

Telstra Internet Direct

Quick Hit

Oct 2020

Kamal Bath – TID Product Marketing
Sharon Misquitta – TID Product Manager
Petre Comanita – TID Product Marketing



What's new - Highlights



With the launch of Adaptive Networks on September 30 2020, we are also releasing new prices for TID, TID Lite and BIP on the old bundle offers. The aim around the new prices was to get as close to Adaptive Network prices as possible but a small difference may still pop up for certain speeds. Along new prices there are some other important changes taking effect:

- ❑ **TID Promo** is no longer available for new customers – we made the Promo as the new list prices

Note: existing customers remain on the Promo until their contracts end

- ❑ A new **Application form** with the new prices is available [here](#)

- ❑ **PET** will be ready early December.

Note: if a BSA/CSA is needed please use PET with the Pre-Oct 2020 prices and engage Customised Pricing for extra discounts

- ❑ TID has now 3 zones, simplified down from 4 and aligned with Adaptive Networks

- ❑ TID and TID Lite has now also a new installation charge system, based on Wideband Category and not zone

Note: the incentive of 50% reduction in installation charges for 2 year contracts and 100% for 3 years is still in place

- ❑ Multi-product discount is still available for both TID and TID Lite bundles and it is now 20%. If possible, the Adaptive Networks is the better construct for customers with hybrid networks (BIP, TID, TID Lite)



TID new prices – Single Uplink

TID new prices available through the new Application Form (available on Solution Catalogue)

Product	Type	Zone	Speed	12 months Price/month ex GST	24 months Price/month ex GST	36 months Price/month ex GST
TID Premium Packages	Single Uplink	Zone 1	50	760	\$737	\$699
TID Premium Packages	Single Uplink	Zone 1	100	830	\$805	\$764
TID Premium Packages	Single Uplink	Zone 1	200	1,030	\$999	\$948
TID Premium Packages	Single Uplink	Zone 1	400	1,275	\$1,237	\$1,173
TID Premium Packages	Single Uplink	Zone 1	600	1,515	\$1,470	\$1,394
TID Premium Packages	Single Uplink	Zone 1	800	1,745	\$1,693	\$1,605
TID Premium Packages	Single Uplink	Zone 1	1000	1,865	\$1,809	\$1,716
TID Premium Packages	Single Uplink	Zone 2	50	990	\$960	\$911*
TID Premium Packages	Single Uplink	Zone 2	100	1,085	\$1,052	\$998
TID Premium Packages	Single Uplink	Zone 2	200	1,290	\$1,251	\$1,187
TID Premium Packages	Single Uplink	Zone 2	400	1,540	\$1,494	\$1,417
TID Premium Packages	Single Uplink	Zone 2	600	1,790	\$1,736	\$1,647
TID Premium Packages	Single Uplink	Zone 2	800	2,020	\$1,959	\$1,858
TID Premium Packages	Single Uplink	Zone 2	1000	2,145	\$2,081	\$1,973
TID Premium Packages	Single Uplink	Zone 3	50	1,700	\$1,649	\$1,564
TID Premium Packages	Single Uplink	Zone 3	100	1,895	\$1,838	\$1,743
TID Premium Packages	Single Uplink	Zone 3	200	2,490	\$2,415	\$2,291
TID Premium Packages	Single Uplink	Zone 3	400	3,440	\$3,337	\$3,165
TID Premium Packages	Single Uplink	Zone 3	600	4,525	\$4,389	\$4,163
TID Premium Packages	Single Uplink	Zone 3	800	5,120	\$4,966	\$4,710
TID Premium Packages	Single Uplink	Zone 3	1000	5,705	\$5,534	\$5,249

Prices before Oct 2020 (3 years)
\$799
\$849
\$1,099
\$1,579
\$2,049
\$2,529
\$2,999

*Note: in one single instance, for one bandwidth, due to re-zoning and re-pricing, the pricing went up compared to previous interval. TID SU 50Mbps zone 2 (previously zone 3 \$850) is now \$950

PET will be updated with the new prices in early December. If any deals need a contract generated through PET in the meantime and can't be accommodated through the application form you can either use the old prices in PET and engage NSP for an additional discount to bring them to the above levels or offer the customer the Adaptive Networks prices.

TID new prices – Fully redundant

TID new prices available through the new Application Form (available on Solution Catalogue)

Product	Type	Zone	Speed	12 months Price/month ex GST	24 months Price/month ex GST	36 months Price/month ex GST
TID Premium Packages	Fully redundant	Zone 1	50	1,205	\$1,169	\$1,109
TID Premium Packages	Fully redundant	Zone 1	100	1,315	\$1,276	\$1,210
TID Premium Packages	Fully redundant	Zone 1	200	1,545	\$1,499	\$1,421
TID Premium Packages	Fully redundant	Zone 1	400	1,910	\$1,853	\$1,757
TID Premium Packages	Fully redundant	Zone 1	600	2,270	\$2,202	\$2,088
TID Premium Packages	Fully redundant	Zone 1	800	2,620	\$2,541	\$2,410
TID Premium Packages	Fully redundant	Zone 1	1000	2,795	\$2,711	\$2,571

TID new installation charges

TID and TID lite has now also a new installation charge system, based on Wideband Category and not zone

- Basic installation – Cat 1 and Cat 2
- Complex installation – Cat 3
- Cat 4 automatically falls under Enterprise works agreement

Installation charges are reduced by 50% for 24 months contracts and 100% for 36 months

New install charges

		12 Month		24 Month		36 Month	
		Basic	Complex	Basic	Complex	Basic	Complex
TID Premium Packages	Single Uplink	\$ 3,600	\$ 15,000	\$ 1,800	\$ 7,500	\$ -	\$ -
TID Premium Packages	Fully Redundant	\$ 7,200	\$ 30,000	\$ 3,600	\$ 15,000	\$ -	\$ -

