Smart network choices

Yes

OPTUS

Smart business needs a

Smart network

Mobility & Wi-Fi

Acceleration &
network design

National &
global reach

Transition &
management

Connectivity
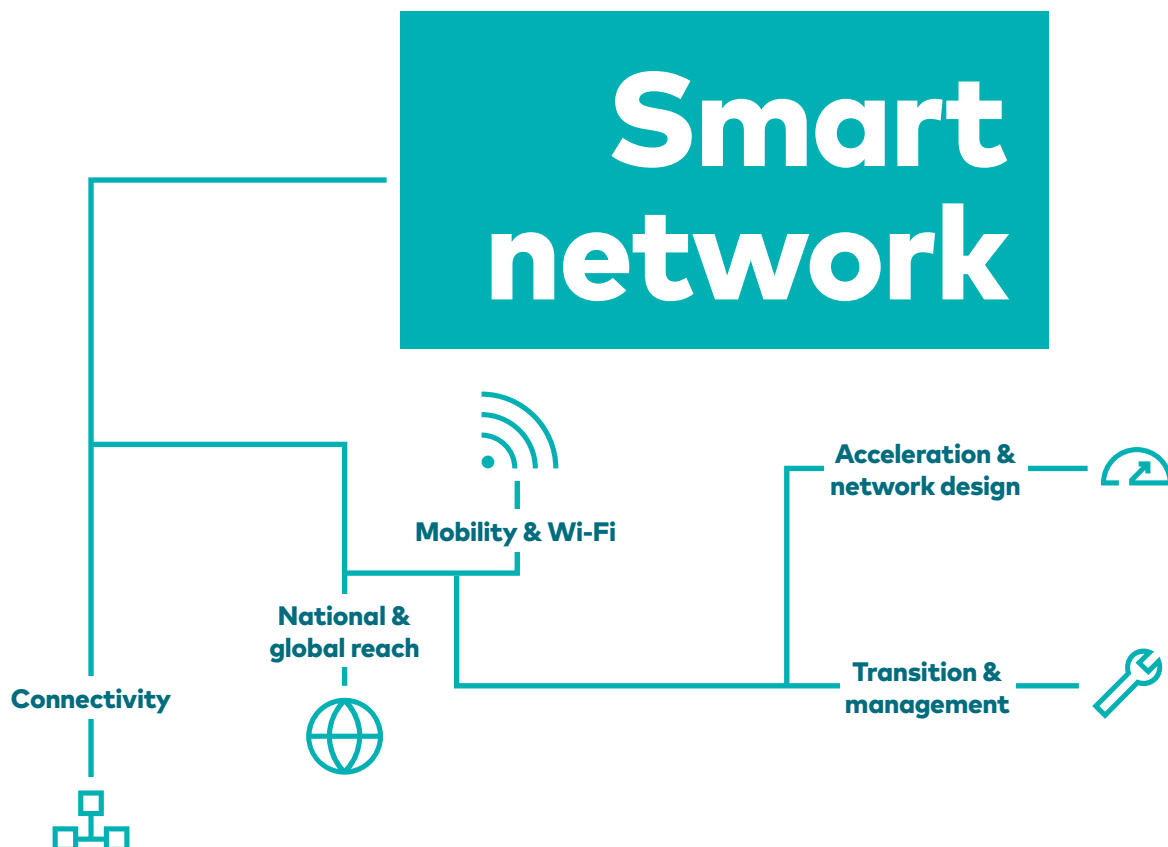
The momentum of digital disruption is growing with innovative and agile digital players shaking once solid business foundations. It's seen in mobility enabling smarter ways of working, big data enabling smarter decisions, cloud enabling smart applications, the internet of things creating smart assets and smart cities – and clever combinations of these creating new business models and new ways to consume.

Connecting and stimulating this incredible innovation is the network. The network is now at the forefront of being able to drive new customer experiences and take full advantage of the digital economy.

Your network has never been more important to your business. It must keep pace with a constantly changing environment. It has to support your business strategy rather than restricting new initiatives. It needs to be smart for your business to thrive in this digital age.

At Optus we understand what it takes to create smart network solutions. Let us help you with the choices you need to keep up with the burgeoning network demands of today and tomorrow.

