



# SALES PROCESS GUIDE TELSTRA INTERNET DIRECT

CATEGORY: CONNECTIVITY & NETWORKS

PORTFOLIO: CONNECTIVITY & NETWORKS

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Department	
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Author	Phillip Baker
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# 1 SALES PROCESS GUIDE OVERVIEW

## 1.1 Purpose and scope

This guide provides Sales & Sales support staff, particularly the Sales Specialist with process information to assist when selling Telstra Internet Direct domestically and Global Internet Direct (GID), the international Telstra Internet Direct product equivalent, as a component of an domestically led (Australia Out) international opportunity.

A process flow and step table are presented within the Sales Opportunity Management Process ([SOMP](#)) framework and includes relevant hyperlinks.

The Appendix contains information about [Contacts](#), [Escalations](#) and a [Glossary](#).

## 1.2 Intended audience

The intended audience for this Sales Process Guide is:

- TE-A
  - Account Executives (AE)
  - Customer Technology Strategists (CTS)
  - Solutions Specialists (SS)
  - Global Services Integrated Solutions Architects (SA)
  - Digital Sales (DSC)
  - Digital Customer Manager (DCM)

## 1.3 Overview of Telstra Internet Direct

Telstra Internet direct is a secure, high-performing internet service with superior availability, scalability and 24/7 support.

Organisations that depend on the internet to connect employees and customers need to have a high-grade solution with consistent performance. Slow or unpredictable networks can impact productivity, customer experience and revenues.

Telstra Internet Direct provides a dedicated, carrier-grade connection to one of the largest internet backbones in Australia, linked to the global internet via multiple, geographically diverse points of interconnect. We also have more Points of Presence than any other Australian provider. Our high capacity network has full redundancy and inbuilt security, backed by proactive monitoring, management and 24/7 helpdesk support.

With self-service usage and management tools, as well as a range of value add options, customers can have a complete service to support business-critical operations.

We also offer a range of features that include:

- Access - Ethernet Lite, IP Gateway, E-Line, Optic Wave™ and Ethernet MAN (with the exception of satellite and cable)
- Speeds from 512kbps with Ethernet Lite to 1Gbps with Ethernet MAN, 10gbps with E-Line and 100G with Optic Wave™
- CustData and Network Visibility online tools to manage usage and performance
- Static IP addressing including the option of IPv6 addressing across ADSL, Ethernet Lite, Ethernet Line

or Ethernet MAN

- Premium packages available, either using customer equipment or Cisco equipment supplied by us

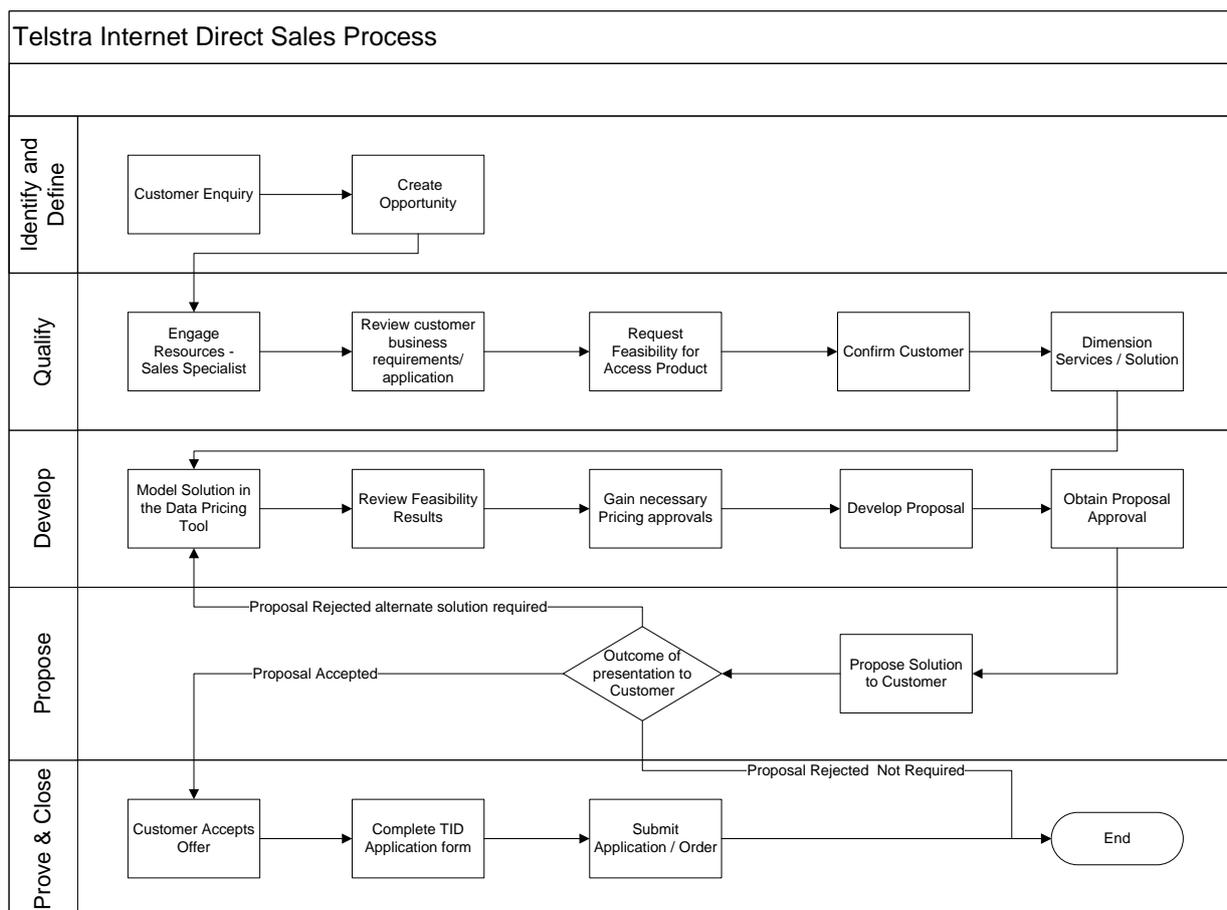
## 2 SALES PROCESS

### 2.1 Process Flow – New Solution/Product Managed as a Sales Opportunity

A simple process flow diagram is provided to explain key steps and decisions involved with your role in selling Telstra Internet Direct.

This document is based on the opportunity covering Telstra Internet Direct and Australia Out opportunities for Global Internet Direct only. If the opportunity covers other products and/or services, you may need to reference other product-specific Sales Process Guides and processes in addition to the Telstra Internet Direct Sales Process Guide. Use this process flow diagram to follow the basic pre-sales steps required for a particular Telstra Internet Direct or Australia Out Global Internet Direct opportunity.