TID with multi-product discount (MPD)

Multi-Product Discount is a commercial discount offered to TID or TID lite customers at the sites where there is already and IPVPN present (BIP or CIP). MPD is available only for the bundles and do not apply to Adaptive Networks products. Starting with this new set of prices, the MPD value is for both TID and TID Lite 20% and only available for 3 years contract

Product	Type	Zone	BW	Price/month ex GST – 36 months only
TID Premium Packages	Single Uplink	Zone 1	50	\$562
TID Premium Packages	Single Uplink	Zone 1	100	\$614
TID Premium Packages	Single Uplink	Zone 1	200	\$762
TID Premium Packages	Single Uplink	Zone 1	400	\$944
TID Premium Packages	Single Uplink	Zone 1	600	\$1,121
TID Premium Packages	Single Uplink	Zone 1	800	\$1,291
TID Premium Packages	Single Uplink	Zone 1	1000	\$1,380
TID Premium Packages	Single Uplink	Zone 2	50	\$733
TID Premium Packages	Single Uplink	Zone 2	100	\$803
TID Premium Packages	Single Uplink	Zone 2	200	\$955
TID Premium Packages	Single Uplink	Zone 2	400	\$1,140
TID Premium Packages	Single Uplink	Zone 2	600	\$1,325
TID Premium Packages	Single Uplink	Zone 2	800	\$1,495
TID Premium Packages	Single Uplink	Zone 2	1000	\$1,587
TID Premium Packages	Single Uplink	Zone 3	50	\$1,258
TID Premium Packages	Single Uplink	Zone 3	100	\$1,402
TID Premium Packages	Single Uplink	Zone 3	200	\$1,843
TID Premium Packages	Single Uplink	Zone 3	400	\$2,546
TID Premium Packages	Single Uplink	Zone 3	600	\$3,349
TID Premium Packages	Single Uplink	Zone 3	800	\$3,789
TID Premium Packages	Single Uplink	Zone 3	1000	\$4,222

TID new zoning – TESA

- ❑ TESA has now been updated with the new zoning but also contains the old structure for customers on older BSA/CSA
- ❑ It is important that when you quote for renewal on TID IPH4 that you choose the correct new Zone, by reviewing the Zone Data in TESA.

TESA Zone Lookup

The screenshot shows the 'Product Zones' section of the TESA system. It features three tabs: 'NBN Data', 'NBN Service Qualification', and 'New TID Zone'. The 'New TID Zone' tab is active and displays a list of product zones. Annotations include a green callout pointing to the 'New TID Zone' tab, a yellow callout pointing to the 'Old TID Zone' entry, and a black callout pointing to the 'Check for Zone Changes' button. The interface also includes a 'View product zone comments' link in the top right corner.

Product Zones	NBN Data	NBN Service Qualification	New TID Zone
Telstra Fibre: ZONE 1 Business IP Adapt: Available TID Premium Adapt: Available TID Lite Adapt: Available		BIP/CIP Ethernet over NBN Post Feb 2 '16: ZONE 2 Earlier versions: BIP/CIP Ethernet over NBN Pre Feb 2 '16: ZONE 2	MDN: URBAN Assurance SLA: URBAN E-MAN: METRO E-L: METRO
BIP/CIP Post Feb 1 '16: ZONE 2 Earlier versions: BIP/CIP Jun '15 to Feb 1 '16: METRO BIP/CIP Pre Jun '15: METRO		TID/TID-Lite Ethernet: ZONE 1 TID EoNBN: National Earlier versions: TID Eth Pre March '18: *Promo* - METRO TID/TID Lite Eth Pre Oct 1 '20: *Promo* - ZONE 2 TID Ethernet over NBN Pre Oct 1 '20: ZONE 2	Cloud Direct connect: EAST COAST DVN: METRO National Ethernet: Metro OpticWave Zone: 1
		GWIP: METRO IP MAN: METRO	

TID new zoning

- ❑ TID has now 3 zones, simplified down from 4 and aligned with Adaptive Networks. So from October 2020 all DIP products have the zones aligned to 3
- ❑ Adaptive Networks and TID IPH4 use the same revised 3 Pricing Zone structure, All old Zone 2, 3 and 4 ESA's have moved down a lower zone as per the table below. It is important that when you quote for renewal on TID IPH4 that you choose the correct new Zone, by reviewing the Zone Data in TESA.

TID IPH4 Zone Remapping:

Count of TID ESA	New Zone 1	New Zone 2	New Zone 3	Grand Total
Old Zone 1	62			62
Old Zone 2	730			730
Old Zone 3	382	411		793
Old Zone 4	263	1,228	1,912	3,403
Grand Total	1,437	1,639	1,912	4,988

How to access TID new prices through the new Application Form

Since new prices in PET will be unavailable early December, sales can either use the new Application Form for the new prices or use PET with the older prices and extra discounts (through NSP):

1. Quote TID in TESA using the new prices and zoning (3 zones)
2. Download, fill in and have the customer sign the new Application form
3. Send the filled in Application to TID Provisioning

How to access TID prices through the PET

Since new prices in PET will be unavailable early December, sales can either use the new Application Form for the new prices or use PET with the older prices and extra discounts (through NSP):

1. Quote TID in TESA using the old prices and zoning (4 zones)
2. Export the quote into PET
3. Engage Customised Pricing for extra discounts and BSA/CSA generation

**Older pricing, only available for existing customer
under pre Oct 2020 BSA/CSA**

Telstra Multi Product Discount & TID Promo Application Form Changes

TID Multi Product Discount



Enabling organisations to drive internet connectivity at all sites and adoption of Hybrid-WAN and SD-WAN



35% (only for pre-October 2020 prices)