Making the right connections

The rigid, predefined network configurations of the past could cope when things were slower and more predictable. But change is the hallmark of the digital age.

Optus understands that legacy networks stand in the way of our customers growing their business which is why we created connectivity solutions designed to enable different parts of your organisation to function as an integrated whole. What's more, you have the security of knowing that your network can be easily modified and expanded as your business changes.

As infrastructure and applications are moving to the cloud, you need to be confident that applications are performing and secure. Cloud workloads can sit in many locations – on-premise, co-location data centres, virtual private cloud and public cloud. Through our secure cloud connectivity solutions, we can provide a single network that can service complex hybrid cloud environments – all from one supplier.

Data and IP solutions suite

SD-WAN	WAN	Internet connectivity	Dedicated fibre connectivity	Bundled solutions	Cloud connectivity
Fusion SD-WAN	**Evolve EWAN**	**Evolve Internet**	**ELink+**	**My Business Bundles**	**Express Route for Microsoft Azure**
	Evolve IP VPN		**WaveLink**		**Direct Link for Amazon Web Services**

Access & Satellite - NBN, Optus fibre, DSL, third party

Optus Evolve IP VPN and Ethernet WAN

Optus Evolve is Optus' next generation IP network designed to easily deliver converged business applications.

With Optus Evolve IP VPN or Optus Evolve Ethernet WAN for WAN connectivity, you can replace diverse legacy networks with a single, easy-to-manage network platform.

- You will get a simplified network that gives you more visibility and control
- Different company sites will be able to share critical information securely and flexibly
- Remote workers and mobile workers, as well as trusted business partners, will be able to link directly to centrally stored data and applications
- You will be able to converge voice and data on your network.
- With wireless IP VPN connection via the Optus 4G Plus mobile network* you will be able to connect smaller sites to the corporate Evolve IP VPN or have a secondary backup option for small to medium sites.

Optus Evolve Internet

Optus Evolve also offers internet connectivity, providing a flexible, business-grade solution that supports the need for businesses of all sizes to operate within a global market and reliably share information around the clock.

By utilising the same access technology, bandwidth and other resources, Optus Evolve Internet integrates seamlessly with other components of the Optus Evolve suite to deliver a total communications solution for your business and a robust platform for the deployment of converged business applications.

Optus Internet DDoS is an optional security solution for Evolve Internet offering protection from Distributed Denial of Service (DDoS) attacks at the network layer. With Optus Internet DDoS you can have the protection available with traditional appliance based deployments, without the cost of procuring and maintaining the hardware or resources needed.

* The Optus 4G Network is available in all capital cities and hundreds of metro, regional and holiday towns with a compatible device and plan. Coverage varies by device. Check coverage at optus.com.au/coverage

Cloud connectivity

You can leverage your Optus Evolve network to extend connectivity to public cloud services over secure private network connections rather than using the public internet. Our connectivity options include:

- Optus Express Link for connection to Microsoft Azure ExpressRoute
- Evolve Direct Link for connection to Amazon Web Services Direct Connect.

Dedicated fibre connectivity

If your business demands high bandwidth, we have a range of dedicated fibre solutions that facilitate secure high-speed connectivity. Optus ELink+ and Optus WaveLink are fast, high-bandwidth dedicated fibre data solutions that are great for running real-time business applications and transferring high volumes of data.

- You can have a secure, high performance, high quality and highly reliable transport service for your critical business applications such as transferring large volumes of data for disaster recovery.
- A range of dedicated bandwidth options to grow with your business.
- Lower latency compared to a router or switch based network.

Business grade multi-site bundles

My Business Bundles™ are flexible business grade packages of voice, data, internet and ICT services. You can update your communications services with a unified, easy-to-manage, IP-based telecommunications network, across all your sites, no matter how large or how small. My Business Bundles are flexible packaged business grade services including:

- IP VPN
- Unlimited Internet
- Wi-Fi (included in selected My Business Bundles).
- Add-on options for analogue lines, SIP channels, co-location and applications
- All in one packaged service bundled together with site based pricing and billing.