Refer to the Process Step Table for more detail on the process. For general information on sales processes for TE customers, follow existing SOMP procedures and the resources and tools as described in the [SOMP](#). For Premier Business Customers, follow existing procedures in the [Premier Business Managed Sales Toolkit](#)



## 2.2 Process Step Table - New Solution/Product Managed as a Sales Opportunity

Specific processes, steps, notes and links are provided in the following table to assist you with the pre-sales process for new solutions/networks, additions to existing solutions, major product changes/upgrades that are to be managed as a sales opportunity.

SOMP Stage	Processes & Steps	Resources & Links					
IDENTIFY AND DEFINE OPPORTUNITY	<b>Sales team identify opportunity and create MAXIM opportunity record.</b>	<a href="#">TE-A SOMP - Identify &amp; Define</a>					
	<p>1. Create Opportunity</p> <p>Create a MAXIM Opportunity for the customer.</p> <table border="0"> <tr> <td>Domain</td> <td>Data Domestic</td> </tr> <tr> <td>Product Family</td> <td>TID &amp; Premium PackaTE</td> </tr> <tr> <td>Product Code</td> <td>Select the appropriate product variant</td> </tr> </table> <p>Note – Products are added to PB MAXIM Opportunity Records in the MAXIM Qualify stage for opportunities created via PBUI.</p> <p>Where a domestic initiated Opportunity includes a Global Internet Direct component, engage the appropriate Global Sales BDM / Account Manager to manage and assist with International Sales activities</p>	Domain	Data Domestic	Product Family	TID & Premium PackaTE	Product Code	Select the appropriate product variant
Domain	Data Domestic						
Product Family	TID & Premium PackaTE						
Product Code	Select the appropriate product variant						
QUALIFY SALES OPPORTUNITY	<b>Sales team reviews the opportunity against standardised criteria, and decides whether to pursue the opportunity.</b>	<a href="#">TE-A SOMP - Qualify</a>					
	<p>2. Classify Opportunity TE Only (Auto)</p> <p>When a MAXIM Opportunity Record is moved from Identify and Define to Qualify, MAXIM enabled business rules automatically classify the opportunity as a small, medium or large deal.</p>	<a href="#">TE-A SOMP - Qualify</a>					
	<p>3. Understand Customer Needs and Opportunity (AE/BDE)</p> <p>In TE, the Connecting Customer Value methodology is used to understand the customer's needs, the opportunity including the business drivers and decision makers in the organisation. The Customer Strategic Opportunity Plan template, in MAXIM, is used to capture and share this information with other resources assigned to the opportunity.</p>	<a href="#">TE Connecting Customer Value</a>					

SOMP Stage	Processes & Steps	Resources & Links
	<p>4. Engage (Qualification) Resources (AE/BDE)</p> <p>The AE/BDE must engage a Network Solution Sales Specialist for all opportunities.</p> <p>The Network Solution Sales Specialist will determine if a GS IS Solution Architect is to be engaged to assist in qualifying the opportunity.</p> <p>A GS IS Solution Architect Lead must be consulted on Standard solutions and engaged for non-standard or large solutions. Refer to the SA engagement matrix to determine whether SA should be engaged.</p>	<p><a href="#">TE-A SOMP - Qualify</a></p>
	<p>5. Refine Customer Requirements (Account Executive; Solution Architect &amp;/or Sales Specialist;</p> <p>Liaise with the customer to conduct needs analysis on their requirements to determine if Telstra Internet Direct is a suitable solution. Manage customer expectations regarding timeframes for delivery.</p> <p>High level customer requirements can be captured in the Customer Requirements Brief, available within OneHub. However the CRB is only mandatory for opportunities with non-standard solution elements.</p>	<p><a href="#">OneHub</a></p>
	<p>6. Develop Solution Strategy (Sales Specialist)</p> <p>Identify the product and service options that align with the customer's requirements.</p> <ul style="list-style-type: none"> <li>• For TID Premium Package Ethernet check availability using TESA <ul style="list-style-type: none"> <li>◦ ESAs listed as Unavailable are not yet supported by a local SEP POP.</li> </ul> </li> <li>• Request TID Feasibility for all Bandwidths &gt; 1Gbps from TID Capacity Planning</li> <li>• If a TID Premium Package OpticWave service is being offered; complete and submit TID 10Gbps/100Gbps Port Request to TID Capacity Planning</li> <li>• Request TID Feasibility where Product Manager approval has been provided to provide a TID Premium Package Ethernet service to an ESA not supported by SEP.</li> <li>• If a TID Lite is service is being offered confirm Lit Building status in TESA</li> </ul> <p>Request mandatory access product feasibility requests for new sites</p> <ul style="list-style-type: none"> <li>• Ethernet access - WideFeas</li> <li>• OpticWave access - WideFeas</li> </ul>	<p><a href="#">Telstra Internet Direct Offer Description Guide</a></p> <p><a href="#">Telstra Internet Direct Technical Guide</a></p> <p><a href="#">TESA</a></p> <p><a href="#">! TID Capacity Planning</a></p> <p><a href="#">TID 10Gbps/100Gbps Port Request</a></p> <p><a href="#">TESA</a></p> <p><a href="#">Widefeas</a></p> <p><a href="#">SQ Central</a></p>

SOMP Stage	Processes & Steps		Resources & Links
		<ul style="list-style-type: none"> <li>• Ethernet Lite access - SQ Central</li> <li>• Ethernet over NBN - ESQ or NBN Portal</li> </ul> <p>Identify Sales Business Case (SBC) requirement for complex solutions with large infrastructure build requirements. If a SBC is required, the solution is considered non-standard.</p> <p>Identify if non-standard product, service, implementation, billing or commercial solutions are required, using the instructions on the TE-A SOMP Intranet Site.</p>	<a href="#">ESQ</a>  <a href="#">TE-A SOMP - Qualify</a>
	<p>7. Review and Approve Opportunity (AE/BDE; TE Sales Manager and TE Proposal Board)</p>	<p>Opportunities for standard solutions do not require approval to progress to Develop.</p> <p>All TE medium deals with non-standard solution elements and all large deals are reviewed and approved by the AE/BDE's Sales Manager.</p> <p>TE MAXIM Opportunity records for medium deals with standard solution elements are submitted directly to the BRM team.</p> <p>TE medium deals with non-standard solution elements and all large deals must be presented to the Proposal Board for approval prior to progressing to the Develop stage.</p> <p>See the TE SOMP Intranet site for further information about non-standard solutions and the sales processes to follow.</p>	<a href="#">TE-A SOMP - Qualify</a> <a href="#">TE-A Bid Management</a>
	<p>8. Assign Resources for Develop (Sales Specialist Manager; BRM; Opportunity Owner)</p>	<p>In Premier Business, the owner of the opportunity is the Account Executive. In TE an Opportunity Owner, to own the opportunity from Develop to Prove and Close, is assigned based on the TE Opportunity Owner Matrix.</p> <ul style="list-style-type: none"> <li>- Sales Specialist Managers approve Sales Specialists to be opportunity owners in MAXIM</li> <li>- Account Executive/Business Development Executive is already involved in the opportunity and no MAXIM approval process is required</li> <li>- BRM Manager approves assignment of Deal Leads in MAXIM, after the Proposal Board has approved the opportunity.</li> </ul> <p>For standard solutions, resources can be requested by the Opportunity Owner via MAXIM, e.g. Billing Solution Design, Legal.</p>	<a href="#">TE-A SOMP - Qualify</a> <a href="#">TE-A Bid Management</a> <a href="#">TE-A Opportunity Owner Matrix</a> <a href="#">Phoenix Success Community</a> <a href="#">Phoenix QRCs</a>
DEVELOP	<b>Further develop the technical solution, formulate the pricing and develop the Proposal in</b>		<a href="#">TE-A SOMP - Develop</a>

