business **nbn**™

Purpose

The business **nbn**™ model is built on wholesale product and service features designed to cater for a variety of application performance requirements. These battlecards are intended to help your sales and marketing teams articulate the benefits of business **nbn**™ wholesale products, and can be used to supplement your own material. They are not intended to be given to end customers.

Purpose

Content

Topics included are based on primary sales objectives discovered in **nbn** third-party business segmentation research. The findings of that research can be reviewed in the *SMB segmentation persona playbook* on the **nbn™** Customer Centre.

These sales objective based topics include:
1. Operational efficiency
2. Business continuity
3. Adapting to innovation and change
4. Helping to minimise disruption
5. Making understanding easy
6. Delivering excellent service
7. Maximising value

Uses

Your team may use this guide as a reference point when talking to end customers. We recommend you review the contents and include your own connection for how the wholesale service or feature is then implemented and/or productised by your company when sharing with your teams.

Sharing with your teams

These guides are specifically designed to support front-line sales staff in having dynamic conversations around business **nbn™** options. This content is generalised across all business **nbn™** Ethernet and Enterprise Ethernet wholesale products. It is your responsibility to ensure the availability of a product and/or feature available through your company, noting any discrepancies to your teams and promoting only products and features that are available through your company.

Disclaimers

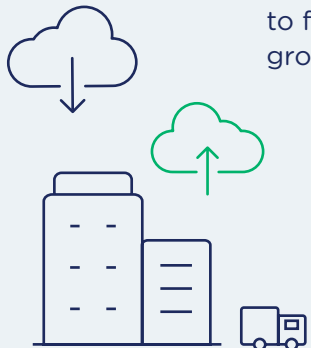business **nbn**™

Battlecard No: 1

(placeholder only)

Operational efficiency

How to show that a plan powered by business **nbn**™ can help improve an organisation's operational efficiency through business-grade features and service delivery.*

Exploring business requirements

Q **How important is connectivity to your business operations?**

- A fast, reliable network connection with flexible features that can be customised to your business needs helps allow your business to function efficiently and competitively and to remain agile as it grows and changes.[†]

  - Because business requirements are more complex and demanding than residential, plans powered by business **nbn**™ have business-grade features and service provider support designed to help meet business needs.

Business-grade network features we offer:^

1 **Symmetry**

Equal download and upload speeds that can help support the even transmission of data for things like voice calling, cloud computing and video conferencing, and help reduce chances for things like interference or drop-outs.[†]

2 **Priority data**

A wholesale committed information rate feature that enables us to prioritise applications, which helps ensure connectivity and helps reduce opportunities for speeds to slow down or disruption.[†]

3 **Enhanced service level agreements** (eSLAs)

Business-grade support for plans powered by business **nbn**™ including a dedicated operations centre for providers, migration support and shorter target network fault rectification target times between **nbn** and providers compared to home **nbn**™ plans.

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Aligning to opportunities

Q **What could your business achieve with a fast, flexible, reliable network? What cloud applications is your business using or planning to use? Do you have agents or teams in the field?**

- Plans powered by business **nbn**™ can help your business maximise the benefits of the digital transformation and operate more efficiently as cloud and connected networks become the business norm.†

- Wholesale plans using home **nbn**™ solutions are primarily based on "best effort" data that may be impacted by other activity or users on the **nbn**™ network. While suitable for activities such as web browsing and email, the business-grade features offered with business **nbn**™ wholesale solutions may include features such as:^†

  - Symmetrical upload and download speeds with data prioritised in both directions help ensure strong performance of cloud, voice and video applications
  - Data prioritisation helps your real time and mission critical data be delivered smoothly and quickly.
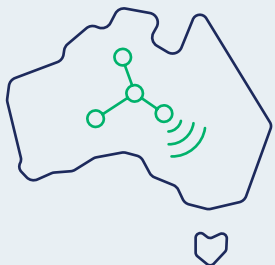
  - With business-grade connectivity and enhanced levels of support^, your business is well-positioned to take advantage of the flexibility and efficiency associated with cloud-based applications and video hosting technology.†

Responding to concerns

Q **Are you concerned about interruptions to your business operations during the transition to a business-grade network solution?**

- Plans powered by business **nbn**™ have a different service delivery model to home **nbn**™ plans and as such are equipped with additional processes and support to help minimise disruption and reduce migration issues.