Discount on TID prices



For customers

Who order TID at a site where they have existing IPVPN service (BIP / CIP) on Telstra fibre

Offer available via campaign only

Duration: July until Dec (may be extended)

Business rules must be met

TID Multi Product Discount

Business Rules



Available only to existing customers at sites where they want to order (or renew) a TID service and meet the following conditions:

- ✓ Site has existing IPVPN service (BIP / CIP) on Telstra fibre
- ✓ IPVPN services contract term must have ≥ 12 months remaining
(else for < 12 months, customer must recontract in order to qualify for multi product discount)
- ✓ Sites with IPVPN services that are not on Telstra fibre, will not qualify for multi-product discount? (as these will require Telstra fibre build)

TID Multi Product Discount Order Submission



TID Multi-Product Discount - Message (HTML) (Read-Only)

FILE MESSAGE INSERT OPTIONS FORMAT TEXT REVIEW

Cut Copy Paste Format Painter Clipboard Basic Text Names Include Tags Zoom Insights My Templates

To...
Cc...
Subject TID Multi-Product Discount

email Telstra Business at Business_Care@team.telstra.com or Telstra Enterprise and Government at InternetDirectData@team.telstra.com

I confirm the following information is correct and that this customer meets the conditions for TID Multi-Product Discount.

AE Name	
If opportunity led by Direct Sales: Name of Principal confirming TID Multi-Product Discount conditions met	
If opportunity led by partner: Name of Partner Domain Lead confirming TID Multi-Product Discount conditions met	
Customer Name	
CIDN	
Current Contract	
Commencement Date	

I confirm that the following sites **are on Telstra dedicated fibre** (IPVPN with CIP or BIP) and the customer is wanting to add TID to these sites.

I have also attached a Magpie extract as proof.

FNN (existing service)	Site ADBorID	Site Address

What do you need to submit with application ?

To qualify, the TID application form must to be accompanied with an Sales GM/Principal approval (Direct Sales) to confirm the business rules are met

What else to attach?

- Magpie extract must be attached as proof of the existing IPVPN services at site.

TID Application Form



Telstra Internet Direct Premium Package Application Form

Ethernet MAN Special Pricing Offers

Send a signed and completed copy to your Telstra Representative.

For further assistance please contact your Telstra Representative, your Service Delivery Team (Telstra Business 13 22 53 option 5, option 3, option 3 or Telstra Enterprise and Government 1800 284 708 option 5, option 3) or email Telstra Business at Business.Care@team.telstra.com or Telstra Enterprise and Government at InternetDirectData@team.telstra.com

Please use this Application Form for Special Pricing Offers for TID Ethernet Premium Packages (new services, recontracting services or adds, moves or changes) on and from 1st August 2019 until 31st December 2019.

One form for Acquisition
and Retention customers

TID Multi Product Discount

Application Form: key changes



Telstra Internet Direct Multi-Product Discount

Please provide the following information so that we can assess whether your site is eligible for the Telstra Internet Direct Multi-Product Discount:

Is there currently an active Business IP or Connect IP Ethernet (Telstra fibre) service at the site location?

Yes

No

If Yes, please provide service FNN to check qualification:

Please provide remaining term in current BSA/CSA :

Multi-Product Discount has been included in the Application Form

TID Multi Product Discount Eligibility Criteria



TELSTRA INTERNET DIRECT MULTI-PRODUCT DISCOUNT (MPD)

We will apply the following TID MDP if you have an Eligible Existing Service at the same site and meet the below eligibility criteria and conditions.

Charge	Multi-Product Discount
Telstra Internet Direct Ethernet MAN Premium Package Monthly charge	Special pricing offer price list (set out above) less 30%

Eligibility criteria and conditions

- 1) The TID Multi-Product Discount is only applied when you order or recontract a Telstra Internet Direct Premium Package Ethernet Single Uplink or Ethernet Fully Redundant service under the Special Pricing Offer using this Application Form (**Discounted TID Service**). IPVAS Internet, TID Lite, and TID Standalone services are ineligible for this discount.
- 2) To qualify for the TID MPD, you must have and maintain one of the following **Eligible Existing Service** delivered over Telstra fibre access at the same site as the Discounted TID Service:
 - a) Business IP Ethernet;
 - b) Connect IP Ethernet; and
 - c) Any other Telstra Data and IP services confirmed by us as an Eligible Existing Service at the time of your order.

Please note that data services delivered over **nbn**TM access are not Eligible Existing Services.

- 3) At the time you apply or recontract for your Discounted TID Service, your Eligible Existing Service must be in contract with 12 months or more remaining on the minimum term.
- 4) The Multi-Product Discount only applies to the Discounted TID service, not the Eligible Existing Service.
- 5) You will need to apply for the Multi-Product Discount using this Application Form and supply the required information for us to verify that you meet the eligibility criteria.
- 6) Any application to order a new TID service is subject to our feasibility assessment. For example, we may not accept a new TID order at a site with an existing service on Telstra fibre if there is not sufficient core capacity to support the new TID service.
- 7) Telstra may remove the TID Multi-Product Discount at any time if you no longer meet any of the eligibility criteria (such as if you cancel your Business IP or Connect IP Ethernet service at the same site). Your TID service will revert back to the standard rates as part of this application form.