SOMP Stage	Processes & Steps	Resources & Links
SOLUTION	<b>consultation with the customer and manage internal approvals</b>	
	9. Plan Proposal Development (Opportunity Owner and Sales Specialist)	The Opportunity Owner, Sales Specialist and any other members of the sales and deal team, agree opportunity timelines, deliverables and responsibilities to ensure the proposal can be developed in the required timeframe.
	10. Develop Detailed Solution Design (Sales Specialist)	<p>Detail all technical elements of the proposed solution. Use the product and technical collateral to detail the technical solution.</p> <p>If required, a network diagram can be developed by the Sales Specialist or Solution Architect.</p> <p>A Solution Architect may produce a conceptual design of the customer solution. If a High Level Design is required by the customer, this is not provided by the Solution Architect and Professional Services engagement may need to be costed into the solution to provide this.</p> <p>Review feasibility requests or submit if they have not already been initiated.</p>
	11. Manage Pricing - Strategic (Opportunity Pricing coordinated by Opportunity Owner. Product specific pricing managed by Sales Specialist)	<p>Confirm the Customer Site Charging Zone (where applicable for Premium Package)</p> <p>Use the Telstra Internet Direct Pricing Guide and TESA Solution Builder to price the confirmed technical solution.</p> <p>Where a domestic initiated Opportunity includes one or more Global IPVPN services, prepare the quote for the international service component using the International Pricing System (IPS).</p> <p><b>Always</b> consult with the Global Account Manager/BDM regarding the completeness of the IPS quote for the opportunity. There is variation in the ability of IPS to quote for Port <i>and</i> Access/local loop in different countries</p> <p>Pre Approved discounts are available in the Pricing Evaluation Tool (PET)</p> <p>Non standard discounts can be requested via the Customised Pricing team using the Non Standard Pricing Process. The Data Pricing Tool must be submitted with the NSP form.</p> <p><b>No discounting</b> is available for <b>TID Lite</b> or <b>TID Premium Package Promo 2019</b> pricing; including IP rewards and All 4 Biz</p>
		<p><a href="#">Requirements Mapper</a> <a href="#">SEER</a></p> <p><a href="#">Widefeas</a> <a href="#">SQ Central</a> <a href="#">ESQ</a></p> <p><a href="#">TESA</a> <a href="#">Telstra Internet Direct Pricing Guide</a></p> <p><a href="#">International Pricing System</a></p> <p><a href="#">PET</a> <a href="#">Enterprise Pricing</a></p>

SOMP Stage	Processes & Steps	Resources & Links
	<p>If the Wideband feasibility identifies in the Notes that a Minor Network Extension Charge applies:</p> <ul style="list-style-type: none"> <li>No further markup applies (<i>CW and FFS remain separate charges to the Minor Network Extension charge</i>)</li> <li>Download the Minor Network Extension Form from TESA</li> <li>Provide the form to the customer to sign and accept the charge</li> <li>Send the signed form to Wideband Planning</li> </ul> <p>If the feasibility process identified that an Enterprise Project customer contribution is required, email the feasibility result to: <b>! MIN Business Operations</b></p> <p>A TE-A MIN Sales Specialist will manage pricing approval of the customer contribution, development of a quote and development of a Enterprise Works Agreement.</p> <p>Note – if the capex expenditure of the opportunity is greater than \$2M or the customer contribution margin is to be discounted, a Sales Business Case will be required. The Opportunity Owner will manage development and approval of the SBC. See the TE Bid Management site for information about Sales Business Cases.</p>	<p><a href="#">! WB Planning Contracts</a></p> <p><a href="#">! MIN Business Operations</a></p>
12. Develop Proposal (Opportunity Owner)	<p>A quote can be produced from Data Pricing Tool. Any customer contribution will need to be manually added for presentation to the customer.</p> <p>If required, develop a customer proposal and/or presentation covering the confirmed solution design, pricing and value propositions.</p> <p>Where a domestic initiated Opportunity includes one or more Global Internet Direct services; include the IPS quote and any other associated quotes for any International solution components in the proposal.</p>	<p><a href="#">Telstra Internet Direct Customer Proposal content</a></p> <p><a href="#">OneHub</a></p> <p><a href="#">TE-A Publishing</a></p> <p><a href="#">WIZKIT</a> (for customer presentations)</p>
13. Obtain Approval for Proposal (Opportunity Owner)	<p>Approval to Submit (ATS) or SBC approval is required prior to proposing the solution to TE customers.</p> <p>Proposals are presented to the TE Proposal Board prior to commencement of customer presentations and negotiations</p>	<p><a href="#">TE-A Bid Management</a></p>

SOMP Stage	Processes & Steps	Resources & Links	
PROPOSE	<p><b>Present the Proposal to the customer, manage solution iterations then finalise the Agreement/Contract.</b></p>	<p><a href="#">TE-A SOMP - Propose</a></p>	
	<p>14. Manage solution iterations (Coordinated by Opportunity Owner. Specific solution changes managed by Sales Specialist)</p>	<p>If the solution changes during the propose stage, ensure the opportunity documentation is updated.</p> <p>If required feasibilities may need to be re-submitted, the technical solution re-confirmed and solution re-priced.</p> <p>Where the opportunity has been presented to the Proposal Board, and if a Sales Business Case has been created; these activities may have to be repeated with the amended solution.</p>	<p><a href="#">SBC Re Approval Checklist</a></p>
	<p>15. Prepare Agreement/ Contract (Opportunity Owner)</p>	<p>To have a new contract or contract variation prepared contact: GS Commercial &amp; Contract Operations for TE customers</p>	<p><a href="#">Commercial &amp; Contract Operations Contracting Process</a></p>
PROVE AND CLOSE	<p><b>Hand over sales information, and initiate ordering and implementation design.</b></p>		
	<p>16. Submit Contract (Opportunity Owner / Account Executive)</p>	<p>In MAXIM, close the opportunity as “Won” and create a MAXIM Contract Record.</p> <p>Submit the signed contract, and associated documentation:</p> <ul style="list-style-type: none"> <li>• Submit Contract to Billing for Implementation in OneHub</li> <li>• Post the original signed contract to the TE Contract Management Group.</li> <li>• If the Opportunity is not in OneHub submit the contract using the Customer Billing Solutions webform</li> </ul> <p><b><i>The Opportunity Owner will notify the Solution Lead, and Sales Specialist that the opportunity has been won or lost and to proceed with ordering</i></b></p>	<p><a href="#">TE-A SOMP - Prove and Close</a> <a href="#">Phoenix Success Community</a> <a href="#">Phoenix QRCs</a> <a href="#">OneHub</a> <a href="#">Commercial &amp; Contract Operations Contracting Process</a> <a href="#">Customer Billing Solutions webform</a></p>
	<p>17. Collate Ordering Information (Sales Specialist)</p>	<p>Complete the appropriate Telstra Internet Direct application form for your solution</p> <p>Telstra Internet Direct Standalone Application Form + Access product Application Form</p>	<p><a href="#">Telstra Internet Direct - Sales Catalogue</a></p>

