



Product Brief: Extreme SHDSL

Extreme SHDSL : Enabling Your Business

Australian businesses are increasingly adopting next generation applications such as IP Telephony, Internet Virtual Private Networks, onsite web services and IP videoconferencing. Whilst the resulting benefits of improved productivity, enhanced collaboration and cost-reduction are clear, these applications place increasing demands on the corporate 'uplink' to the Internet.

Today, many businesses have simply outgrown the uplink capacity of their copper ADSL Internet connection, but find that optical fibre Ethernet alternatives are too expensive. Many enterprises have selected traditional leased line solutions, however these can also be cost-prohibitive and offer limited speed and scalability.

Internode's Extreme SHDSL service has been specifically designed to deliver the next generation of high performance, fully symmetrical, Internet access services to Australian businesses. Featuring 'mid-band Ethernet' speeds with premium access to Internode's First Tier International IP network, Extreme SHDSL delivers your optimum business Internet solution.

Extreme SHDSL Plans

Choose the speed you need today, knowing that you can easily upgrade it when required. Then select the Internet usage plan for today's requirements, secure in the knowledge that you can change it at any time, in line with your business requirements. Or jump straight to a fully unlimited plan with no excess charges, regardless of usage.

Business Extreme SHDSL : Next generation SHDSL delivering Ethernet performance									
Service		Monthly Quota Options							
SPEED	INSTALL	25 GB	50 GB	100 GB	150 GB	200 GB	300 GB	500 GB	UNLIMITED
5 Mbps	\$1,500	\$700	\$800	\$1,000	\$1,200	----->			\$1,500
10 Mbps	\$2,000	-	\$1,000	\$1,200	\$1,400	\$1,600	----->		\$2,000
20 Mbps	\$2,500	-	\$1,500	\$1,700	\$1,900	\$2,100	\$2,500	----->	\$3,000
40 Mbps	\$3,000	-	\$2,000	\$2,200	\$2,400	\$2,600	\$3,000	\$3,500	\$4,000

- The above prices include GST and are subject to a 12 month minimum contract term. Alternatively, the installation charge will be reduced by 50% for a 24 month contract term.
- The Unlimited plans are **never shaped**, regardless of your download volumes, and have **no excess usage charges** – this is truly unlimited – and no resell of Internet is permitted on these plans. Please contact Internode for pricing on alternative Extreme SHDSL plans with unlimited usage if you intend to resell Internet to third parties.
- All other plans have excess usage charges (for downloads beyond the included monthly quota) of 1 cent per Mbyte. No shaping is ever applied, regardless of your usage. There is no charge for uploads unless, in a month, the upload : download ratio exceeds 5:1. If this occurs then all data uploads for the month will be charged at 1 cent per Mbyte, in addition to the normal data download charge.
- One static IP address is included with the service; and additional IP addressing is available at a small extra cost if required.
- Speed upgrades are \$500 per incremental speed increase. Speed downgrades are \$500. Service relocations are \$1,000.

Extreme Speed

The quantum improvement in the price/performance ratio delivered by Extreme SHDSL is based on the IEEE802.3ah global standards, often called 'Ethernet over Copper' or 'Ethernet in the First Mile'. It represents a significant technology evolution utilising up to 8 bonded copper pairs, each running Extended Symmetrical High speed Digital Subscriber Line (E-SHDSL) at over 5 Mbps per pair.

Unlike ADSL, this technology is not a 'best effort' approach – a 10 Mbps Extreme SHDSL service doesn't deliver 'speeds of up to 10 Mbps download depending on distance and quality of your copper pair and quite a bit less upload'. Instead, a 10 Mbps Extreme SHDSL service delivers 10 Mbps – in both directions – 24x7. Guaranteed.

So while SHDSL has traditionally delivered speeds in the range of 0.5 to 4 Mbps; Extreme SHDSL starts at 5 Mbps and scales all the way to 40 Mbps symmetrical. Just like Extreme ADSL2+ for residential and small business, it's an order of magnitude improvement in price/performance for medium and large business!

Extreme Scalability

If you're still reading this, chances are you've also have noticed the never-ending requirement for 'more' when it comes to your corporate Internet connection. More speed enables more applications, improving your business productivity and opening new channels to your customers, staff and suppliers. As your business grows and evolves to leverage new technologies, you will continue to need more speed.

This is the key feature of scalability – start with 5 Mbps today, and upgrade to 10 Mbps when you need it – then 20 Mbps, then 40 Mbps. Extreme SHDSL supports exactly that – without expensive upgrade charges, technology changes or even service outages. And for speeds beyond that, our optical fibre solutions kick in – all the way to 1,000 Mbps.

Extreme Reliability

Another near-ubiquitous trend is the increasing reliance of your business on the Internet connection. The 'net has become embedded in most of your key processes, from customer interaction to supplier orders and staff payroll. And so Extreme SHDSL features Priority Business Support and a 99.5% Service Level Agreement with defined performance and availability targets.

But at Internode, high availability isn't just about getting through to skilled & local support teams quickly, or receiving a credit if it all goes horribly wrong - although these things are good too! We've also designed the Extreme SHDSL platform to simply be reliable - with fully integrated, market-leading and carrier-grade Hatteras Networks equipment end-to-end.

Each head-end is housed in the high availability environment of a Telstra exchange, backed by uninterruptible power supplies, diesel generators, N+1 environmental control systems and comprehensive security systems. In turn the head-ends use diverse path optical fibre to connect you to Internode's International IP network, with multiple upstream and peering Internet connections in Australia, the US and Asia.

Finally there's the neat trick of bonded services, used in all Extreme SHDSL deployments of 10 Mbps and above. Even if one copper pair experiences a fault, the service continues – uninterrupted – on the remaining copper pairs, albeit at a slower speed. This inherent last mile redundancy is unique to bonded services and is unmatched even on more expensive optical fibre and leased line systems.

Coverage & Availability

Initially Extreme SHDSL is available across selected business areas of Adelaide, Melbourne and Sydney. Planning is also underway for Extreme SHDSL deployment in the key business areas of other Australian cities, and ultimately the extension of the network across the wider metropolitan area.

A significant benefit of Extreme SHDSL is that it is almost universally available within the coverage areas. This is because it is delivered using Unbundled Local Loop – re-using the existing copper access network that exists into virtually every business premises.

Unlike traditional Ethernet over optical fibre connections, there are no issues associated with time-consuming & expensive building entries or civil works – virtually all business premises in the coverage areas can be connected with minimum fuss.

Like to Know More?

Extreme SHDSL is also available as a private IP connection - into an Internode Business Connect wide area network, or as a private link to an Internode Data Centre. Internode can provide all of your Internet services, including domain name hosting and management, web hosting, voice over IP, private networks, equipment co-location and more.

Please contact your Internode account manager or call Internode Business Sales on 13 6633 to arrange a consultation. You can obtain more information about Internode's solutions online at www.internode.on.net.