Eligibility Criteria specified for customers regarding the Multi-Product Discount

There is now a new TID Promo Application Form



Purpose

PURPOSE OF THIS APPLICATION

Please select whether you are applying for a new or additional Telstra Internet Direct Premium Package service or wish to change, relocate or cancel your existing Telstra Internet Direct Premium Package service:

New service Recontract existing service

Change existing speed Change existing IP address or routing protocol

Relocate the site of an existing service (within same State) Transition existing Ethernet MAN service Transition from TID E-Lite

Cancel existing service **Cancellation effective date:**
I would like my Telstra Internet Direct Premium Package service cancelled effective:

Correct box needs to be ticked. The Transition tick box is also included in Annexure 1 to highlight this information for the provisioning teams

TID Application Form

Summary of changes



Telstra Customer Account Team Checklist

TID Application Submission

Telstra Customer Account Team is responsible for ensuring:

1. Submitting this application form to Telstra Enterprise and Government at InternetDirectData@team.telstra.com OR Telstra Business at Business.Care@team.telstra.com

Network Extension Charge

1. Submitting and attaching all relevant feasibility assessment results and including these costs in the feasibility section of this application form
2. Forwarding the application form to [WB Planning Contracts](#)

Multi-Product Discount (MPD)

The Telstra Customer Account Team is responsible for ensuring:

1. TID MPD is nominated on the application form
2. Service extract from Magpie is provided to management to confirm the site has an active eligible IPVPN service (FNN, Product detail and site address details)
3. Written management sign off that the criteria for TID MPD has been met (this includes contract and service details)
4. The customer has signed and agreed to the eligibility criteria

Meraki is no longer bundled with TID promo.

New sections introduced.

TID Promo

Application Form: key changes



Feasibility

Have you requested a full feasibility study at your site:

Yes - please provide the Feasibility Reference Number:

No - please contact your Telstra representative to arrange for a feasibility study

If additional charges apply for network extension work, please complete in Service Pricing section at the beginning of this application form.

Network Extension Charges

Please specify if there are additional charges for network extension or upgrade works to deliver the service to your site (see Attachment 1 for more details):

Minor Network Extension Charge. Please specify the amount:

Enterprise Projects. Your contribution amount is as set out in your separate Enterprise Works Agreement.

Network Extension Charges have been included to the Application Form

Telstra Internet Direct - Overview

Telstra Internet Direct

What is Telstra Internet Direct?

Telstra Internet Direct is a premium internet service that provides greater reach across all Australian capital cities and many regional areas, along with seamless access to the global internet. It delivers secure, reliable, scalable performance to support mission-critical applications.

Value proposition

For Business & Enterprise agencies that want to connect to the Internet at multiple levels swiftly, securely with reliable performance and without network congestion, Telstra Internet Direct provides a high-grade, Internet solution that also offers availability, scalability and 24/7 support so you are not effected by slow or unpredictable networks, impacts to productivity, customer experience and revenues



Commercial packaging

Telstra Internet Direct can be sold either as a stand alone product, bundled together with a access network or a multi-site construct.

- ❑ **Stand-alone:** where TID port and connecting carriage service are billed separately;
 - ❑ Can be purchased with OpticWave or IPVPN access(through IPVAS/Gateway firewall and security platform)
- ❑ **T-Biz Multisite:** each site has an Access Service rental, but where usage from multiple sites are pooled and rated against one usage plan/deal. This is available only on some Access Service options;
- ❑ **Premium Package:** where Access Service and TID Port rentals are combined. Usage can be unlimited or subject to a usage plan. Access network could be:
 - ❑ Available options: Ethernet MAN, Ethernet over **nbn**TM
 - ❑ Ceased sale: Megalink, Frame Relay, ADSL, BDSL, Ethernet Lite;
- ❑ **Temporary Service:** an up to three months service that does not include carriage and is charged on usage (\$0.19/MB).



Main product attributes



TID guarantees bandwidth

GUARANTEED

Unlike most services on the market, Telstra Internet Direct offers customers guaranteed bandwidth. Telstra Internet Direct is **UNCONTENDED**, meaning we are not oversubscribing the network. The main result of this is that the customers enjoy the purchased speed 24/7 and are not influenced by the other customers usage and we guaranteed the bandwidth over the TID network

Why is important

Lots of ISPs choose to contend their network, basically selling each of the available Mbps multiple times. One of the most common ratios are 3:1 or 6:1 which means that each available Mbps is sold 3 or 6 times. The logic behind it is that customers do not use the internet constantly and therefore over a 24 hours period you might see good, uncongested traffic. The issue occurs when most of the customers use the internet simultaneously, like is the case with business between 9 am to 5pm. Even if at 3:00 am your internet will run smoothly, during peak hours a significant decrease will be noticed.



CIO



CIO / Head of IT



CEO

Personas

Both commercial and technical representatives of the business will be influential stakeholders in the context of Internet, given the critical link between business performance and service quality.

Use case - Business and application performance

Business to business – not having the necessary bandwidth during peak business hours, mainly when staff are using the internet for core business activities is extremely detrimental. Also having applications performing slower due to lack of bandwidth will most likely trigger the companies to buy more bandwidth. But doing so under the same service set up will lead to spending more but gaining more bandwidth only at off peak times. Having a guaranteed bandwidth means that you can dimension your service based only on your business needs and not be influenced by others.

Business to consumer – peak time is also when your customers will try to get in touch with you, browse your site or do online shopping. Poor performance on your side on internet speed will definitely drive the customers away. Guaranteed bandwidth means a better customer experience on your site than on others.



TID is a symmetrical service

Many ISPs choose to optimise bandwidth by allocating more resources for download and less for upload. While this type of behaviour is common in the consumer market, in business environments it can be very detrimental. Telstra Internet Direct is a symmetrical service meaning that when a customer purchases 100Mbps the customer will benefit from 100Mbps upload and 100Mbps download (100Mbps/100Mbps). Some ISPs may offer only an asymmetrical service such as 100Mbps/10Mbps or 100/20Mbps.



Why is important

Most modern communication tool (Skype for Business, Lync, Viber etc) need both upload and download bandwidth to function properly. Most VoIP software nowadays is smart enough to adapt to the lower of the two and so if your internet connection is 100/10 your Skype will perform as if you have a 10/10 connection.