SOMP Stage	Processes & Steps	Resources & Links
	<p>Telstra Internet Direct Premium Package Application Form</p> <p>Telstra Internet Direct Premium Package Application Form – Special Pricing</p> <p>Telstra Internet Direct Premium Package OpticWave Application Form - Acquisition</p> <p>Telstra Internet Direct Premium Package OpticWave Application Form - Retention</p> <p>Telstra Internet Direct Multisite Application Form</p> <p>Telstra Internet Direct Lite Application Form</p> <p><b>Note:</b> <i>If an MDN, NGFW or Meraki managed device is ordered for connection to this TID service; the appropriate check box must be selected on the TID application form.</i></p> <p>If TID PP OW: TID 10Gbps/100Gbps Port Request that has been received back from TID Capacity Planning</p> <p>Where a domestic initiated Opportunity includes one or more Global Internet Direct services;</p> <ul style="list-style-type: none"> <li>Complete the Global Internet Direct Application form.</li> </ul>	<p><a href="#">TID Lite Application Form</a></p> <p><a href="#">TID 10Gbps/100Gbps Port Request</a></p> <p><a href="#">Global Internet Direct Application form</a></p>
	<p>18. Engage Customer Project Manager (Sales Specialist)</p> <p>A Customer Project Manager is not required for Telstra Internet Direct services unless:</p> <ul style="list-style-type: none"> <li>The TID service has an OpticWave access, or</li> <li>It is a part of a larger solution requiring a Project Manager.</li> </ul> <p>Request a Customer project Manager using Project Portfolio Manager (PPM)</p>	<p><a href="#">CPM Engagement Criteria</a></p> <p><a href="#">Project Scale Definitions</a></p> <p><a href="#">NIMS</a></p> <p><a href="#">PPM</a></p> <p><a href="#">PPM QRC</a></p>
<p>19. Submit Sales Order (Sales Specialist)</p> <p>Note 1 Contract required for:</p> <ul style="list-style-type: none"> <li>Non Standard Pricing on 2015 Pricing Plan</li> </ul>	<p>Submit complete Application Form, signed by the customer to the appropriate TID Provisioning team.</p> <p>Mandatory attachments to the email with the application form:</p> <ul style="list-style-type: none"> <li>Feasibility Case ID (Widefeas or SQ Central ID)</li> <li>TID Lite Lit Building ID (TESA (LB-nnnnnnnn-MDF/SUB))</li> <li>Minor Network Extension Charge where applicable</li> </ul>	

SOMP Stage	Processes & Steps	Resources & Links
	<ul style="list-style-type: none"> <li>Any Premium Package service prior to 2015 Pricing Plan</li> <li>Non Standard Pricing for Standalone TID service prior to 2015 Pricing Plan</li> </ul> <p>Note 2 Any TE-A request with discounted pricing (PET or Customised pricing discount) requires submission of the <i>TID Contract and Non Standard Pricing Request</i> webform as well as the standard application form/IPOT/MAXIM Sales Order to ensure accurate pricing is applied to the customer service.</p> <ul style="list-style-type: none"> <li>DPT / TESA quote</li> <li>Data Service Schedule (if discounted pricing is applicable)</li> <li>Contract <sup>Note 1</sup></li> <li>If TID PP OW: TID 10Gbps/100Gbps Port Request that has been received back from TID Capacity Planning</li> </ul> <p><b>Premium Package</b></p> <p>Premier Business - email to Business Care  TE-A - email to Internet Direct Data  TE-A Discounted Pricing <sup>Note 2</sup> - email + webform</p> <p>Include TID Premium Package Application Form and mandatory attachments listed above</p> <p><b>Standalone with IP Gateway</b></p> <p>Premier Business - MAXIM Sales Order  TE-A Inside Sales - MAXIM Sales Order  TE-A - IPOT  TE-A Discounted Pricing <sup>Note 2</sup> - IPOT/MAXIM S O + webform</p> <p>Attach TID Application Form and mandatory attachments listed above</p> <p><b>Standalone with other access types</b></p> <p>Premier Business - email to Business Care  TE-A - email to Internet Direct Care  TE-A discounted Pricing <sup>Note 2</sup> - email + Webform</p> <p>Include TID Application Form, Access product Application form and mandatory attachments listed above</p> <p><b>Global Internet Direct</b></p> <p>Where a domestic initiated Opportunity includes one or more Global Internet Direct services;</p> <ul style="list-style-type: none"> <li>Send the Global Internet Direct Application form to the Global BDM.</li> </ul>	<p><a href="#">TID 10Gbps/100Gbps Port Request</a></p> <p><a href="mailto:Business.Care@team.telstra.com">Business.Care@team.telstra.com</a></p> <p><a href="mailto:InternetDirectData@team.telstra.com">InternetDirectData@team.telstra.com</a></p> <p><a href="#">Non Standard Pricing Request Webform</a></p> <p><a href="#">MAXIM QRC</a></p> <p><a href="#">IPOT</a></p> <p><a href="#">Non Standard Pricing Request Webform</a></p> <p><a href="mailto:Business.Care@team.telstra.com">Business.Care@team.telstra.com</a></p> <p><a href="mailto:InternetDirectData@team.telstra.com">InternetDirectData@team.telstra.com</a></p> <p><a href="#">Non Standard Pricing Request Webform</a></p> <p><a href="#">Global Internet Direct Application form</a></p>

### 2.3 Add, Move and Change Scenarios

The following Add, Move and Change scenarios are applicable to Telstra Internet Direct . In all add, upgrade and modify scenarios, the Telstra Internet Direct service must be covered by the customer's existing contract or new pricing and a contract variation will be required.

