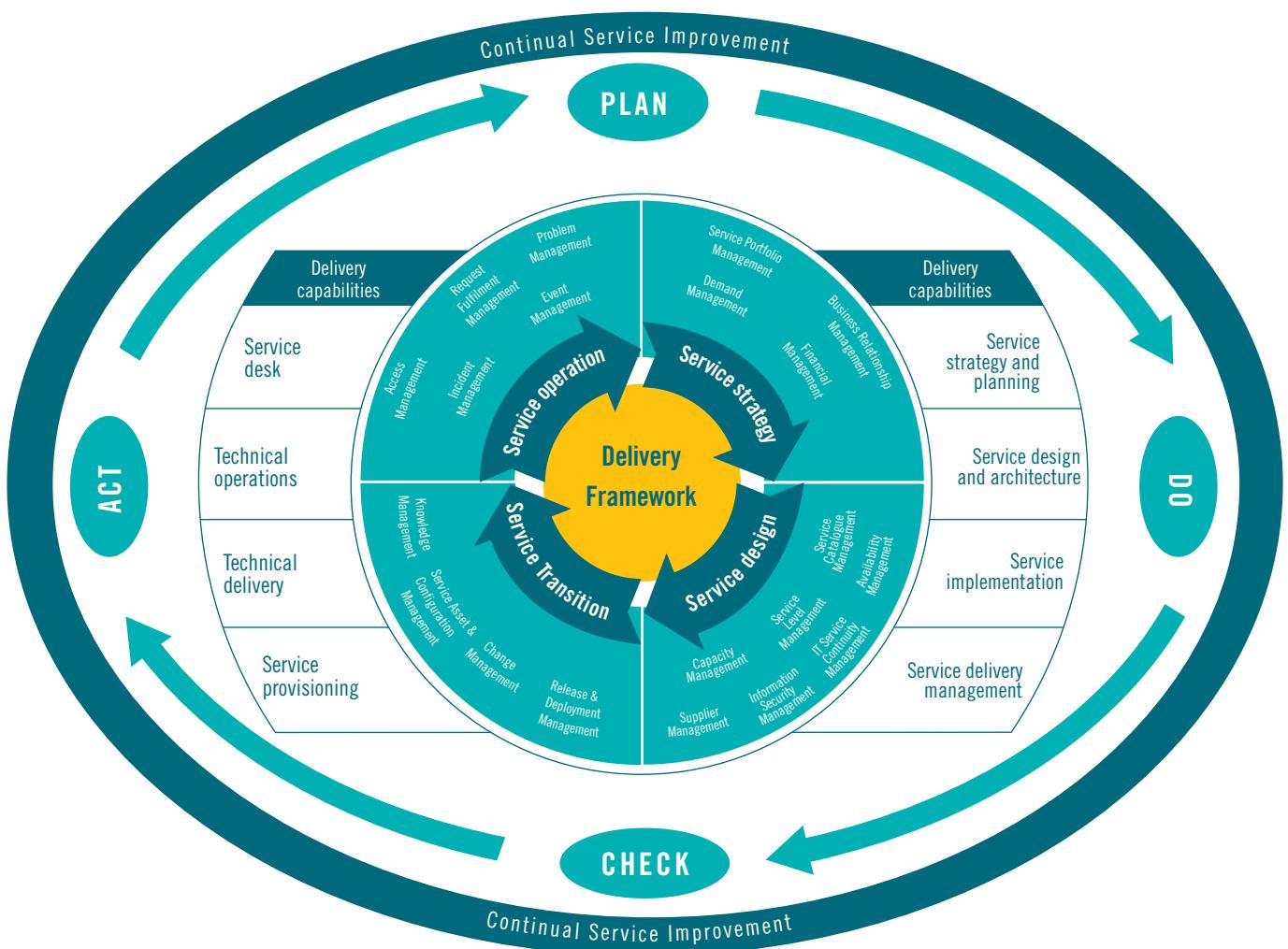
Our infrastructure implementation methodology is organised to address the full implementation lifecycle from requirement analysis, architecture design, site preparation build and install, acceptance testing and deployment and commissioning, through to post-implementation support.

