

Accelerate your company's collaboration

Speed up the results of your teams
with better collaboration

yes

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What are the common attributes of successful market disruptors today? They are agile and responsive, they have the ability to quickly form teams of subject matter experts and they employ platforms that allow them to execute their business outcomes and plans rapidly.

Market disruptors shrink the timescales of business outcomes

Fearless market entry

Thanks to the increase in data and better data sources, new entrants are able to understand customer needs better than incumbents who are burdened with legacy operations and hierarchies that stifle decision making. Armed with strong customer knowledge, disruptors can enter the market, with lower overheads, confident that customers are receptive to their product. This mindset negates any fear about going against the market leaders.

Rapid growth potential

When disruptors arrive, the slope of market adoption is nearly vertical. Disruptable markets exhibit winner-take-all results and short product lives. So there is limited value in carefully timed marketing campaigns addressed to different customer groups over a controlled product release. Instead of paying a premium price, today's early adopters now expect to be part of product design, marketing, and even ownership.

Live feedback and testing

The modern disruptor is often a company that best combines existing components to deliver a product better and cheaper than the rivals. In short timescales, it is essential to launch early and use initial feedback to drive improved versions. The era of long testing cycles and feedback loops has passed in many markets. The market is now a place for experimentation.

Source: Seymour Sloan, Nov 2014, WordPress.com



Workforce productivity studies have concluded employee engagement affects key business outcomes, the higher the engagement the better the performance. A strategic priority is to bring together engaged employees that are ready to bring new opportunity, new thinking, problem solving, and innovation. The engaged team is more efficient and are more likely to achieve successful outcomes. Their increased performance helps lift efficiency, customer service and profitability.

Increasing the engagement of your workforce should be a priority. It can be a foundation for real and positive changes in your organisation.

At Optus we believe that engagement happens when sharing is encouraged and supported with collaboration platforms and services. When collaboration tools become easy to use, available everywhere and people are always ready to help you – it becomes part of your business culture. Not just an after-thought to your IT infrastructure.

When employee engagement is integrated into the fabric of your organisation, when it's the way things are done, not by exception, you can obtain the best from your talented people and move your organisation forward, to innovate, to succeed.



Creating a more **engaged** organisation

Today, thousands of Australian organisations have entrusted Optus Business to be their guide – ranging from various levels of government to medium-sized companies and large corporates, across a wide range of industries. We can help unshackle your organisation from old systems and thinking with technology solutions that bring the future closer.

Our experience helps us to guide our customers that are challenged by:



Expectations

Increasingly demanding customer and employee expectations



Competitive threats

Growing competitive forces resulting in the need for continuous customer service innovation and staff retention strategies



Compliance

Greater compliance burden, including regulatory requirements aimed at enhancing security and protecting customer privacy



Operational excellence

Internal demands to increase productivity, reduce cost and generally do more with less

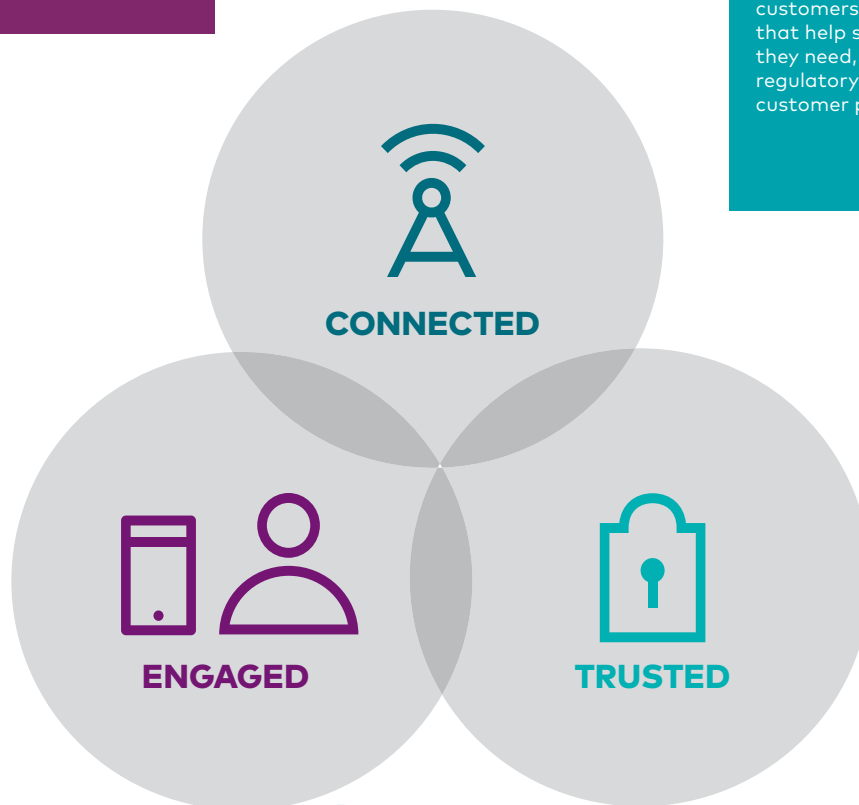
These challenges can also offer an opportunity for innovation, and we believe to succeed organisations today need to be better connected, engaged and trusted.