Scenario	Processes & Steps	Resources & Links
Relocation	<p>Request a Feasibility; required for the new access path</p> <p>Complete the appropriate TID Application form</p> <ul style="list-style-type: none"> <li>Select Order Type of <b>Internal</b> or <b>External Relocation</b> in the Service Detail section</li> </ul> <p>Submit TID Application form to the appropriate TID Provisioning team</p> <ul style="list-style-type: none"> <li>Attach a copy of the current contract or contract variation</li> <li>Attach Widefeas Case ID (WF-xxxx)</li> </ul>	<p><a href="#">Widefeas</a></p> <p><a href="#">SQ Central</a></p> <p><a href="#">Telstra Internet Direct - Sales Catalogue</a></p> <p><a href="mailto:business.care@team.telstra.com">business.care@team.telstra.com</a></p> <p><a href="mailto:InternetDirectData@team.telstra.com">InternetDirectData@team.telstra.com</a></p>
Change of Access (e.g. Ethernet Lite to Ethernet MAN)	<p>Treat as New Service.</p> <ul style="list-style-type: none"> <li>Feasibility –(Widefeas for Wideband access, SQ Central for Ethernet Lite)</li> <li>Relevant TID Application form to advise existing TID Fnn to be migrated</li> <li>Contract</li> <li>Request for Cancellation of existing Carriage service is required after completion of the Connection of the new carriage service.</li> </ul> <p>Submit relevant TID application form to the appropriate TID Provisioning team.</p> <ul style="list-style-type: none"> <li>Attach a copy of the current contract or contract variation <ul style="list-style-type: none"> <li>Ensure the contract covers the requested product variant and features or a new contract or variation will be required.</li> </ul> </li> </ul>	<p><a href="#">Widefeas</a></p> <p><a href="#">SQ Central</a></p> <p><a href="#">Telstra Internet Direct - Sales Catalogue</a></p> <p><a href="mailto:business.care@team.telstra.com">business.care@team.telstra.com</a></p> <p><a href="mailto:InternetDirectData@team.telstra.com">InternetDirectData@team.telstra.com</a></p>
Bandwidth Change	<p>Complete the relevant TID Application form</p> <ul style="list-style-type: none"> <li>Select Order Type of <b>Bandwidth Upgrade</b> or <b>Downgrade</b> in the Service Details section</li> <li>Enter the new Bandwidth under the Service Plan section</li> </ul> <p>Submit relevant TID Application form to the appropriate TID Provisioning team</p> <ul style="list-style-type: none"> <li>Attach a copy of the current contract or contract variation</li> </ul>	<p><a href="#">Telstra Internet Direct - Sales Catalogue</a></p> <p><a href="mailto:business.care@team.telstra.com">business.care@team.telstra.com</a></p> <p><a href="mailto:InternetDirectData@team.telstra.com">InternetDirectData@team.telstra.com</a></p>

Scenario	Processes & Steps	Resources & Links
	<ul style="list-style-type: none"> <li>○ Ensure the contract covers the requested bandwidth or a new contract or variation will be required.</li> </ul>	
Allowance Change	<p>Complete the relevant TID Application form</p> <ul style="list-style-type: none"> <li>• Select Order Type of <b>Allowance Change</b> in the Service Detail section</li> <li>• Enter the Allowance change requirement under Specify Order Details in the Service Details section</li> </ul> <p>Submit relevant TID Application form to the appropriate TID Provisioning team</p> <ul style="list-style-type: none"> <li>• Attach a copy of the current contract or contract variation <ul style="list-style-type: none"> <li>○ Ensure the contract covers the requested bandwidth or a new contract or variation will be required.</li> </ul> </li> </ul>	<p><a href="#">Telstra Internet Direct - Sales Catalogue</a></p> <p><a href="mailto:business.care@team.telstra.com">business.care@team.telstra.com</a></p> <p><a href="mailto:InternetDirectData@team.telstra.com">InternetDirectData@team.telstra.com</a></p>
Cancellation	<p>Early Termination Charges (ETCs) may be applicable according to the customer's contract. ETCs must be discussed with the customer prior to submitting the cancellation request. (See note next page on waiving ETCs)</p> <p>Complete the relevant TID Application form</p> <ul style="list-style-type: none"> <li>• Select Order Type of <b>Cancel Service</b> in the Service Detail section</li> </ul> <p>Attach the following mandatory information/documents:</p> <ul style="list-style-type: none"> <li>• Customer Authorisation to cancel</li> <li>• Cancellation Date of Effect</li> <li>• any applicable ETC charges</li> </ul> <p>Submit relevant TID Application form to the appropriate TID Provisioning team, include any applicable ETC charges on the form</p> <p><b>Waiving of ETCs:</b></p> <p>Any requests to waive ETCs must be emailed to the Customized Pricing Team. Provide the following information in the email.</p> <ol style="list-style-type: none"> <li>a. What you are seeking waiver for (i.e. TID ETC waiver or TID Relocation fee waiver of \$x for y months for FNN###)</li> <li>b. Why should it be waived (e.g. Customer has relocated and is taking up a new service, ordering additional service which generates \$x revenue over y years, therefore Telstra will earn more than the waived relocation fee .....).</li> </ol>	<p><a href="#">Telstra Internet Direct Pricing Guide</a></p> <p><a href="#">Telstra Internet Direct - Sales Catalogue</a></p> <p><a href="mailto:business.care@team.telstra.com">business.care@team.telstra.com</a></p> <p><a href="mailto:InternetDirectData@team.telstra.com">InternetDirectData@team.telstra.com</a></p> <p><a href="#">! PET Pricing Escalation</a></p>

Scenario	Processes & Steps	Resources & Links
Change of Ownership	<p>Submit Change of Ownership requests to Customer Service Delivery. A change of ownership form must be signed by both the current and new customer authorised representatives.</p> <p>This will change the name and billing accounts on the customer service but may not carry across existing pricing/discount arrangements to the incoming customer</p> <p>Review the outgoing customer service pricing and discount arrangement and compare with that for the incoming customer. A contract variation or separate Business Service Agreement may be required for this product for the incoming customer if the previous price point is to be maintained.</p>	<p><a href="#">Change of Ownership (Lessee) Process</a></p>
Global Internet Direct Change/ Cancellation/ Renewal	<p>Where a domestic initiated Opportunity requires a Change to one or more Global Internet Direct services:</p> <ul style="list-style-type: none"> <li>• Engage a Global BDM</li> <li>• Quote the change in IPS and with the assistance of the Global BDM for local loop requirements</li> <li>• Complete the Global Internet Direct Application form <ul style="list-style-type: none"> <li>○ Select Order Type of Variation, Renewal, Cancellation as appropriate</li> </ul> </li> <li>• Send the completed Application form to the Global BDM</li> </ul>	<p><a href="#">Global Sales Engagement List</a>  <a href="#">International Pricing System</a>  <a href="#">Global IPVPN Application form</a></p>

## 2.4 Feasibility

### Ethernet

Use the [Widefeas](#) tool to request a wideband feasibility for the service. From the IP & Ethernet Product Family, select the TID Ethernet product and the Access options that match your location and bandwidth requirement. Refer to the table below to identify which options apply for TID Premium Package Ethernet.

