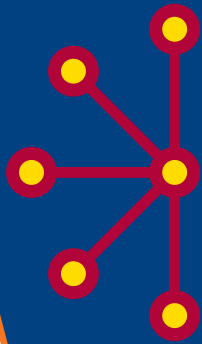


Internode solves communication crisis for SUBNET



SUBNET

“Internode was an obvious choice. Internode products and services are the best we have seen and its people definitely think outside the square.”

Tom Black, Director of Operations
SUBNET

Client

SUBNET

Industry

IT services

The Company

SUBNET is an Adelaide-based ICT solutions provider, delivering best-of-breed, end-to-end solutions, customised to meet the needs of its clients.

Business Challenge

New offices with no phone lines

SUBNET is an Adelaide-based company that provides technology integration services for organisations in education and small to medium enterprise.

In 2008, after significant growth that caused its staff numbers to double in just 12 months, SUBNET sought new premises having outgrown the Walkerville office it moved into two years earlier.

In October 2008, SUBNET signed a lease on purpose-built premises in the inner south suburb of Glandore. The following month, it ordered telephone lines from its telecommunication service provider for the 600-square-metre building.

In early January, just weeks before the scheduled move, the company informed SUBNET that its newly installed lines were faulty and that new lines could not be installed until March.

SUBNET faced a critical choice: Solve this communications problem or stay at its old office, which would incur additional costs of up to \$10,000 a month.

Internode solution

VoIP calls and Internet access over a 5km wireless link

SUBNET Director of Operations Tom Black said the company could not move into new premises without adequate communications. "We could not function as a business because we could not support our customers and we could not meet service levels," he said. "We had two choices - find a solution or not move and bear the costs and disappointment. With expenses such as rent and insurance, that would have incurred additional costs of more than \$10,000 a month. "We met with our telecommunications provider to discuss alternate solutions to meet critical business needs. These included voice, Internet, email, fax and security. No solution offered would meet the requirement or the time frame available. In a nutshell, they could not provide the functionality, performance or capacity we needed."

SUBNET also identified that no other telecommunication company could install either copper lines or fibre cables to its premises in the available time.

Just weeks before the planned move, SUBNET outlined its problem to Internode, Australia's largest privately-owned broadband company, which had been a business partner for a number of years.

Internode proposed a solution based on a five-kilometre-long wireless link from the Westpac building in Adelaide's CBD to SUBNET's new Glandore building. The cost of the link for three months was \$9100 – less than the cost of putting off the move for a month.

SUBNET gave Internode the go-ahead. "It was a no-brainer," said Mr. Black. "Disrupted communication would have a severe impact on our business while delaying the move incurred a significant and ongoing cost."

By the time SUBNET moved in early February, Internode had established the two megabit-per-second service, enabling it to provide telephone, data, email and Internet access services to the new site. Telephony services were based on Internode's high quality voice over Internet Protocol phone service, NodePhone.

SUBNET's old telephone number was diverted to the new NodePhone service. As a Cisco SMB Select Partner, SUBNET had the in-house skills to design and implement the voice solution internally. A Cisco UC500 Voice over Internet Protocol telephone system and Cisco network backbone formed the basis. Faxes were received via a fax-to-email solution with an offsite fax machine as a backup.

Business benefits

Low-cost calls, number portability and outstanding service

Mr. Black said Internode's wireless link had fully met SUBNET's needs. "Two megabits doesn't sound like much, but it worked fine," he said.

"Using QoS (Quality of Service), we maintained sufficient bandwidth for our voice service, so our call quality was absolutely fine. We told our staff 'work as you normally do and let us know if there are any issues' – but there were no issues.

"We chose a NodePhone Business service with 10-indial lines and a 100-number range. The beauty of these numbers is portability. NodePhone lines are also easy to turn on or off and cost about half the amount of lines from other telcos.

"There are definitely cost benefits: The 10 NodePhone lines are significantly cheaper than 10 Telstra or Optus lines. Landline calls are untimed with local charge rates for both local and national calls. NodePhone to NodePhone calls are free."

Mr. Black said Internode's service was outstanding. "They said at a pinch they could install within a week and they were inside that timeline," he said.

"Internode was an obvious choice. Internode products and services are the best we have seen and its people definitely think outside the square. They welcomed the opportunity to provide a solution that didn't have to be off-the-shelf."

To learn more about Internode's business services, please visit www.internode.com.au or telephone 13-NODE (13 66 33).