Personas



CIO / Head of IT

No CIO or Netwo
lack of network resources

that the newly acquired VoIP software does not perform well and conference calls are laggy or dropping due to

Use case – Communication tools performance

Conference calls and other streaming services are heavily influenced by both upload and download speed. Having one high and low usually makes them perform at the level of the lowest.



TID is reliable, secure and flexible

Reliable

TID has a core available of 99.995% and a access network availability target of 99.95%. In reality TID Core network had 100% uptime in the last 6 years. Also Telstra is one of the few providers that can offer Redundant Options with a minimum number of single points of failure and diverse fibre paths (note TID FR is only available in Zones 1 and 2)

Secure

Telstra Internet Direct has imbedded security feature at the POP level and also customers can upgrade and purchase addition security services:

- Intrusion Detection Systems
- Denial of Service
- Firewalls
- Email Protection

Flexible

Telstra Internet Direct has multiple options both in terms of bandwidth available and allowances. Customers can scale up or down between 20Mbps and 10Gbps and also can go to Unlimited plans. Contract duration can vary between a 3 months as a temporary service and 3 years which gives the customers the best value for money.

Personas



CIO / Head of IT

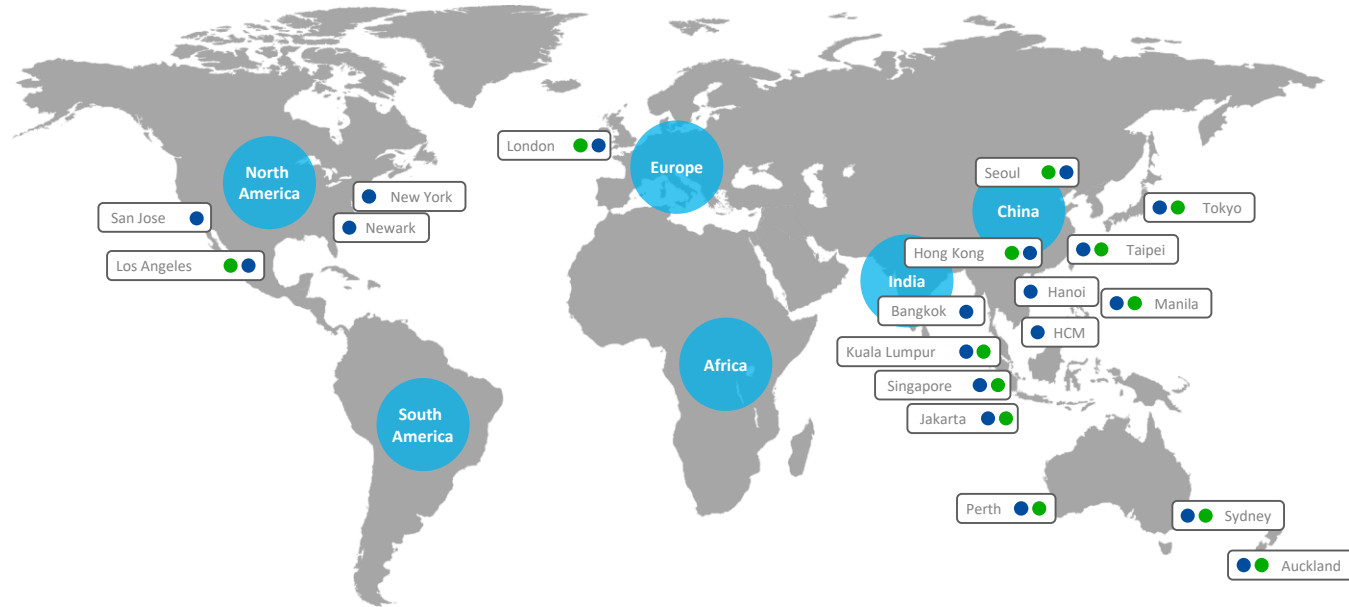
When it comes to security and reliability, any CTO/CIO are obviously concerned. Usually they directly responsible for the network performance and security



Technical features



Extensive International coverage



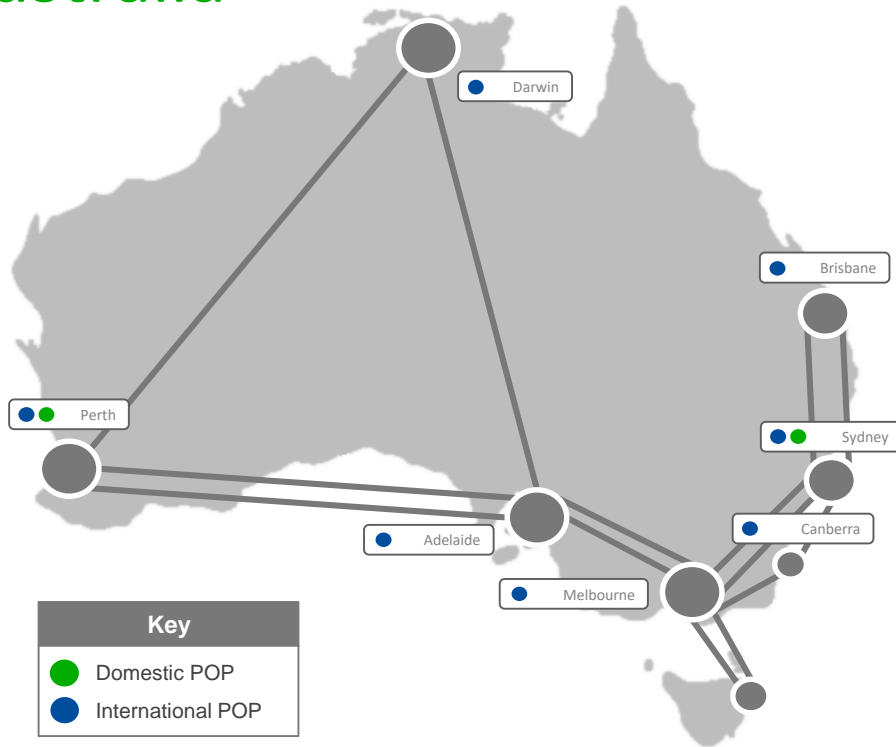
Key

- Dual POP
- MPLS IPVPN POP
- ● Partner Coverage

- Telstra International owns dedicated internet infrastructure in over 15 different countries
- There is more than 190Gbps of international capacity from Australia to other regions of the world
- Telstra's International coverage is expanded by partnerships with over 900 PoP locations around the world