Refer to the appropriate Sales Process Guide where other access products are used with TID Standalone.

Product Family	Product	Diversity/Access Options
IP & Ethernet	TID Premium Package Ethernet	Single Uplink
		Dual Uplink - Standard
		Dual Uplink - Fully Redundant

**Product Details**

Product fields have been defaulted to first values in Product Matrix. Please change as required.

Family of Products	IP & Ethernet	*	
Product	TID Premium Package Ethernet	*	
Diversity/Access options	Dual Uplink – Fully Redundant	*	
Service Bandwidth	2	*	
Access Fibre Diversity Required	Option 1 Diversity	*	?
Interface Type	10/100Base-TX	*	
Service Availability (SLG)	99.900	*	
MTU Size	1546	*	
Two Separate Services with Diversity	<input type="radio"/> Yes <input type="radio"/> No		?
<b>- Service Assurance Level</b>			
SLA*	S430 - Business Plus		

## Ethernet TID Lite

Enter the customer site address into TESA Zone lookup

Click on the View capacity & qualifications button



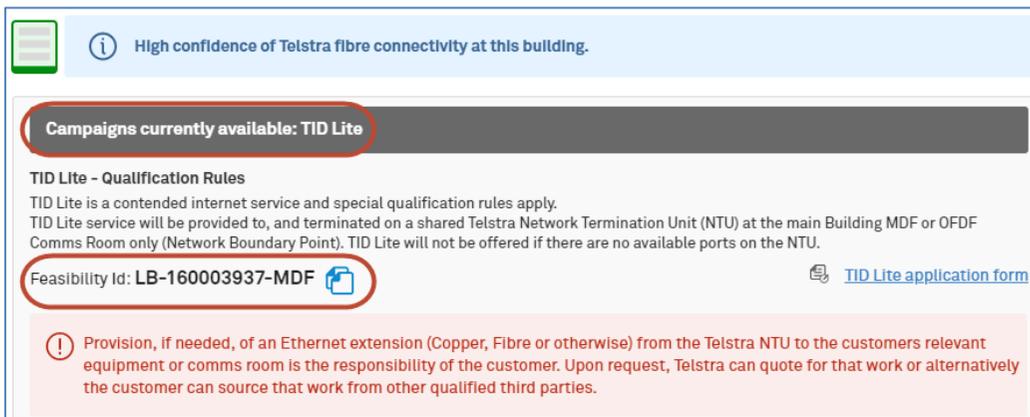
High confidence of Telstra fibre connectivity at this building. [View capacity & qualifications](#)

**Campaigns currently available to drive growth on Lit Buildings: TID Lite**  
We need to embrace the concept of selling more services on existing infrastructure, which we classify as "Lit Building" or "On-Net". Our competitors (e.g. Vocus, TPG) already market offers in two flavours(On-net and Off-net). We are creating new offers and campaigns to drive demand and growth on our Lit Buildings.

If TID Lite is available, it will be listed beside Campaigns currently available

The TID Lite feasibility ID will be listed with a suffix of either; MDF or SUB which identifies whether the feasibility is valid to the building MDF or the provided subaddress

The TID feasibility ID will be entered on the Application form instead of a Widefeas Case ID



High confidence of Telstra fibre connectivity at this building.

**Campaigns currently available: TID Lite**

**TID Lite - Qualification Rules**  
TID Lite is a contention internet service and special qualification rules apply.  
TID Lite service will be provided to, and terminated on a shared Telstra Network Termination Unit (NTU) at the main Building MDF or OFDF Comms Room only (Network Boundary Point). TID Lite will not be offered if there are no available ports on the NTU.

Feasibility Id: **LB-160003937-MDF**  [TID Lite application form](#)

**!** Provision, if needed, of an Ethernet extension (Copper, Fibre or otherwise) from the Telstra NTU to the customers relevant equipment or comms room is the responsibility of the customer. Upon request, Telstra can quote for that work or alternatively the customer can source that work from other qualified third parties.

Premium Package OpticWave

Use [Widefeas](#) to request a wideband feasibility for the service. From the Wavelength Product Family, select the TID OpticWave Premium Package product and the Access options that match your location and bandwidth requirement. Refer to the table below to identify which options apply for TID OpticWave Premium Package. Refer to the appropriate Sales Process Guide where other access products are used with TID Standalone.

Product Family	Product	Diversity/Access Options
Wavelength	TID Premium Package OpticWave	No Access Diversity
		Access Diversity

No Access Diversity required

Product Details

Product fields have been defaulted to first values in Product Matrix. Please change as required.

Family of Products	Wavelength	*
Product	TID Premium Package OpticWave	*
Diversity/Access options	No Access Diversity	*
Service Bandwidth	2000	*
Access Fibre Diversity Required	Option 3 NDF,SLC,STID	* ?
Interface Type	10G Base LR/LW (SMOF) for 10Gbit	*
Service Availability (SLG)	99.700	*
Direct Fibre Termination From Exchange	<input type="radio"/> Yes <input type="radio"/> No	*
Two Separate Services with Diversity	<input type="radio"/> Yes <input type="radio"/> No	* ?
- Service Assurance Level		
SLA*	\$430 - Business Plus	

Access Diversity

Product Details

Product fields have been defaulted to first values in Product Matrix. Please change as required.

Family of Products	Wavelength	*
Product	TID Premium Package OpticWave	*
Diversity/Access options	Access Diversity	*
Service Bandwidth	4000	*
Access Fibre Diversity Required	Option 1 DF,DLC,DTID	* ?
Interface Type	10G Base LR/LW (SMOF) for 10Gbit	*
Access	Diverse Access	*
Service Availability (SLG)	99.950	*
Direct Fibre Termination From Exchange	<input type="radio"/> Yes <input type="radio"/> No	*
Two Separate Services with Diversity	<input type="radio"/> Yes <input type="radio"/> No	* ?
- Service Assurance Level		
SLA*	\$430 - Business Plus	

Option 1*	Diverse Fibre, Diverse Line Card, Diverse TID PoP	(DF,DLC,DTID)
Option 2*	Non Diverse Fibre, Diverse Line Card, Diverse TID PoP	(NDF,DLC,DTID)
Option 3	Non Diverse Fibre, Single Line Card, Single TID PoP	(NDF,SLC,STID)

\*This involves activating multiple TID Services and each service will be charged in accordance with the product price list.

- Only Unprotected services will be offered as the OpticWave Access.
- Incremental 10G OpticWave links above 40G will be assessed by Wideband whether it can be delivered via incremental 10G or conversion to 100G. This is dependent on Telstra infrastructure and customer equipment.
- The Service Bandwidth selected for any feasibility request with Access Diversity will be the total bandwidth delivered to the customer across Diverse Unprotected OpticWave accesses
- A [TID 10Gbps/100Gbps Port Request](#) form must be completed and sent to ! TID Capacity Planning prior to ordering a TID Premium Package OpticWave service. TID Capacity Planning will nominate a Port or Ports for use in the order and return this to the Sales requestor. This form must be included with the application form when it is sent to the TID provisioning team.