My Business Bundles are interoperable with Optus Evolve services. This means that you may have My Business Bundles at some sites and Optus Evolve services at other sites and they can be connected together on the same IP VPN – a great way to add smaller sites to the corporate network.

Software-defined WAN

Optus Fusion SD-WAN provides a fully integrated line of secure WAN gateways that can be managed centrally through an intuitive GUI management portal. It can simplify and streamline the process of designing, deploying, and managing distributed networks, enabling your organisation to modernise its network architecture.

You have real-time control over your network enabling you to easily adapt your network dynamically. Optus Fusion SD-WAN enables you to unify disparate networks by managing bandwidth and applications between any combination of MPLS, private line, internet and cloud networks.

Optus Fusion SD-WAN is a complete SDWAN system for securely connecting users and business to the applications they need, wherever they reside—on a remote LAN, in a data centre, or in the cloud. Optus Fusion SD-WAN offers several differentiators—unified connectivity across LAN, WAN and the Cloud; business aligned orchestration for fast, agile and secure application delivery; and unique cloud-centric workflow, easy menu-driven network design of sites, zones, uplinks, and rules and centralised, business intent-based policy management—all within a simple graphical user interface—for ease of use and greater business agility.

Optus connectivity solutions represent exceptional value with pricing that is transparent, flexible and easy to understand. You will also have the security of knowing that your telecommunications provider is a Tier 1 player in the industry with top-notch network coverage. Optus has a strong commitment to being agile and responsive to customer needs. Our business is simply to make sure that your business can adapt, evolve and thrive.

Optus network key facts

A range of transmission technologies
including Carrier Ethernet and DWDM

418
business grade DSL service access points
Number of Telstra exchanges with Optus owned DLSAM to support business grade DSL service for Optus Business

121
NBN Points of Interconnect
Optus has established access aggregation points to all 121 NBN POIs

30,752
kilometres
of fibre cables owned & operated by Optus in Australia

5520
4G mobile sites
of these over 4882 have been upgraded to 4G 700MHz spectrum

148
Points of Interconnect
The number of other carrier switches in Australia with Optus network interconnect for the carriage of fixed/mobile voice calls/traffic

Over 19,774
buildings connected
directly to the Optus network via all access media (fibre, DSL, fixed wireless, satellite & leases) for the provision of Optus Business services

6127
3G mobile sites

Correct as at May 2017

For a workforce that moves

The business workforce has become mobile, demanding ubiquitous, secure access to applications, from virtually anywhere, anytime and on any device. We've got your mobile workforce covered whether they are in the office or out and about.

Great mobile network, great mobile experience

We understand that a robust mobile network is vital to your business' future. It enables your employees to connect, share, service and collaborate with each other and your customers. And we know that to do this, you need a network that is robust, consistent, and constantly growing and improving to meet your organisation's changing needs.

The Optus Mobile Network reaches 96.1% of the Australian population on 4G and 98.5% on 3G. We've invested billions of dollars in our mobile network so you get great coverage and we want to provide you with the best mobile experience possible, no matter where you are. We're prioritising our network investments and builds based on our customers' needs. We're also crowdsourcing information and using customer insights research to prioritise where we build our network and to guide development of new products and services to enhance your network experience.

Our mobile network reaches

98.5%

of the Australian population on 3G

Invested over

$1.6 billion

in the mobile network in FY16*
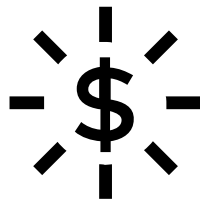
Around

9.5 million customers

* Includes spectrum investment

A wireless office network built and managed for you

To let all your team and their guests enjoy the freedom of wireless in your office, we can build and manage a Wireless Office network for you. This provides the functionality of your fixed network without the constraints of physical connection.

- Your staff can be engaged and more productive when unshackled from their desks
- Build a guest network for your customers and visitors to use
- Ability to prioritise to ensure adequate response for corporate apps and support business grade voice and video over Wi-Fi
- Securely connect users using different types of devices, including bring-your-own device (BYOD), without imposing an additional load on IT resources

Optus also offers Managed Wi-Fi solutions for retail and shopping centres, public wi-fi/events/stadiums, education and health so your customers and end-users can have the flexibility and agility of wireless connectivity and your business has more opportunities to entice, personalise and engage.