- Transition includes support prior to connection, during the connection phase and continues as end customers use the service.

- Enhanced service level agreements between **nbn** and providers offer further options to suit your business needs including 24/7 support, fault resolution through end-to-end case management and multi-site migration project management.^

Battlecard No: 2

(placeholder only)

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Business continuity

How to show that a plan powered by business **nbn**™ can help improve business continuity through fast business-grade network solutions and support that have higher network performance commitments than home **nbn**™ wholesale solutions.*†

Downtime is a critical concern for businesses given the impact it can have on the bottom line and on reputation. They need reassurance and information on how plans powered by business **nbn**™ can support continuity with reliable network connectivity.†

Exploring business requirements

Q What impact would network downtime have on your business? What are the most critical ingredients in your business continuity planning? Which business functions are your priority to protect?

- The right network connection will play an important role in supporting your business continuity and continuing to provide the services your employees and customers expect.

- Some of the functions and applications that require a stable connection are those with real-time or mission-critical data requirements.†

- A plan powered by business **nbn**™ can be tailored to suit your organisation's particular applications and their data requirements.

Business-grade network features we offer:

1 **Symmetry**
Equal download and upload speeds that can help support the even transmission of data for things like voice calling, cloud computing and video conferencing, and help reduce chances for things like interference or drop-outs.†

2 **Priority data**
A wholesale committed information rate feature that enables us to prioritise applications, which helps ensure connectivity and helps reduce opportunities for speeds to slow down or disruption.†

3 **Enhanced service level agreements** (eSLAs)
Service level agreements business grade support for plans powered by business **nbn**™ including a dedicated operations centre for providers, migration support and shorter network fault rectification target times between **nbn** and providers compared to home **nbn**™ plans.

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Aligning to opportunities

Q **How well does your connectivity solution work for you when it's running as agreed?**

- Mission-critical is the highest priority data, where delays in its delivery could trigger potential catastrophes.

- A combination of business nbn™ feature options such as priority data, business-grade upload and download speeds, high network uptime and enhanced service level agreements better enable us to commit to high performance outcomes for your most critical data.^†

  - Real-time data applications such as voice or video conferencing are best supported by steadier and more consistent flow of data feature options such as symmetrical and committed information rates.^†

Responding to concerns

Q **What is the impact of downtime on your customers? How can you mitigate that impact?**

- Businesses are increasingly reliant on connectivity for customer service, and with customer service the critical function of nearly all business, any downtime can have major ramifications.

- Plans powered by business nbn™ can help us mitigate the impacts of downtime. Unlike home nbn™, plans powered by business nbn™ have a dedicated operations centre based in Australia for providers with additional assurance and connection support options we can leverage to support your business.

- Moreover, plans powered by business nbn™ have options for enhanced service level agreements between nbn and providers, which can provide quicker target response times, up to 24/7 support and have commitments to shorter target network fault repair timelines compared to home nbn™ plans.^
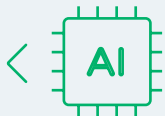
Battlecard No: 3

(placeholder only)

Adapting to innovation and change

How to demonstrate that a plan powered by business **nbn**™ can empower a business to be more innovative and agile in the face of change.*

Exploring business requirements

Q **What type of changes are facing business? How important is innovation to setting your business up for success?**

- Connectivity is a key driving force behind an organisation's ability to innovate and adapt. Flexible and reliable network solutions can help your business remain agile and competitive now and into the future.†

- Because different data types have different requirements, a network solution tailored to best meet your customers' needs is critical. As their demands increase, so can your ability to meet them in innovative new ways.

  - Where wholesale home **nbn**™ plans are suitable for the more straightforward data requirements for activities such as web browsing and email, a plan powered by business **nbn**™ may give your business greater scope for meeting the complex needs of customers and the ever-changing digital landscape.

