

Smarter, simpler solution for data customers

08 July, 2010 – Telstra Wholesale has launched a new innovative way for its customers – Carriers, Service Providers and System Integrators – to provide all types of complex data services in a single, simplified solution.

Developed in collaboration with its customers, Telstra Wholesale's Business Data Access Solution (BDAS) is the first offering in Telstra Wholesale's overall Data Evolution Program, which will see enhancements delivered across the full spectrum of critical customer needs including business access, core transport, mobile backhaul and fixed backhaul.

The Data Evolution Program enhancements to date include:

- Metro Ethernet Forum (MEF) certification for all of Telstra Wholesale's Ethernet products
- National Ethernet aggregation
- 10 Mbps Wholesale Business-Grade DSL (W-BDSL) capability
- Improved performance availability for W-BDSL from 99.6% to 99.8%.
- An online management tool that enables customers to determine availability and quote prices for BDAS instantly, anywhere across the Telstra Wholesale footprint.

According to Telstra Wholesale's Product and Marketing Executive Director, Mr Terry Scerri, the Data Evolution Program is about aligning Telstra Wholesale's existing network features, operational systems and geographic reach and creating a commercial solution that enables Carriers, Service Providers and System Integrators to differentiate in the market and grow their business.

"The result in this first phase of our data product evolution is a simple, national, scalable data solution which enables wholesale customer to more effectively target different segments of the market," Mr Scerri said.

BDAS offers wholesale customers:

- Bandwidth choices from 256k to 1Gbps
- Scalable national aggregation
- Four Grades of Service (GoS) providing superior choice and support for Converged Business Applications
- Simplified national aggregation
- Simplified national zoning and pricing framework
- A single, simplified agreement
- Online ordering and tracking capability
- Streamlined availability and quoting via an online tool called QuoTool.

"In an increasingly complex technology landscape we have created a single commercial solution that improves time to market and makes buying Business Access services faster and easier.

"Using BDAS, our wholesale customers can quickly and efficiently respond to their own customers' data requirements. It's an example of how we are simplifying and improving how we deliver access to our superior networks." Mr Scerri said.

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