Secure mobile connectivity to your company's private IP data network

With mobility comes the challenge of keeping everyone connected, regardless of the device they use, their access method, the task they need to perform or where they are doing it from. Optus Wireless IP VPN provides secure connectivity from a mobile device to your private IP data network through the Optus mobile network. This extends the business boundaries away from the office by enabling your mobile workforce or remote machine-to-machine assets to securely connect to your company's private IP data network.

Speeding things up

With applications being increasingly made available outside the enterprise walls, users are demanding better network performance to be able to work productively. You need to consider how to maintain LAN-like behaviour on your WAN to provide the best end user experience.

We can help you find and remove performance bottlenecks and accelerate your WAN to help applications work as effectively as in the main office.

By gaining a better understanding of your network through our assessment services, we can also assist in designing an optimal network for your needs.

How are your network and applications performing today?

Use the insights from an Application Network Assessment to understand how to address current performance issues and to design a network prepared for business growth.

Get real answers

Legacy tools provide only fragmented views, and IT operations can be overloaded with raw data but lack actionable intelligence. Optus Application and Network Performance Management (ANPM) helps you get the view you need to understand and communicate what is really going on.

- Get insights rather than more data
- Align performance management with the needs of actual users
- Reduce finger pointing when problems occur
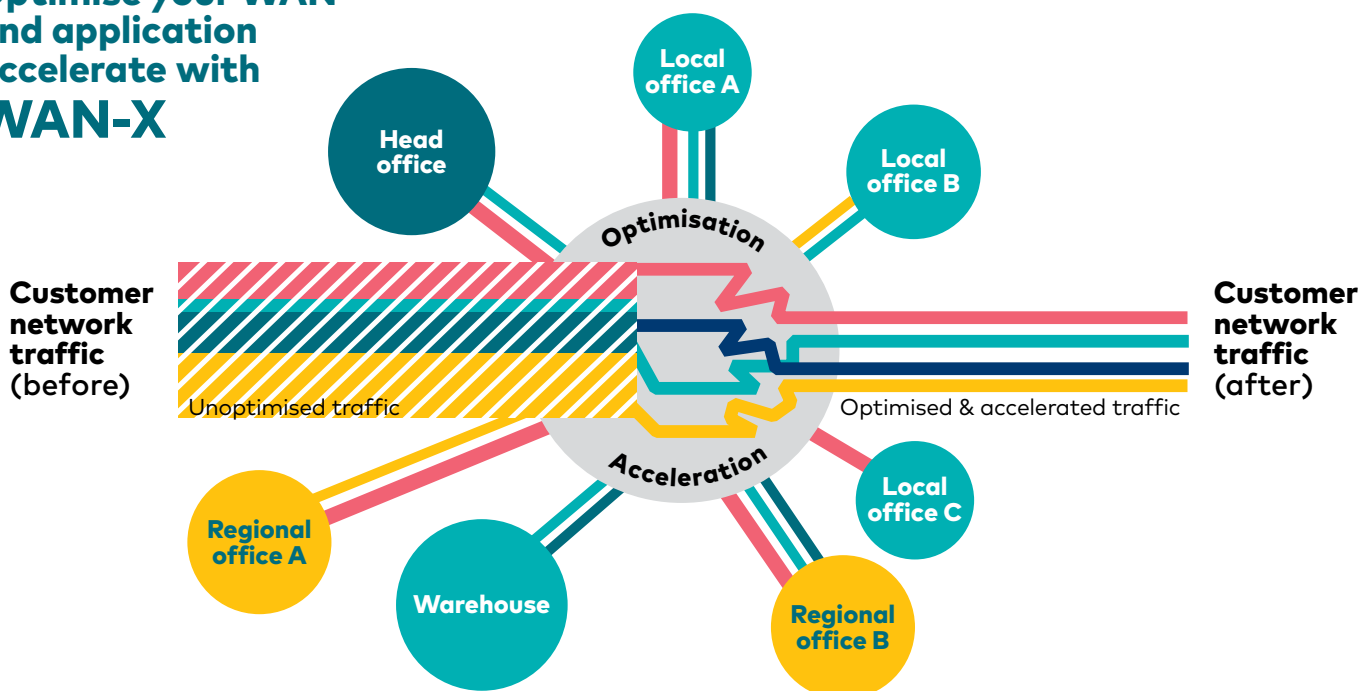
Optimise and accelerate your WAN

WAN Optimisation and Application Acceleration makes remote internet access fast enough to power even your heaviest applications. Now your mobile staff and branch offices can work remotely with similar speed, responsiveness and software capabilities as they do in-house.