Business-grade network features we offer:

1

Symmetry
Equal download and upload speeds that can help support the even transmission of data for things like voice calling, cloud computing and video conferencing, and help reduce chances for things like interference or drop-outs.†

2

Priority data
A wholesale committed information rate feature that enables us to prioritise applications, which helps ensure connectivity and helps reduce opportunities for speeds to slow down or disruption.†

3

Enhanced service level agreements (eSLAs)
Business-grade support for plans powered by business **nbn**™ including a dedicated operations centre for providers, migration support and shorter network fault rectification target times between **nbn** and providers compared to home **nbn**™ plans.

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Aligning to opportunities

Q How have your customers' needs changed? How have your employees' needs changed. Does your ICT enable you to meet the challenges associated with those changes?
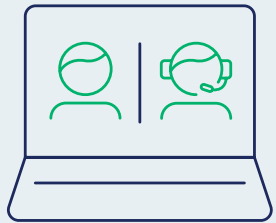
- Video and cloud technology underpin much of the digital transformation businesses need to be ready for – and customers expect an increasingly connected experience. A plan powered by business **nbn**™ can enable us to help you meet customer demand.[†]

Responding to concerns

Q Is your business participating successfully in digital transformation? What concerns do you have about its capacity to keep up with the pace of change?

- Because different data types have different requirements, a network that can allow for customised solution is crucial.

- Plans powered by business **nbn**™ can scale your network solutions as your business grows and adjust network features and data options as required.

- Plans powered by business **nbn**™ can provide the network foundations needed for your business to keep pace with digital changes in the marketplace.

- Different businesses have different voice and data needs, so it's important to select the most suitable solution to help keep the business moving.

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[*] business **nbn**™ is not available on the **nbn**™ fixed wireless network.

[^] Symmetrical speed and priority data options are only available on the **nbn**™ fixed line network. Enhanced service level agreements are only available on the **nbn**™ fixed line network. RSPs must ensure that they promote only products and features that they have made available to end customers.

[†] End customer experience, including the speeds actually achieved over the **nbn**™ network, depends on the **nbn**™ access network technology and configuration over which services are delivered to their premises, whether they are using the internet during the busy period, and some factors outside **nbn**'s control (like your equipment quality, software, broadband plan, signal reception and how their service provider designs its network). Satellite end customers may also experience latency.

Battlecard No: 4

(placeholder only)

Helping to minimise disruption

How to demonstrate the benefits of migrating to business **nbn**™ for customers concerned about disruptions to their business.*

Businesses reliant on systems and minimal downtime need reassurance and detailed information on how business **nbn**™ can assist them.†

Exploring business requirements

Q **How heavily does your business rely on phone lines, EFTPOS or other data-based activities? What are the impacts when they go down?**

- Historically, businesses had various technologies, or network solutions, to support different functions, but with the **nbn**™ access network it's now all one underlying network solution.

  - With business **nbn**™, we can provide solutions to meet a wide variety of ICT applications ranging from multiple voice lines, EFTPOS, video surveillance, as well as internet access.†

  - Not all data is equal, and not all data use cases have equal requirements, so it's important that businesses select a network solution with the right features to support their needs.

Aligning to opportunities

Q **What back-up plans does your business have in the event of a network disruption?**

- Businesses have different needs to homes, that's why business **nbn**™ wholesale solutions are backed by service model designed specifically to help meet the needs of businesses.

- Because business connections are more complex than residential, there are additional processes to minimise disruption during migration, including support prior to connection, during the connection phase and continues as end customers use the service.

- Plans powered by business **nbn**™ have options for enhanced service level agreements between **nbn** and providers, which can provide quicker target response times, up to 24/7 support and have commitments to shorter target network fault repair timelines.^

- Explain difference between standard service level agreements (SLAs) on home **nbn**™, and enhanced service level agreements (eSLAs) available to include with business **nbn**™

- Explain how your company uses a business **nbn**™ eSLA to create service and support commitments back to businesses.