#### Customer Contributions

- WideFeas will indicate if a customer contribution is required
- The WideFeas Tool will indicate in the comments field of the feasibility result if either an Enterprise Project or Minor Network Extension contribution is required. Only one contribution will be sought at any one time, there may also be no requirement for any contribution in which case you be advised to Proceed To Order.
- If an EP contribution is required it will be indicated, in the comments field of the WideFeas result as:  
*"Customer contribution of \$X required...."*
- If a Minor Network Extension contribution is required it will also be indicated in the comment field of the WideFeas result as follows:  
*"Minor Network Extension identified. \$1.5K Minor Network Extension to be applied to directly to customer quote in TESA. No further mark-up required. CW and FFS to be determined at time of order."*

#### Ethernet Lite

Use the [SQ Central](#) tool to request a feasibility for a TID Premium Package Ethernet Lite. Feasibilities are mandatory for all Ethernet Lite orders.

#### Ethernet over NBN

Use the [Enhanced Service Qualification](#) (ESQ) tool to confirm the availability of NBN  
Order entry may only progress if ESQ results identify that the required access type is available.

For Ethernet over NBN; NBN Internet must be **Available** with a Technology type of **FTTP, FTTN, FTTB or FTTC**.

TID Premium Package is **unavailable** on Broadband NBN.

NBN Internet	<b>Available</b> <input type="checkbox"/>	
	<b>Reason</b>	NBN is serviceable at this address
	<b>RFS Date</b>	03/10/2012
	<b>Comments</b>	<b>NFAS TC1 Indicator</b> NFAS TC1 High Speed Tiers (greater or equal to 2Mbps):Yes
		<b>NFAS TC2 Indicator</b> TC2 Capacity:40Mbps
	<b>Comments</b>	<b>NFAS TC4 Indicator</b> NFAS TC4 High Speed Tiers (greater or equal to 250Mbps):Yes
	<b>Technology</b>	FOTP
	<b>Max Available Speed</b>	Unknown
<b>NTD ID</b>	NTD000004691709	

TC2 (Ethernet over NBN) = Ethernet Lite symmetrical service with quality of service

TC4 (Broadband NBN) = ADSL asymmetrical service without quality of service

## 2.5 Charge Zone

Refer to TESA (Telstra Essential Sales Assistant) for the correct zone to manage pricing of the solution.

Enter the service address into TESA

ESAs can be determined by entering the customer property address into the Telstra ADBoR (Address Database of record) [e-EAST](#)

Example: TESA ; Telstra Internet Direct Premium Package

Zones for alternate TID accesses of OpticWave and Ethernet Line are also available here

ADBoR ID: 160003937	NBN-LOC ID:	ESA: EXHN	Lat/Long: -37.813833, 144.972722
<b>Product Zones</b>   NBN Data   <a href="#">View product zone comments</a>			
BIP/CIP Post Feb 1 '16: ZONE 1 Earlier versions: BIP/CIP Jun '15 to Feb 1 '16: CBD BIP/CIP Pre Jun '15: CBD	<b>TID: *Promo* - CBD</b> <b>TID/TID Lite Eth Post March 1 '18: *Promo* - ZONE 1</b> TID over NBN: ZONE 1 IP MAN: CBD GWIP: METRO MDN: URBAN Assurance SLA: URBAN	E-MAN: CBD E-LINE: CBD OpticWave Zone: CBD OpticWave Area: Metro Cloud Direct Connect: EAST COAST DVN: METRO National Ethernet: Metro	
BIP/CIP Ethernet over NBN Post Feb 2 '16: ZONE 1 Earlier versions: BIP/CIP Ethernet over NBN Pre Feb 2 '16: ZONE 1			
*Promo* Campaign price for ESA			

TID Premium Package Ethernet zoning changes from March 1st 2018.

- TID = Pre March 1<sup>st</sup> 2018 Geographical zone
- TID/TID Lite Eth Post March 1 '18 = Post March 1<sup>st</sup> 2018 numerical zone

TID Premium Package Ethernet Fully Redundant access type are only available in CBD and Metro zones / Zone 1 and Zone 2 except for Metro ESAs noted in the zone tool as Metro – Single Uplink Only as these are outside a capital city infrastructure footprint.

TID Premium Package Ethernet is only available as a single uplink access type in Urban and Regional zones/ Zone 3 and Zone 4.

SEP transmission infrastructure deployed from late 2016 has extended the TID backhaul capacity to ESAs outside metropolitan areas. Where this technology is unavailable the ESA will be displayed as Not Available for TID Premium Package Ethernet.

Alternate access products should be used in these areas.

## 2.6 Quoting

Quotes are developed in the Data Pricing Tool or TESA

Example: Data Pricing Tool; **Telstra Internet Direct Premium Package Ethernet** with 10M Bandwidth and 500GB Download and TID Standalone with Frame Relay access and 500GB Download

Technology					Qty
TID Premium Package	Ethernet DU Metro	Fully Redundant	10M	500GB	1
TID	Tiered Pricing	Frame Relay		500GB	1
<b>Total Cost:</b>					

Pre Approved discounts are available for TID in the Pricing Evaluation Tool (PET)  
Upload the DPT into PET to apply pre approved discounts.

**No discounting** is available for **TID Lite** or **TID Premium Package Promo 2019** pricing; including IP rewards and All 4 Biz

Example: Data Pricing Tool; **Telstra Internet Direct Premium Package OpticWave**, Acquisition, with 10G Bandwidth and Unlimited Download

The service location is in TID Ethernet Premium Package Zone 1 and an OpticWave zoning of Route 0 Zone 1 as identified in the Charge Zone tool or T-ESA

Technology					Qty
TID Premium Package	OpticWave Unprotected	TID Z1 OW Route 0 Z1	Acquisition	10 Gbps Unlimited	1

If the customer wants diversity and hence 20G setup as a LAG, quote 2 x TID Premium Package OpticWave services, each with a 10G plan which will be provisioned as 2 x 10G OpticWave services.