- Improve responsiveness and user satisfaction
- Centralise traffic and applications to save on costs
- Optimise your bandwidth
- Reduce branch office backup and recovery times

Network design

Using these tools and others, our skilled networking solutions consultants can design whole networking solutions integrating routing, switching, WAN optimisation, WAN acceleration and more – adding intelligence to the network through application aware routing and switching. Let our team work with you do assess, design and implement a networking solution tailored to your business needs.

Optimise your WAN and application accelerate with WAN-X

Customer network traffic (before)

Unoptimised traffic

Optimisation

Acceleration

Optimised & accelerated traffic

Customer network traffic (after)

Head office

Local office A

Local office B

Regional office A

Warehouse

Local office C

Regional office B

Keeping your network flowing

Many talented people have joined together to make Optus Business the ICT powerhouse that we are today. Our support community consists of subject matter experts, solution consultants and our Managed Services and Delivery teams.

With a single point contact for all managed services and delivery options, Optus' services will help your organisation deliver a consistently high-quality network experience for customers and employees.

Project management

Our project management team uses proven methodologies such as PMBok and PRINCE2 to apply project discipline and assurance to technology projects. This team gives you confidence by demonstrating in-depth understanding of unique project requirements and providing a quality transition experience certified to ISO 9001 standards.

Transition management

Our 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 products, or a complex package of managed services. 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.

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, 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.

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. And 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.

End to end service delivery management framework

Managed telecommunications services

Professional & integration services

Integrated network operations centre across the region

Managed ICT services

Managed service desk providing single point of contact

Enterprise wide outsourcing

Integrated management platforms & ticketing systems

Managed Network Services are ideal for businesses that want enhanced network performance and service level agreements, without the hassle and cost of day-to-day network administration. Managed network services are also useful where you have remote sites where skilled technology staff are not available.

Optus Premium Managed Services reduces the risk and complexity of managing multiple vendors by providing end-to-end management of all your communications needs. Optus Premium Managed Services provides provisioning and management for multi-carrier mobile, voice and data services. Offering consolidated billing, detailed reporting, inventory management, the Service Desk becomes your single point of contact for all service enquiries, including requests for new services, enquiries on existing services, along with incident logging and tracking.

We also recognise that increasingly, internal ICT teams are being asked to act as brokers between providers and internal departments. But that can involve a lot of managing and chasing up third parties just to 'keep the lights on'. An Optus Technical Services Manager (TSM) can help do that work for you. **Optus Technical Services Management** is a specialised add-on service that we offer to customers of our managed services. We appoint a TSM to manage all of your Optus solutions on your behalf – providing a single point of contact for your post-sales technical, support, and governance needs.

Reach where you need it

Optus network services are provided over our extensive fibre, DSL and radio network. We also have access to 3rd party carrier networks to extend our reach and depth of coverage.

Being a member of the Singtel group of companies means we can readily provide connectivity for your international offices. And owning and operating our own fleet of satellites, we have the perfect solution for remote area access.

What are your NBN plans?

It's time to get your NBN (National Broadband Network) strategy in place. The momentum is building with the release of business grade NBN services and ramp-up of the rollout into business locations. Not to mention the consumers already benefiting from the speeds NBN delivers.

Optus has made significant investment in both building NBN product capability and building network connectivity, making NBN access available as part of our competitive and innovative Optus Evolve suite of products. We are staying in lock-step with the NBN, delivering the latest business features available from NBN and will continue to aim for this.

We are connected to all NBN points of interconnect and can connect customers via NBN Fibre to the Premises (FTTP) and NBN Wireless technologies. We are working with NBN to enable Fibre to the Node/ Building, Satellite and HFC as these technologies become available for businesses.