- Do you have a specialist team that works directly with business **nbn**™ Operation Centre managers?

- Do you commit to a fault rectification time frame?

- Are eSLA commitments separate, and added together, or incorporated to one commitment to the end user?

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Responding to concerns

Q **Are you concerned about network disruptions during business hours?**

- We understand it's not always convenient to have a technician on site while migrations are taking place and can offer you options that may work for your business.

- Plans powered by business **nbn**™ include options we can arrange for you such as coordinated appointments, parallel installs and for work to be done outside business hours.

> - Encourage the business to consider planning several months in advance so we can help them assess their needs and prepare for migration with minimal disruption to business operations.

Q **What are your key concerns about migrating to business nbn™?**

- **nbn** has designed processes to help minimise disruption and reduce migration issues for even the most complex of business needs.

- Transition support is available throughout the migration process, including:

  - Prior to connection: site checks to help reduce disruption

  - During the connection phase: coordinated support with business-grade technicians for complex sites

  - After connection: support for service providers during cutover.

Battlecard No: 5

(placeholder only)

Making understanding easy

How to communicate the benefits of the business **nbn**™ wholesale network features and its service delivery model to someone who may not be tech savvy.* business **nbn**™ delivers wholesale solutions that RSPs can tailor to meet the operational needs of their customers.

Exploring business requirements

Q What's making it hard for you to source the best ICT solution for your business?

- With so much information in the market, it can be difficult to know how to best set your business up for success.

- Because different data types have different requirements, a network that can allow for a customised solution is key to enabling you to invest smartly in an essential service such as connectivity.

- With video and cloud applications starting to dominate the digital space, download speeds are no longer the only concern. Instead, upload speeds are just as important.

- When choosing your business network, consider:
  - Priority data
  - Symmetry (upload and download speeds)
  - Service level.

Q Are your ICT keeping up with your growing business?

- Plans powered by business **nbn**™ are designed to scale network solutions in line with your business growth, it provides us the opportunity to adjust network features and data options as required.

- For example, if cloud computing is set to become a bigger part of your business, upload speeds will play an important role in your network solution.

- Business applications requiring higher upload speeds include:
  - Data back-up
  - In-house web hosting or video streaming
  - Facilitating remote work
  - Unified communications like VC and screen sharing
  - Cloud-based apps like Slack and Skype.

Business-grade network features we offer:

1

Symmetry
Equal download and upload speeds that can help support the even transmission of data for things like voice calling, cloud computing and video conferencing, and help reduce chances for things like interference or drop-outs.†

2

Priority data
A wholesale committed information rate feature that enables us to prioritise applications, which helps ensure connectivity and helps reduce opportunities for speeds to slow down or disruption.†

3

Enhanced service level agreements (eSLAs)
Business-grade support for plans powered by business **nbn**™ including a dedicated operations centre for providers, migration support and shorter network fault rectification target times between **nbn** and providers compared to home **nbn**™ plans.

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Aligning to opportunities

Q **Which business critical functions are impacted by connectivity?**

- Home **nbn**™ solutions are primarily based on "best effort" data speeds and are adequate for email and general web browsing.

- Plans powered by business **nbn**™ can enable us, as a service provider, to prioritise data for specified applications, helping enhance your confidence that critical applications will work they way you need them to.^†

Q **What impact would network downtime have on your business?**

- The business **nbn**™ service model is designed to help meet the specific needs of businesses by providing us access to:

  - Business network case managers operating out of the Australian based business **nbn**™ Operations Centre

  - A business specific migration process designed to help minimise disruption to your business during including support prior to connection, during the connection phase and continues as end customers use the service

    - The option for network fault resolution through end-to-end case management and 24/7 support^

    - The option for shorter target network fault rectification target times than standard home **nbn**™ through enhanced service level agreements between **nbn** and providers.

Responding to concerns

Q **Is the investment in a business nbn™ solution worth the return? Can my business afford a business-grade solution?**

- With **nbn**™ as the network backbone, we can offer a plan customised to the specific needs of your business and can adapt as those needs change.