PROJECT MANAGEMENT

Our Project Management Methodology (PMM) is a set of coordinated and thoroughly tested processes designed to provide a consistent framework for project managers operating nationally within Optus Business and regionally as part of SingTel Group Enterprise. It leverages proven project methodologies such as PMBoK and PRINCE2 to deliver projects and transitions on time, within budget, and in line with the customer's business and quality objectives.

Our PMM has a long track record of being consistently and successfully applied to numerous projects of varying complexity, size, duration and environment.

OPTUS BUSINESS SERVICE DELIVERY FRAMEWORK



Methodologies

Project management

Transition and transformation management

ICT Infrastructure Implementation Management

Service management

Organisation Components

Vision

Processes

Apps and Infrastructure

Stakeholders

Policies and Law

Tools and Technology

SERVICE MANAGEMENT

Our Service Management Methodology incorporates ITIL best practices and ISO 20000:2011 IT service management standard requirements to plan and deliver our ICT managed services portfolio. These practices and standards fall within our broader ISO 9001 business management system certification.

Starting with strategy and moving through design, transition, operation and continual improvement across the services lifecycle, our methodology provides a standard set of delivery capabilities. These tie together the functions, processes, technologies and partners we use to effectively deliver and manage our products and services.

The specialist organisational delivery capabilities that underpin our delivery framework include those set out below:

Service strategy and planning

Service strategy and planning teams operate within the group and are responsible for driving a clear service strategy across Optus Business. This includes taking a holistic view of how our products, services, tools, processes and functions operate in unison to meet customer requirements.

Service design and architecture

The service design and architecture team provides the specialist technical capability to manage and improve the ownership of technical solutions offered to our customers.

Solution designers and architects work between our sales and operations functions to design solutions that take into account customers' technologies, transition requirements and support requirements.

Our design specialists are responsible for developing enterprise-wide outsourcing services and any customised solutions needed to fulfil customer needs.

Service implementation

Our service implementation team is responsible for building, installing and transitioning the technical components of customer ICT solutions and technology projects. Our experts also use their technical capabilities to help customers determine what technology options are feasible and the benefits they can deliver.

Service delivery management

This function manages the relationship between the customer and Optus Business. We charge the service delivery management team with giving customers a positive experience during transition, and the effective delivery of services during regular operations.

Provisioning services

Our provisioning services team uses robust planning and processes to deliver order management and coordinate provisioning and change activity across data, fixed voice, mobile and managed services. We track customer changes to ensure consistency and minimise risk. For customers that need complex changes, we can assign a dedicated manager to coordinate service, technology and supplier change activities. Our processes also capture information about incidents and change activity, and feed it to the relevant teams.

Technical service delivery

We appoint technical service delivery managers to manage the technical aspects of delivering services to large, complex or managed services customers. In addition, when on-site technical resources are deployed to customer accounts, these managers administer day-to-day support operations.

Technical operations

Technical operations centres provide specialist technical services. They provide an escalation point for the service desk for the resolution of more complex issues. In the case of a critical fault, we initiate major incident procedures and appoint a manager to oversee resolution. For managed service customers, we can appoint a dedicated incident manager to coordinate activities across multiple locations, services and suppliers.

Service desk

Our service desk provides a single point of contact for users to report incidents, request services or submit change requests. We can assign our service desk analysts to individual customers, or locate a dedicated service desk at the customer's premises.

- The service desk tracks all interactions with the user and escalates more complex issues to technical specialists.
- A request fulfilment function provides information about or access to standard services.
- Asset and inventory management tracks and records services or equipment that need to be traced.

Governance and Assurance

To manage the governance complexities of customer IT environments that include several technology suppliers, we have implemented a range of measures, including the following integrated governance forums:

- a Service Management Office to advise on the deployment of service management capabilities
- a Design Approval Board that evaluates and approves customised service or delivery models
- a Portfolio Review Board that assures the quality of controls applied to key projects
- a Customer Review Board that monitors and manages customer delivery performance.

Business improvement and workforce optimisation teams work across the delivery organisation to boost the quality of service we provide to customers and enhance the performance of operational delivery teams. This includes identifying improvement opportunities across products, people, processes and systems and ensuring the necessary resources are available to meet customer needs.

GIVE US A CALL

To discuss how Optus can help you through innovative communications solutions;
contact your Optus Account Manager or call the Optus Business hotline on 1800 555 937

JOIN THE CONVERSATION

Web	optus.com.au/business
Twitter	@optusbusiness
Blog	yesopt.us/blog