You can depend on Optus to help make your transition to NBN a smooth one.
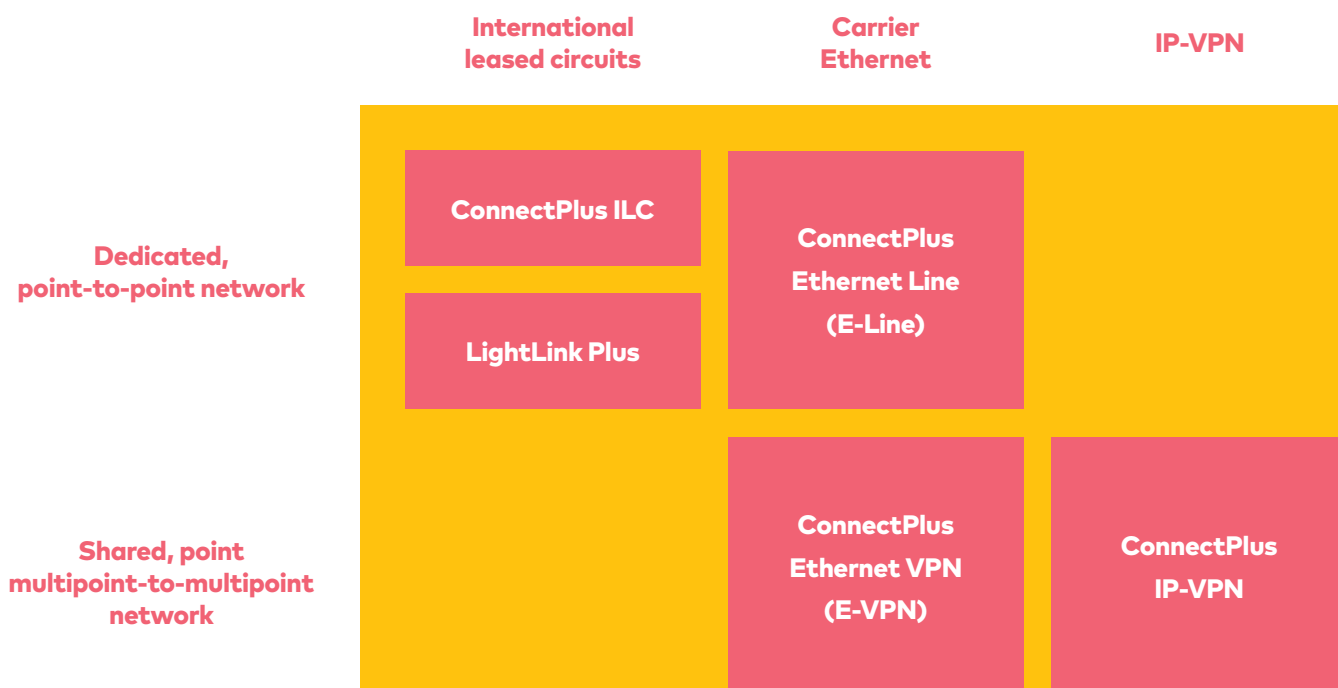
To grow go global

As a member of the Singtel group of companies, Optus is part of a strong strategic telecommunications group that aims to deliver an unmatched level of service in Asia Pacific.