- Pay for the features and data support you need now with the knowledge we can increase or bring in additional features in the future.

- Service support is key, and **nbn** has designed business **nbn**™ products to include the service support model as a separate feature that can be added to even basic network plans to help ensure businesses can receive business-grade connection and assurance support. Let me walk you through how our plans include this option.

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* business **nbn**™ is not available on the **nbn**™ fixed wireless network.

^ Symmetrical speed and priority data options are only available on the **nbn**™ fixed line network. Enhanced service level agreements and 24/7 support options are only available on the **nbn**™ fixed line network. RSPs must ensure that they promote only products and features that they have made available to end customers.

† End customer experience, including the speeds actually achieved over the **nbn**™ network, depends on the **nbn**™ access network technology and configuration over which services are delivered to their premises, whether they are using the internet during the busy period, and some factors outside **nbn**'s control (like your equipment quality, software, broadband plan, signal reception and how their service provider designs its network). Satellite end customers may also experience latency.

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Battlecard No: 6

(placeholder only)

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Delivering excellent service

How to show that a plan powered by business **nbn**™ can help improve service delivery and meet your customers' needs.*

Exploring business requirements

Q **What IT-enabled services do you use to meet your customers' digital expectations and empower your staff to deliver great customer service? What applications do you think may perform better with business-grade network features?**
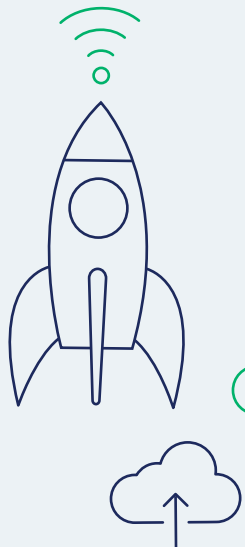
- Because different data types have different requirements, a network solution tailored to best meet your customers' needs is critical.

- Business-grade features including symmetry and priority data can help support the applications your teams use to deliver customer service, including:^†

  - Call centres & virtual support centres
  - Online booking and ordering
  - In-house web-hosting or video streaming
  - Unified communications e.g. voice calling, video conferencing, screen sharing
  - Cloud-based apps e.g. O365, Skype, Slack
  - Data back-ups
  - Virtual desktop.

Business-grade network features we offer:

1 **Symmetry**
Equal download and upload speeds that can help support the even transmission of data for things like voice calling, cloud computing and video conferencing, and help reduce chances for things like interference or drop-outs.†

2 **Priority data**
A wholesale committed information rate feature that enables us to prioritise applications, which helps ensure connectivity and helps reduce opportunities for speeds to slow down or disruption.†

3 **Enhanced service level agreements** (eSLAs)
Service level agreements business grade support for plans powered by business **nbn**™ including a dedicated operations centre for providers, migration support and shorter network fault rectification target times between **nbn** and providers compared to home **nbn**™ plans.

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Aligning to opportunities

Q How important are your IT-enabled applications and services? How well have your IT solutions, and connectivity, supported you in the past?

- To help get the most out of modern business applications, it's important that your connectivity solution is designed from the foundation up to support requirements.

- Historically, businesses had various technologies, or network solutions, to support different functions, but with the **nbn**™ access network can now be done over one underlying network solution.
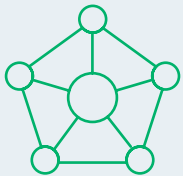
  - With business **nbn**™, we can provide solutions to meet a wide variety of ICT applications ranging from multiple voice lines, EFTPOS, video surveillance, as well as internet access.†

Responding to concerns

Q What would you like to know about how we work with **nbn** to provide you a business-grade solution? What would a business-grade solution need to look like to work for you?

- The business-grade feature options of a wholesale business **nbn**™ plan – symmetry, priority data and enhanced service level agreements^ – help us directly address the more sophisticated and demanding data needs of a business rather than a home.†

- With a business **nbn**™ powered plan, our team will receive additional connection support from **nbn** for your business, helping to minimise any disruption to your business during migration.

