The transition to the nbn™ broadband access network represents a very significant opportunity for the ICT industry to assist in Australia’s digital transformation. Our program is focused on helping ICT advisers to capture the opportunity that the nbn™ access network presents to them and their customers.

Stephen Simms
General Manager Channel Expansion, nbn

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Welcome to the business nbn™ ICT Channel Program

This guide contains all the information you need to understand and take advantage of the opportunities that the nbn™ broadband access network rollout offers to ICT businesses and advisers. Together, we can work to deliver an outstanding customer experience through education, enablement and access to support materials.
01. Who is the program for?

The program is designed for ICT businesses and advisers who support business customers looking to transition to the nbn™ broadband access network or to optimise their existing services to help drive transformation.

The program is designed with pathways for both individual advisers and ICT businesses to access benefits and support.

• As an individual - you can register and enhance your skills with certification to access benefits and support materials.
• As an ICT business - you can upskill your staff via our web-based learning and make an impact with business nbn™ accredited adviser branding.

Please refer to the benefits for business nbn™ ICT Channel Program participants on page 11.
02. Why join?

The rollout represents a unique and compelling event for the ICT industry to leverage the nbn™ access network to create new business models, revenue streams and capabilities for your customers. We recognise the important role that ICT businesses and advisers play in the transition.

Our aim is to help you keep your customers informed throughout their migration journey and beyond. The business nbn™ ICT Channel Program is unique in that it is not a reseller program. Rather, it is an adviser program focused on enabling the channel to be trusted advisers to your customers.

Inform
Improve customer satisfaction and strengthen relationships.

Empower
Help customers digitise their business.

Grow
Extend your reach and existing footprint.

Connect
Share, learn and achieve.
03. Create new opportunities

Grow your business
With a growing number of businesses ready to connect to the nbn™ access network, there’s the opportunity to engage with new and existing customers in a new way.

Drive customer value
The nbn™ access network rollout means more opportunities to help your customers choose the right plans, systems and services to help deliver their business goals.

Be a trusted adviser
Equipped with knowledge and support materials from nbn, help your customers navigate and plan for what can seem like an overwhelming task – providing a smooth transition to accelerate their future.

Help your business stand out
Stand out with business nbn™ accredited adviser branding and marketing support materials.

Strengthen your expertise
Learn online and improve your skill set with ongoing education, content and updates.

Accelerate digitisation with fast, reliable broadband

Did you know?
Compared to businesses with basic connectivity, Australian small to medium businesses (SMBs) that have reached advanced levels of connectivity are:

- 8x more likely to create jobs
- 14x more likely to innovate
- 50% more likely to grow revenue
- 60% more revenue per employee
- 7x more likely to export
- Generating

04. How is the program structured?

nbn is building an access network to meet the high-speed broadband needs of Australian businesses. We’re bringing together the different industry providers needed to deliver transformative solutions powered by high speed broadband. This includes ICT businesses and advisers, phone and internet providers, vendors, distributors and customers.

Phone and internet providers* participating in the business nbn™ ICT Channel Program offer professional nbn™ powered solutions, channel and sales support.

Vendors and distributors provide solutions and support to ICT advisers and businesses that enable digital transformation powered by fast broadband.

ICT channel advisers integrate, build, advise and manage fit-for-purpose solutions to accelerate digitisation for your business customers.
05. How do I join the program?

Choose the path that best suits you or your business.

**Individuals**
Apply as an individual, do the training and earn certification.

**Businesses**
Take your business to the next level and become a business nbn™ accredited adviser.

Gain access to business nbn™ accredited adviser branding and collateral once your business is accredited.
06. How does my business become a business nbn™ accredited adviser?

Follow these steps from registration, to individual certification and business accreditation.

1. **Apply*** - to become a part of the business nbn™ ICT Channel Program and accept participant terms and conditions**.
   

2. **Register** - log in to the nbn™ ICT Channel portal.

3. **Learn** - complete the business nbn™ ICT Channel Program fundamentals training and assessment.

4. **Update** - tell us more about yourself and your business**.

5. **Enjoy** - the benefits. Generate your certificate, access the resource library for content, tools and more.

6. **Qualify** - have the required number of employees in your business certified and provide details of your business delegates to apply for accreditation**.

7. **Finalise** - accept the business terms and conditions.

8. **Unleash** - the potential with business nbn™ accredited adviser branding and marketing support.

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*Entry into the business nbn™ ICT Channel Program is only open for eligible participants, as determined by nbn™. nbn will determine whether you are an eligible participant based on your application and may take steps to verify the information you provide. All applicants must be an ICT professional that is currently employed by (or is an owner/operator of) a business that provides IT and communications advisory and technical support to Australian businesses.

**nbn may take steps to validate the information provided.
Accreditation matrix for businesses

The below table indicates the number of people within an organisation that are required to be certified business nbn™ advisers. This means they have completed and passed the ICT Channel Fundamentals training and assessment, for your business to become accredited as a business nbn™ accredited adviser.

<table>
<thead>
<tr>
<th>Number of employees in your business</th>
<th>No. of certified business nbn™ advisers required (completed and passed training)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 5</td>
<td>1</td>
</tr>
<tr>
<td>6 - 10</td>
<td>2</td>
</tr>
<tr>
<td>11 - 20</td>
<td>3</td>
</tr>
<tr>
<td>21 - 50</td>
<td>4</td>
</tr>
<tr>
<td>51+</td>
<td>5</td>
</tr>
</tbody>
</table>
## 07. Program benefits

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Registered</th>
<th>Certified</th>
<th>business nbn™ accredited adviser</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-demand web-based training</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ongoing updates from nbn</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ongoing training from nbn</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Access to the business nbn™ ICT Channel Portal</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Online tools and resources</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Architecture advice on nbn™ access network infrastructure</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Participating phone and internet provider support</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Participating ICT vendors and distributors support</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Branding (business nbn™ accredited adviser)</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Marketing support materials</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
Help your customers realise the possibilities with business nbn™

Contact us at
or ICTMarketing@nbnco.com.au