To support your global expansion you can turn to Optus for international data solutions and regional cloud capabilities. Singtel Optus Connect Plus and LightLink Plus IP, Ethernet and leased line services provide seamless, reliable point-to-point and any-to-any connectivity through Asia Pacific and beyond – solutions delivered to business with global requirements, but with local end-to-end service management.
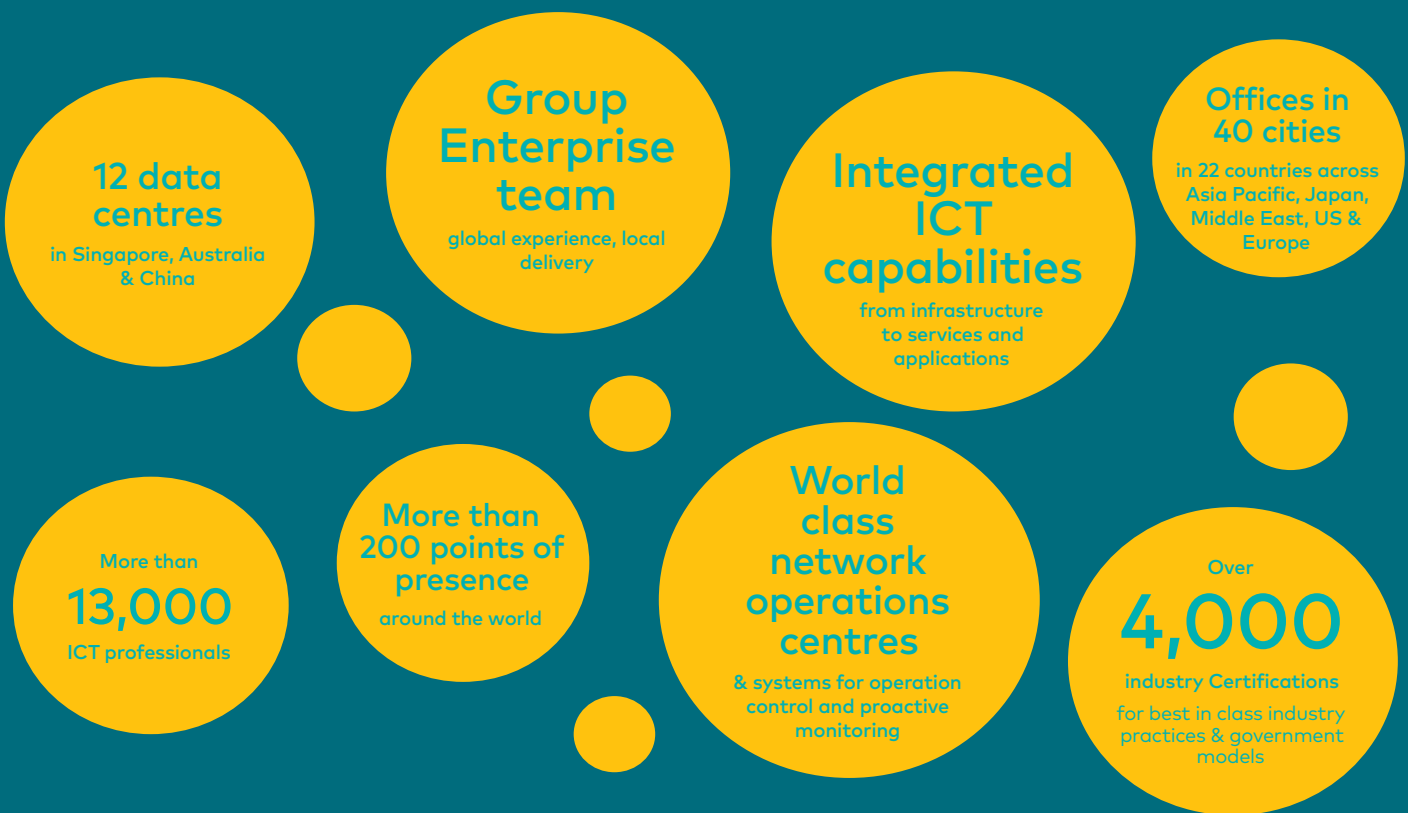
The Singtel Group network includes the largest internet exchange in the region and extensive investments in submarine cable and satellite systems.

The network is supported by a skilled, proactive team located in 40 cities across 22 countries who understand the intricacies of operating in Asia Pacific, Europe, the US and beyond.