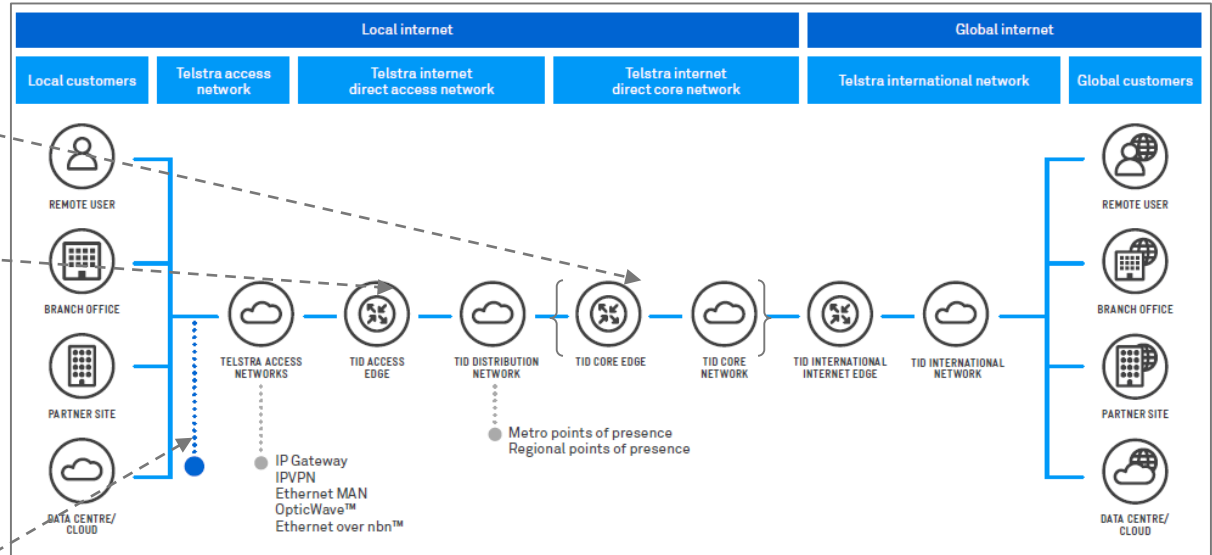
The largest domestic Internet backbone in Australia



- Domestic Internet backbone in Australia interconnects with one of the world's leading global Internet/IP backbones (Telstra Global) accessed via Sydney and Perth.
- Domestically, Internet Direct provides a 400 Gbps inter-capital network, with an active redundant network that allows for dynamic failover.
- Separate dedicated Internet backbone to Telstra's business Next IP network.
- More than 88 Points of Presence around Australia
- The Points of Presence within each capital city are linked via minimum 10 Gbps links.
- Domestic network interconnectivity provided through:
 - Seamless
 - Resilient,
 - Diverse,
 - Multi-Gigabit bandwidth Points-of-Interconnect (POI) in Sydney and Perth



Architecture overview



TID core network – 99.995%
in reality was 100% for the last 6 years

TID core and edge network – 99.95%

Access Services:

- **Ethernet MAN:** 20Mbps up to 1Gbps
- **Ethernet over nbn** FTTN/B/C: 9M and 18M duplex
- **Ethernet over nbn** FTTP: 9 Mbps, 18Mbps, 50Mbps, 90Mbps duplex
- **OpticWave™:** 1Gbps and 10Gbps with Unlimited plans or tiered plans 40GB to 250TB
- **IPVPN** (Connect IP, Business IP, IPWAN, IPMAN) via inter-connect port: 64 kbps up to 100 Mbps

TID network demarcation point

- All capital city access points are directly connected to the core network, ensuring a maximum of 2 hops from Telstra's Internet backbone.
- The dedicated Internet connection service provided to customers are physically connected to the Internet backbone by over 88 specialised PoPs, enabling convenient local coverage at nearly all the major Australian population centres

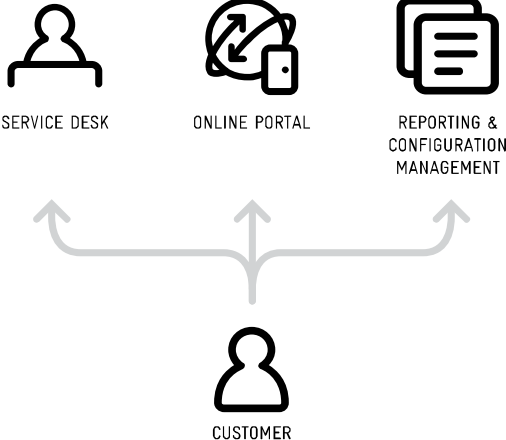


Domestic and global support

Operational support



Service support



Operations	+	Service
We maintain your Internet connection and services at peak performance through comprehensive daily technical support, maintenance, monitoring and management.		Focus on your core priorities with the peace of mind that comes from a 24/7 Service Desk, which offers a single point of contact for your support services and for service request fulfilment.