Connected

Using cloud ready communication networks and platforms that can reach your staff, customers and stakeholders where and when you need, using the most appropriate platform for every occasion.

Trusted

Build the complete confidence of your customers with systems and processes that help staff access the information they need, stay up to date with regulatory requirements and maintain customer privacy.



Engaged

Collaborate better with smart intuitive digital applications, available in the office and when on the move. Your staff are well informed, embrace a team work culture and use the tools provided to drive even better customer experiences and advocacy.

Optus can help bring these crucial elements together so that you can harness your talent, creativity and technology to stand out from the crowd. To achieve the best that is possible. To innovate and grow. Let our experts help you navigate towards better business performance.

Spotlight on activity based working at Optus

Activity Based Working (ABW) is an innovative style of working that enhances collaboration and empowers people. This new approach to 'work' utilises technology and diverse workspaces, creating an agile environment to cater for a range of activities.

Optus understands that to successfully transform our business, we needed to transform the way we work. Our ABW space offers an innovative, tailor made workspace enabling our teams to be more agile and collaborative. It also allows rapid configuration of new working groups, the ability to challenge and accelerate existing processes, and to deliver an outstanding customer experience.



Collaboration that works

Optus delivers best of breed solutions that can help solve your business collaboration problems while simplifying the end user experience to ultimately drive adoption and increase productivity.

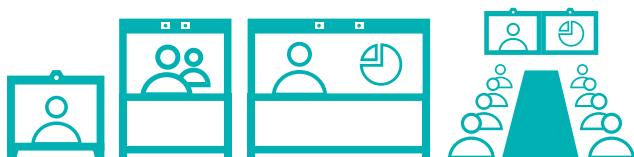
You can rely on our deep knowledge across the breadth of managed technology and services to help you define, implement and manage the latest generation of collaboration solutions and services that your organisation needs today.

Our team of specialists can help your businesses focus on increasing productivity, improving team collaboration and modernising your workforce and the way they interact with today's demanding and sophisticated digital customers.

In particular, visual collaboration is increasingly vital for business and investing in and operating infrastructure can be complex and expensive.

Our customer service team are collaboration specialists ready to take your "How to" and "How do I" calls and are co-located with our collaboration engineers within the Optus Collaboration Services group to resolve technical issues and proactively monitor your video network.

Our services help ensure that users have the best possible experience and that visual collaboration is adopted and widely embraced as an integral part of your business. Optional executive concierge services are available to support high value users.





A better user experience

A better user experience:

- We simplify your collaboration experience by removing complexity and making it work for everybody in your organisation
- We help customers with limited resources get the most out of their collaboration investment
- Our management service includes user training and is the first and only point of call for all your collaboration needs
- By managing your facilities we can deliver a seamless collaboration experience for all users
- Delivering a consistent and simple experience helps drive higher usage and a better ROI

Making technology work for you:

- We build and deliver collaboration solutions that are integrated and support a range of devices, including mobile devices
- In collaboration environments employing a disparate mix of technologies, our service minimises complexity
- Our consultative approach means we design the best system for your needs, we don't push a specific vendor or product
- We help take the pain away from using collaboration technologies