### International Quotes are developed in the International Pricing System (IPS)

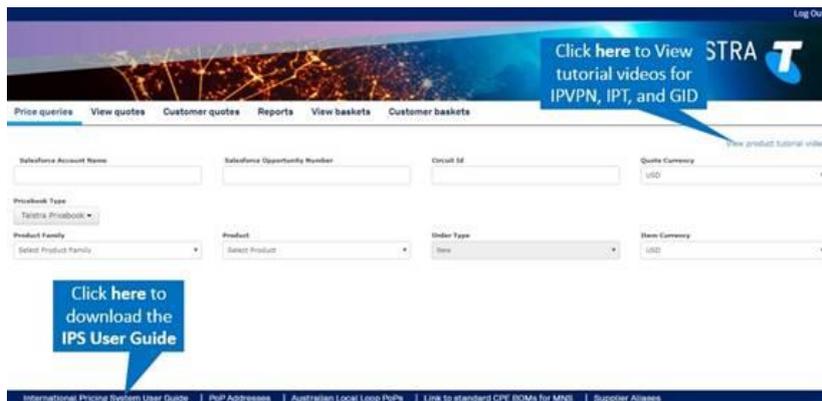
The IPS User Guide and Global IPVPN (International Business IP) quoting instructional videos are available within the [IPS Portal](#)

Always consult with the Global Account Manager/BDM regarding the completeness of the IPS quote for the opportunity. There is variation in the ability of IPS to quote for Port and Access/local Loop in different countries.

Log in to the Telstra C<sup>3</sup> Portal

Click on the Pricing Portal icon





## 2.7 Ordering

Once the customer has accepted the quoted service and signed the contract, the Telstra Internet Direct application form may be completed for submission for activation.

Where TID is ordered as an IPVPN – Internet Gateway, follow the following

- TE-A complete an IPOT; IPVAS worksheet and email '! TEG Netcracker Order Entry'. Refer example below
  - Application form and Contract/Variation to be attached
- For Global Internet Direct; All domestic Sales teams complete the [Global IPVPN Application form](#) and send it to the engaged Global BDM

Where an MDN, NGFW or Meraki managed device is ordered for connection to this TID service; the appropriate check box must be selected on the TID application form.

This ensures that the orders are linked and the the TID is not billed prior to the managed device being commissioned.

<p><b>Managed Next Generation Firewall (Managed NGFW)</b> is a security solution bundle including firewall, intrusion prevention system, deep packet inspection technology, application security, mobile device connectivity, content security and 24/7 service coverage.</p>	<p><b>Managed Next Generation Firewall</b></p> <p><input checked="" type="checkbox"/> I require Managed NGFW (we will contact you for further details in the coming days)</p>
<p><b>Managed Next Generation Firewall (Managed NGFW)</b> is a security solution bundle including firewall, intrusion prevention system, deep packet inspection technology, application security, mobile device connectivity, content security and 24/7 service coverage.</p>	<p><b>Managed Next Generation Firewall</b></p> <p><input checked="" type="checkbox"/> I require Managed NGFW (we will contact you for further details in the coming days)</p>

Example: IPOT; Telstra Internet Direct

IPVAS		
VAS Package	Connection Type	Standard Internet Gateway
	Comments	
	Action	New
	FNN	
	Customer Required Date	
	Billing Account Number	1234567899
	Extranet Remote End	
	IPVAS Bandwidth	50M
	IPVAS Pricing	Tiered
	GB Allowance	100
	Other Pricing	
	Migrate Existing TID link	No
	FNN of existing TID link	No
	Redundancy Required	No
	Preferred PoP	Brisbane
	Organisation Type	Corporate/Commercial
	Internet Domain Name	tidtest.com.au
	Primary DNS Server Address	
Secondary DNS Server Address		
Initiating Host Address		
Receiving Host Address		
Receiving Host Port		

Where TID is for Premium Package or Stand alone which is not related to IP Gateway

Send Application form together with relevant documents, including Contract/variation, Feasibility Case ID, TID capacity feasibility, to the relevant Provisioning team :

- C&SB Customers [business.care@team.telstra.com](mailto:business.care@team.telstra.com)
- TE-A Customers [InternetDirectData@team.telstra.com](mailto:InternetDirectData@team.telstra.com)

**Note:** Where TE-A apply any discount to the TID list price, either via PET or the customised pricing team, the *TID Contract and Non Standard Pricing Request* webform must be completed and submitted in parallel to the IPOT/MAXIM Sales Order/Application form to ensure the discounting is applied correctly to the service account.

Include the TRN received after Application Form or IPOT submission, or the MAXIM Sales Order number on the webform.

### 3 APPENDIX

#### 3.1 Contacts

Use the following contact details to get further support:

Contact Title	Contact Method	
<a href="#">Ally Chang</a> – Product Manager	Phone or Email	(02) 9866 2839
<a href="#">Campbell Morkham</a> – Network Solutions Sales Manager, Enterprise & BCS	Phone or Email	(03) 8697 4853

#### 3.2 Escalation Scenarios

During the sale you may need to escalate to others. For example:

Scenario	SOMP Stage	Escalate to:

### 3.3 Glossary

Term	Definition
CBD	Central Business District
DPT	Data Pricing Tool
ESA	Exchange Service Area
ESQ	Enhanced Service Qualification Tool
IPOT	IP Product Ordering Tool
NBN	National Broadband Network
PET	Pricing Evaluation Tool
SEP	Strategic Ethernet Platform
SQ Central	Ethernet Lite Service Qualification Tool
TE-A	Telstra Enterprise – Australia (Domestic)
TESA	Telstra Essential Sales assistant
Widefeas	Wideband Feasibility Tool

### 3.4 Document Control

Version	Change	Who	Date
1.0	Develop	Phillip Baker	30/06/2015
1.1	Add reference to OneHub and new Customer Billing webform	Phillip Baker	29/11/2016
1.2	Update Intended audience to include PB Sales Support specialist (SSS) and steps 17, 18, 19 to SSS as well as ACTS plus notes Updated for SEP – removed reference to TID Capability Matrix. Added SEP comments to Charge Zone section. Updated Widefeas screen shot	Phillip Baker	14/12/2016
1.3	Add reference to managed device check boxes on application forms in 2.2 step 17 Collate ordering information and 2.7 Ordering	Phillip Baker	18/07/2017
2.0	Add Global Internet Direct Australia Out process, Change TE to TE, PB to Premier Business	Phillip Baker	24/11/2017
3.0	Add TID Premium Package Ethernet over NBN, update Charge Zone Tool screen shot, reference new zone structure	Phillip Baker	26/02/2018
4.0	Add NBN Feasibility section with FTTC	Phillip Baker	06/12/2018
5.0	Update Contract Operations URLs Change MAXIM opportunity to Phoenix Remove reference to Premier Business Change Product manager to Chris Separovic	Phillip Baker	22/01/2019
6.0	Change Project Management Engagement tool from ePL to PPM and update Project Delivery Unily URLs	Phillip Baker	12/02/2019
7.0	Add TID Premium Package OpticWave	Phillip Baker	19/03/2019
8.0	Add ETC Waiver instructions	Phillip Baker	12/04/2019
9.0	Add requirement for TID	Phillip Baker	16/04/2019

	10Gbps/100Gbps Port Request form		
10.0	Add TID Lite Replace Charge Zone Tool with TESA for Zone lookup	Phillip Baker	13/08/2019