- For additional business assurance support, enhanced service level agreements offer other features to help keep you connected including:^

  - Up to 24/7 support
  - Fault resolution through end-to-end case management
  - Restore target times for network faults superior to those offered on home **nbn**™ plans.

- Because business connections are more complex than residential, business **nbn**™ has processes in place to help make the transition smooth. Migration support includes:

  - Prior to connection: site checks to help reduce disruption
  - During the connection phase: coordinated support with business-grade technicians for complex sites
  - After connection: support for service providers during cutover.

Battlecard No: 7

(placeholder only)

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Delivering value

How to demonstrate that business **nbn**™ wholesale plans can help service providers to deliver value through business-grade options and dedicated customer support.*

Exploring business requirements

Q **How can the rollout of the nbn™ broadband access network help your business? Have you been held back from adopting ICT solutions in the past?**

- The **nbn**™ access network is helping to lift the digital capabilities of connectivity across Australia.

- With over 90% of premises on the **nbn**™ fixed line footprint, there is greater access to business-grade network features in previously underserved areas.

- Limitations some businesses experienced with ADSL, BDSL or similar network technologies may be things of the past with options available over the **nbn**™ fixed line footprint.[†]

  - Plans powered by business **nbn**™ enable service providers to offer additional features to support your particular business needs including:^.

    - Priority data
    - Symmetry
    - Enhanced service support levels

Use relevant, location-specific anecdotes to illustrate the benefits of the **nbn**™ rollout. For example, fibre now available in more locations has increased the type of business-grade network features available for many locations.

Business-grade network features we offer:

1 Symmetry

Equal download and upload speeds that can help support the even transmission of data for things like voice calling, cloud computing and video conferencing, and help reduce chances for things like interference or drop-outs.[†]

2 Priority data

A wholesale committed information rate feature that enables us to prioritise applications, which helps ensure connectivity and helps reduce opportunities for speeds to slow down or disruption.[†]

3 Enhanced service level agreements (eSLAs)

Business-grade support for plans powered by business **nbn**™ including a dedicated operations centre for providers, migration support and shorter network fault rectification target times between **nbn** and providers compared to home **nbn**™ plans.

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Aligning to opportunities

Q **What technologies would help you become a sector leader? How important is ROI on those technologies?**

- Some plans powered by business **nbn**™ offer higher network performance commitments than home **nbn**™ wholesale plans, so businesses can enhance productivity.[†]

- As businesses become more connected than ever, the impact of downtime becomes greater. Plans powered by business **nbn**™ have a dedicated Australian-based Operations Centre for providers and additional connection support plus options for enhanced service level agreements.[^]

- Improve your collaboration and communication channels with reliable, fast and flexible network connection.[†]

- business **nbn**™ has the capacity to support improvements to network efficiency and productivity.

- Consider the network requirements of your ICT to maximise the benefits of your investments. E.g. with cloud based applications transforming the way business is done, business-grade upload and download speeds are critical.[^†]

- Similarly, plans powered by business **nbn**™ make use of a wholesale committed information rate feature which prioritises business data and helps reduce disruption and lag.[^†]

Responding to concerns

Q **How is business nbn™ different to home nbn™? Why do I need to consider a higher value investment?**

- business **nbn**™ product and service features help provide reliable data delivery for business-critical applications, platforms and hardware.[†]

- home **nbn**™ primarily uses "best effort" data to meet straightforward data requirements for activities such as web surfing and email. business **nbn**™ on the other hand, is supported by a unique service delivery model that can help meet the needs of real-time and mission-critical data.[†]

- The business **nbn**™ Operations Centre is dedicated to supporting providers with business-specific needs related to network connection and assurance.

Highlight service model that underpins business **nbn**™ and can help deliver a smooth transition including:

- An Australian-based assurance team experienced with business premises
- Enhanced migration support to help minimise outages and provide seamless access to the network
- The option of 24/7 support[^] and fault resolution through end-to-end case management and multi-site migration project management.

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