

**Smarter, Healthier, Safer Australian Communities**

**Lose your illusions**

**Broadband for the Bush**

Above  
and  
beyond

vertef 

# Our broadband illusions

## **Our preoccupation with cost rather than value**

- Modern day Maslow hierarchy – digital and global world
- Cheap is rarely good – how much, free is dangerous
- Value creation – to stop or enable something to happen

## **We're seriously confused about speed**

- Fast is 299,792 – C hurts our brains
- You don't buy technology – underlying services are slow to change
- Wireless is faster than fibre – inert, density, delivery

## **Bandwidth does not equal quality**

- Fast downloads are not really what its about – services are enablers
- My guaranteed 10Mbps vs your best effort 1Gbps
- Bandwidth is a function of performance – management, availability, security

## **Nothing changes without competition**

- Little has change since deregulation – CBD, metros only, smattering of regional
- Telstra and NBN – you are the game they are playing
- Infrastructure based competition – the only sustainable answer

# The game changers

## What fixed wireless did next

- 10Gbps wireless – microwave, E and V bands pushed by mobile
- Meshed and ‘self organising networks’ through SDR
- Fast deploy and retain with fibre assets for diversity / capacity – long haul

## Optimising fibre network assets and existing service spend

- Lots of fibre / wireless assets out there – just utilising it
- State Governments using their spending power to break the nexus

## WLAN, LTE and HetNets as the great enabler

- WLAN plays a major role in capacity between mobile and fixed
- Mobile as a fixed substitute is inevitable – convenience
- LTE-U, private LTE and HetNets drive convergence

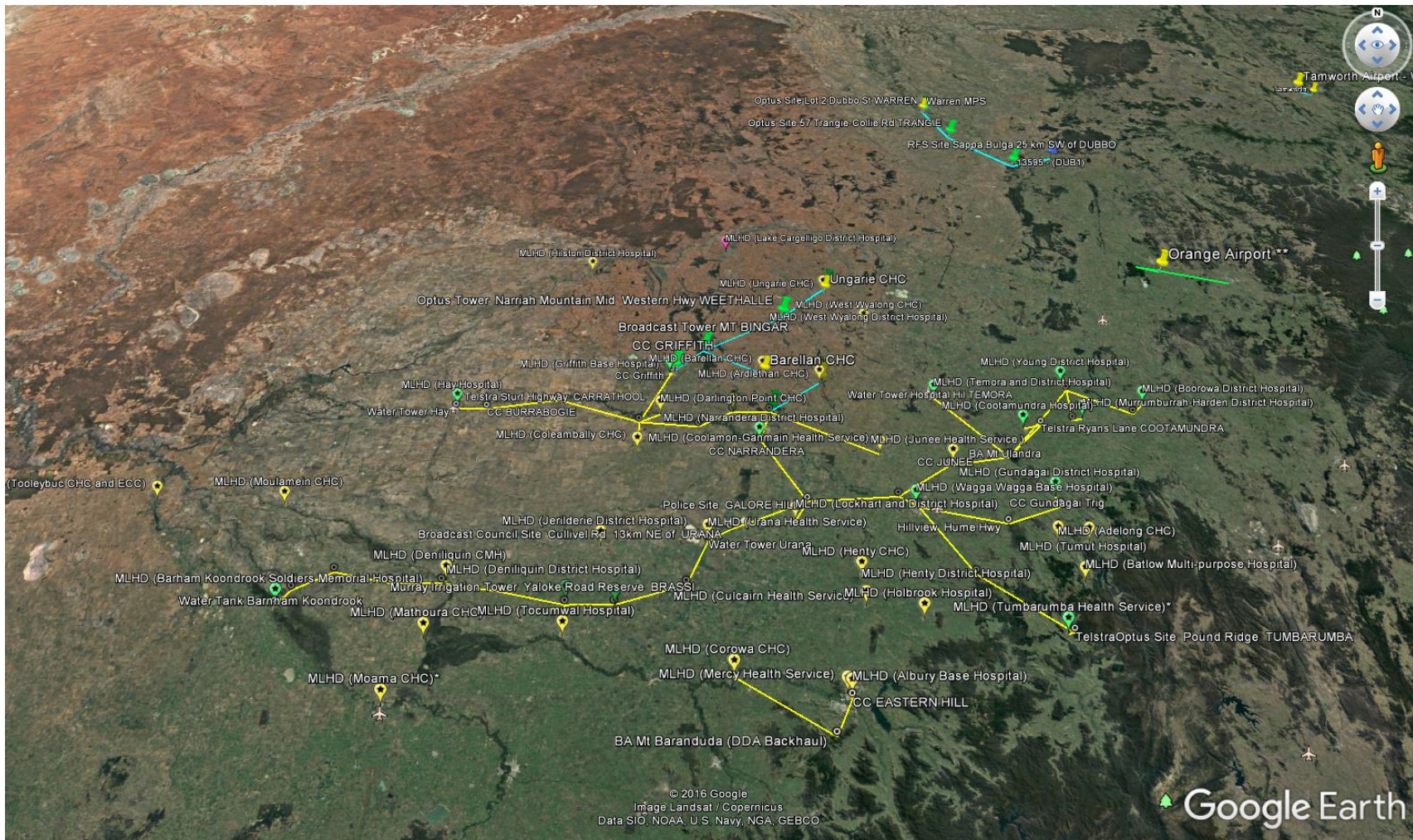
## The rise and rise of virtualisation

- Cloud services coming to telco
- Commoditise the base network and value add the user experience
- Deliver range of fixed and mobile services in existing spend

## VR and AR / IoT and Big Data / AI

- VR / AR has huge role to play in many industries – education / health
- M2M and data analytics changes everything
- AI creates different jobs and frees up humans for front line

# The game changers



# Steps to secure broadband services

## **Focus on quality and value creation**

- Broadband as an enabler of change
- Performance, management, availability and security

## **Smart and genuine SP engagements**

- Commit to the change in engagement for investment
- Be transparent and open
- Expand team looking for value – business excellence with IT
- State the problem and get out of the way

## **Create a solid business case**

- Audit what you have and consolidate
- State the future states and create a plan
- Execute the plan and work to improve – over reasonable timeframe

## **Extend the stakeholders and contributors**

- Council and local business
- State Government, departments and initiatives
- Local service providers – skills, jobs and sales

## **Look for value in extended service chain**

- Measure service improvements and business outcomes
- Continue to aggregate services and seek 'value adds'



# About us

## Vertical Telecoms Pty Limited

ABN: 90 086 050 946

Vertel is a telecommunications carrier specialising in the design, build and operation of next generation network infrastructure and associated services.

As an independent Australian company, we have over 40 years' experience delivering network services to customers including Government, Enterprise and Service Providers.

We deliver carrier grade communication networks across Australia in fringe metro, regional and remote locations.

### Locations

Vertel has offices across the country with a national network operations centre in NSW which proactively monitors our networks 24/7/365

### Contact Us

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