CustData Portal

Custdata is a self service management portal that allows customers to make the most of their service through functions such as reporting and self provisioning

Reporting

View and download a wide range of value-added reports for analysis:

- Daily/ Monthly usage traffic reports
- Trend analysis
- Outage reports
- Usage threshold alerts

Custdata also gives customers an **at-a-glance view** of their data consumption with the **usage summary bar**

The screenshot shows the CustData Portal interface for a Business & Enterprise account. At the top, there is a navigation bar with the Telstra logo, the text 'BUSINESS & ENTERPRISE', and menu items for 'HOME', 'REPORTS', 'MANAGE', and 'SUPPORT'. Below this is a 'BULLETIN BOARD' section with 'Contact Us' and 'Logout' buttons. The main content area is for account '666666666 - Reskin Test Account'. It features a banner with a man on a phone and the text 'READY TO HELP YOU DO BUSINESS'. Below the banner is a 'WELCOME TO CUSTDATA' message. A row of four summary cards is displayed: 'USAGE SUMMARY' (Helps to view your data usage), 'DNS DOMAIN' (Helps you manage DNS domains), 'IP ROUTING' (Helps you do IP routing), and 'ACCOUNT' (View your Account). The bottom section is titled 'IPV6 SUPPORT' and contains text about IPv6 support across products, followed by a bulleted list of supported products: Telstra Business Broadband (TBB), Telstra Business Broadband Ethernet (Ethernet Lite), Telstra Business Broadband ADSL, and T-Bundle Business Essentials.

Self Provisioning

Manage your service online when it best suits you:

- Manage routing & IP addressing
- Manage DNS entries & MX records
- Manage your connection configuration
- Administer your contact details

Perform network tests:

- BGP route lookup
- Node to Host testing
- Node to Node testing
- DNS testing
- Mail server testing



Internal processes



Before ordering

1. Make sure you checked Zone Tool and made sure that the service is available in that areas
 - Note that TID PP Fully Redundant has a limited availability compared to Single Uplink
2. Check if that area is covered by NBN
3. Make sure customer is aware of the installation timelines and costs
4. Make sure that the customer understand the potential of Enterprise/Commercial works



TID Ordering

Important – what do I need to submit

- ✓ Signed Application form
- ✓ Pricing Approvals (if you have GM or non-standard pricing discounts)
- ✓ Signed contract (CSA, BSA, CV, MSA) with all relevant pricing and approvals - A contract is not required if using the standard application forms without discounts.

Standard process

1. Complete initial qualification to determine that Internet Direct is a suitable solution for the customer.
 - Make sure the area is serviceable for TID – use [Charge Zone Tool](#)
 - Run a wideband feasibility study to understand the cost of the deployment – [here](#)
2. Determine the relevant pricing option as per the pricing options available in [Data Pricing Tool](#) or [Sales Catalogue](#). The latest Internet Direct standard list pricing can be found in Sales Catalogue. If non Sales Catalogue pricing is required/offered, you must provide the customer with a service schedule via the non-standard pricing process via MAXIM and/or PET.
 - Use Data Pricing Tool to create a quote based on the customer needs - [here](#)
3. Assist the customer in completing the applicable Telstra Internet Direct application form located on Sales Catalogue. (refer section 9 for information on application forms)
 - Refer the ordering process/Sales Process Guide listed on Sales Catalogue – [here](#)
 - Use the Application Forms for the specific service (Premium Packages, TID Stand Alone, Multisite) located [here](#)
4. Ethernet over **nbn™** : The initial service qualification will determine if the customer is in an **nbn™** footprint, if yes, then please follow the same above set process.
5. Consider customer site readiness and any fee for service activity required for the service as well as optional features;



Provisioning

Service delivery targets are subject to a site appraisal to determine the nature of work required and then allocated a category status of 1 to 4. On receipt of advice of category type, FOH can then inform the customer of the new expected delivery date.

	Metro	Non - Metro
CAT 1	8 w/days	19 w/days
CAT 2	19 w/days	39 w/days
CAT 3	24 w/days	Subject to Feasibility
CAT 4	Subject to Feasibility	Subject to Feasibility

Telstra Enterprise – Australia

GESA Activation FOH Team : 1800 284 708
(option 5/option 3)

GESA Billing FOH Team :1800 284 708
(option2/option1/option2)

Telstra Enterprise – Premier / Small Business

Email the documents to: SMICC_Data@team.telstra.com

TB Activation FOH Team : 13 22 53 (option 5 / Option 3 / Option 3)

TB Billing FOH Team : 13 22 53 (Option 4/Option 4)

High level wideband studies Category information- Treat this as informative only, for more details check the Wideband Feasibility documentation

CAT 1 – both fibre and equipment at the customers site

- only minor cabling work required

CAT 2 – fibre at the site, no equipment

- equipment required
- cabling work required

CAT 3 - no fibre, no equipment but the fibre shortfall is less than 800m

- fibre lay out works
- equipment deployed
- cabling required
- Minimal Conduit Shortfall

CAT 4 – no fibre, no equipment and more than 800m shortfall

- fibre lay out works
- Significant Conduit shortfall



Delivery Process

The key steps in the delivery process include:

1. Acknowledgment Advice provided to the customer upon receipt of the order;
2. Once the order has been placed in the provisioning process, the customer will receive a Confirmation Advice detailing the order and providing an estimated completion date;
3. Upon provisioning of the access service, technical advice will be forwarded to the customer with details on how to configure their router. Cut-over to Telstra Internet Direct must occur within 30 days of Telstra's notification that the access service has been provisioned. Telstra will commence billing the customer at this point, regardless of whether this timeframe is not met;
4. Completion Advice with billing information will be sent to the customer upon commissioning of their Telstra Internet Direct service, or 30 days after Telstra's notification that the access service has been provisioned, whichever is earlier;



TID with Ethernet over nbn™ access

- ❑ TID Premium Packages can now use the nbn™ network as access. Since this access is not owned by Telstra, it has a few specific feature and ordering particularities. We also have network preference and the ROFR obligations to nbn co. The next slide explains more what this means in various scenarios.