Data and IP international solutions

	International leased circuits	Carrier Ethernet	IP-VPN
Dedicated, point-to-point network	ConnectPlus ILC / LightLink Plus	ConnectPlus Ethernet Line (E-Line)	
Shared, point multipoint-to-multipoint network		ConnectPlus Ethernet VPN (E-VPN)	ConnectPlus IP-VPN

Global network key facts

12 data centres

in Singapore, Australia & China

Group Enterprise team

global experience, local delivery

Integrated ICT capabilities

from infrastructure to services and applications

Offices in 40 cities

in 22 countries across Asia Pacific, Japan, Middle East, US & Europe

More than **13,000**

ICT professionals

More than 200 points of presence

around the world

World class network operations centres

& systems for operation control and proactive monitoring

Over **4,000**

industry Certifications

for best in class industry practices & government models

Correct as at May 2017

Our satellites have got Australia and New Zealand covered

Optus Satellite is the only network provider in Australia to own and operate our own fleet of satellites, and have the largest fleet of satellites in Australia and New Zealand.

By incorporating optical fibre, wireless and satellite technologies into a single network, Optus can provide 100% coverage across Australia and New Zealand. Satellite is ideally suited if you have offices in very remote locations which you want to connect to your Optus Evolve network or where other access types are not available or prohibitively expensive. Full-time and part-time services are available with the option of taking additional bandwidth on short notice – this makes satellite a cost-effective choice for a backup network.

Network of <mark>the future</mark>

Just as business is rapidly evolving in the digital era, so too are the networks that support them. Enterprise networks will become highly virtualised, programmable and agile.

At a physical level, a Network of the Future could be viewed as an ecosystem of networks – mobile, fixed WAN, Wi-Fi and the internet. This ecosystem is optimised to support public, private and hybrid clouds, and to deliver services such as computing, unified communications, contact centre and business applications, in real time.

As an aspirational or forward-looking concept, the benefits of the Network of the Future will be different for different organisations. However we believe there are some general qualities that will be beneficial for all organisations. These include intrinsic application-aware intelligence, faster or real time provisioning, the ability of the network to flex on demand according to need, bandwidth on demand and direct customer control. The network of the future is starting to come to life through Software Defined Networking (SDN) and Network Function Virtualisation (NFV).

To be ready for the Network of the Future you can start creating the right environment now. Optus Fusion SD-WAN can help you move ahead with confidence in this new SDN environment, delivering the power of SD-WAN to your business today.

- **Agility –** the Optus Fusion SD-WAN centralised management portal provides one global policy and enables automated provisioning of devices, cloud connectivity and fast adaptation to change.
- **Simplicity –** real-time control over your network enables you to easily adapt your network dynamically. Optus Fusion SD-WAN enables you to unify disparate networks by managing bandwidth and applications between any combination of MPLS, private line, internet and cloud networks.
- **Visibility –** See into every aspect of your network design and its actual performance versus business intent—within an easy-to-use, menu-driven management portal.

Singtel and Optus are fully embracing SDN/NFV. We intend to continue providing powerful and complimentary services within the SDN/NFV framework including network based services, security services, cloud services, third party services, management and reporting services.

Take a step to being a step ahead

Optus can help unshackle you from old systems and thinking with technology solutions that bring the future closer. Enjoy the convenience and responsiveness of a single, trusted advisor that can help you navigate through smart network choices and bring together the best partners to craft the right solution. As a telecommunications company you can rely on us to be at the heart of your network but we offer much more – a truly integrated ICT experience.

So let us help you discover your perfect combination of technology. You know where you are today and where you want to go. Optus Business can help you on that journey with:

- New thinking, new tools
- Products and services
- Deep customer consultation and engagement
- Shared learnings and shared value

OUR PROMISE

When you choose Optus, here's what you can expect.

Yes to understanding your needs
We listen. Ask questions and demonstrate our understanding of your business.

Yes to valuing your relationship
We work collaboratively, building trust and credibility together.

Yes to taking ownership and following up
We don't pass the buck. We're proactive and focus on problems, not resting until they're solved.

Yes to the right products and services
We combine technology solutions and services to deliver business outcomes.

Our services will help enable you to be a better **CONNECTED** organisation by using networks that help you to reach customers and stakeholders where and when they need.

CONNECTED

TRUSTED

ENGAGED

And increasingly in the digital world, you will need to be TRUSTED, managing network security to keep your customer's valuable data safe and their privacy protected.

When you're connected, you can be more ENGAGED with your customers, anytime and on any device, delivering a great customer experience and driving competitive advantage.

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

1800 555 937   optus.com.au/enterprise

@optusbusiness   yesopt.us/blog

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