Making tech work for you



Keeping you productive

Keeping you productive:

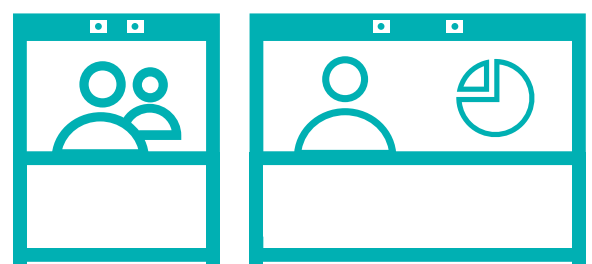
- Our managed services give your organisation the assurance that your collaboration facilities will work smoothly, every time
- We deliver 24x7 real-time support for all your managed services users – anyone can call us, not just your IT technicians or your help desk
- We deliver specialised proactive monitoring for real time media across the network, preventatively creating alerts before issues occur through analytics of calls and equipment
- We provide the end to end solution including the carriage, and will own and manage all support issues related to collaboration usage including network disruptions
- Our Managed Collaboration Services (MCS) team is manned by dedicated specialists using purpose built monitoring tools, management systems and a fully equipped testing lab

Ready and able to help:

- Our dedicated team of collaboration specialists learn your environment helping resolve more issues on the first call
- We take over management of your collaboration investment including management of your onsite resources, or we can provide these resources if needed
- We have dedicated specialists locally in our call centres on hand to take your calls



Ready to help



Working with Optus

Optus can consult, design, supply, install and configure collaboration solutions including simple through to complex video conferencing service. If you choose, we also offer a fully managed collaboration service that can enable a stable, reliable and easy to use platform that helps drive user adoption, maximise utility and truly deliver on your workplace collaboration strategy.

Professional collaboration services (PCS)

Helping to make complex collaboration solutions simple

- Implementation services
- Project management services



Managed collaboration services (MCS)

Experts on hand to help make your meetings work

- ITIL based framework
- Processing of general enquiries, "how-to" support
- Concierge services (remote)
- Concierge services (on site)
- Vendor management
- Escalation management
- Proactive support
- Start-of-day health checks
- Environment monitoring
- Capacity management



Collaboration technology support

Your collaboration components covered from mobile to meeting room

- Activity Based Working
- Audio Visual such as display panels, speakers, microphones and other components
- Microsoft UC (Skype for Business)
- Cisco UC (TelePresence, Jabber, WebEx)
- Polycom VC (RealPresence)
- VioCorp (Online Video)
- AppSpace (Digital Media)



Our technology partners

- **Cisco**—Leading collaboration solution vendor with a complete end-to-end portfolio including voice, video, software and hardware from the desktop to the meeting room and supporting infrastructure.
- **Polycom**—Leading voice and video hardware and software solution vendor.
- **Microsoft**—Leading instant messaging and presence (IM&P), voice and video desktop solution vendor, complimented by Polycom solutions.
- **VioCorp**—Leading online video solution vendor, in the cloud or on premise.
- **AppSpace**—Leading digital signage solution vendor, in the cloud or on premise.



Service you can rely on

You can depend on us to constantly help look for new ways to empower your business transformation, with ICT that is cost effective and less complex. Our support services enable you to benefit from the latest collaborative technologies while freeing you to focus on your core business and promoting better staff, team and customer engagement.

Local

The Optus Collaboration Services unit is located here in Australia, and is co-located with the Optus Business Technical Assistance Centre (OB TAC) and resourced with a team of accredited technical collaboration specialists.

How to

You can have 'one call' access to Optus' comprehensive technical resources including purpose-built monitoring tools, management systems, and a fully equipped testing lab. The unit can also provide a full-tiered service desk and white glove service from a dedicated concierge team.

Optus Business is a:

- Cisco ATP TelePresence Master
- Polycom Platinum Partner
- Microsoft Gold Partner

Take the first step to being a step ahead

Regardless of what you set out to achieve, your journey, your transformation, we have the people with the right expertise who can deliver an optimal match of technology solutions and services for your business.

So, if you want your business to be truly successful, there's one simple call to make.

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.



Give us a call

OPTUS

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/business

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