Important: NBN availability can be checked in the NBN tool – check the sales guide [here](#)

- ❑ The Ethernet over nbn™ access has been developed on nbn co's Traffic Class 2 standards. This access type is:
 - ✓ Uncontended – bandwidth not affected by other users
 - ✓ Symmetrical – same upload as download
 - ✓ Reliable and secure

Bandwidth option	Specific SLAs	Ordering
<p>Based on the available access:</p> <ul style="list-style-type: none">➤ Ethernet over nbn FTTN/B/C: 9M and 18M➤ Ethernet over nbn FTTP: 50Mbps, 90Mbps	<p>Coverage period: 7 am – 9 pm, 7 days</p> <p>Response time: 1h</p> <p>Restoration time: 12h (offsite and urban onsite)</p>	<ul style="list-style-type: none">➤ In an NBN area, you must present the nbn access as one of the options to the customers.➤ Check the NBN availability here➤ Use the special NBN application form



NBN positioning

Telstra's network preference obligation to NBN means that we should not undermine NBN sales. High level this translates into **"if NBN can deliver the service we should pitch it to the customer"**. Also there a **Right of First Refusal agreement** between Telstra and NBN which means that **if the customer requires a new fibre build, NBN has the first right to build the fibre before Telstra can build its own fibre.**

So a couple of specific scenarios for TID Premium Packages:

- ❑ **Whenever customer needs new fibre to be built to their site, we must offer nbn the right of first refusal to build the fibre.**
This is where NBN ROFR (right of first refusal) comes into place. We need run the NBN feasibility: if NBN can deliver the service including the fibre build, we offer nbn option; if NBN cannot deliver the service and refuses the fibre build, we can offer the Telstra fibre option.
- ❑ **Existing Telstra fibre is available and no fibre build is required. NBN is not yet available in the area**
We present the customers with Telstra fibre options – TID Ethernet.
- ❑ **Existing Telstra fibre is available and no fibre build is required. NBN is available in the area**
In this case we need to present both the nbn option and the Telstra fibre option. The customer can choose the option they want.
- ❑ **Telstra fibre is available and NBN is available in the area but the nbn options can't meet customer's requirements e.g. 200Mbps or fully redundant access**
Remember, we can offer Telstra fibre if NBN can't deliver what the customers wants. In this case, since TID on NBN can only go up to 90Mbps, we can offer Telstra Fibre.

NBN ordering main steps:

1. Check if NBN is available in the area
2. Check if NBN can deliver the service where and how the customer requested (address, bandwidth, redundancy etc.)
3. Fill in and sign the specific TID over NBN Application Form
4. Submit it through the normal channels to TID Provisioning



What can I say to customers about Telstra fibre v nbn fibre?

DO

- ✓ Find out what the customer's requirements are
- ✓ Present a 'menu' of product options for the customer that includes NBN options
- ✓ Objectively and honestly present the product capabilities
- ✓ Allow the customer to assess their product options and chose an appropriate migration path
- ✓ Explain to customers who ask for a Telstra fibre build that this is 'subject to a feasibility study'
- ✓ Consult with the Subscriber Delivery team initially or your BU lawyer, **if you're unsure**

DON'T

- ✗ Artificially inflate the customer's requirements so as to lead them to a Telstra fibre solution over an NBN solution
- ✗ 'Lead' customers to choose Telstra fibre by saying they must have certain product features that are only available with Telstra fibre (e.g. high speeds or service availability), when that is not their actual requirement
- ✗ Misrepresent the benefits of Telstra v NBN fibre
- ✗ Offer incentives to move to Telstra fibre instead of the NBN
- ✗ Pro-actively migrate customers to Telstra fibre without allowing them to choose an option

TID changes – March 2018

Due to the lower floor pricing, Sales Discount delegations in PET have been reduced from 30% to 13% for both Ethernet and EoNBN Access Types. – As the pricing of Elite has not changed, existing delegations for copper services remain as-is

Product	Effective from	PET Delegations		Special (Customised) Pricing Delegation
		AE/TSS	Sales Leader / RGM	
TID Ethernet Single Uplink Premium Package	01-Mar-18	13%	13%	On Application
TID Ethernet Fully Redundant PP	01-Mar-18	13%	13%	On Application
TID Ethernet Lite Premium Packages	12-Jul-15	20%	30%	On Application
TID Standalone Tiered Plans	01-Mar-18	13%	13%	On Application
TID Standalone Unlimited Plans	01-Mar-18	13%	13%	On Application
TID Multisite Tiered Plans	01-Mar-18	13%	13%	On Application
TID Acquisition Campaign PP "Special Pricing" (Promo)	01-Nov-15	0%	0%	0%



For more details

People

TID Product Manager

Sharon Misquitta +61 3 86942208

Sharon.Misquitta@team.telstra.com

TID Product Marketing

Kamal Bath +61 3 86940902

Kamal.Bath@team.telstra.com

Premier - Connectivity Lead

Campbell Morkham +61 3 86974853

Campbell.Morkham@team.telstra.com

GESA - Business Development Manager

Mark Campbell +61 3 86470402

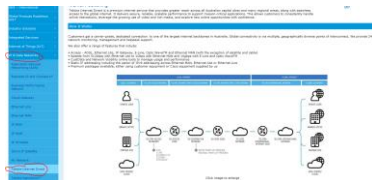
Mark.Campbell@team.telstra.com

Other documentation

- TID Offer Description Guide
- TID Technical Guide
- TID Data Sheet
- TID SMB Brochure
- TID Special Offer quick hit
- TID Pricing Guide
- TID Sales Process Guide

Digital

Sales Catalogue



www.Telstra.com



NetSource

