

CASE STUDY: OPTUS HEAD OFFICE CAMPUS OPTUS 'TALKS THE TALK' WITH A STATE-OF-THE-ART FACILITY

CASE STUDY SNAPSHOT

Customer

Optus is Australia's second-largest telecommunications carrier serving customers Australia wide.

Industry

Telecommunications

Requirements

With the relocation and consolidation of Optus Sydney-based operations to a campus environment, Optus recognised the opportunity to update internal communications systems, leveraging the latest converged IP technologies.

Solution

The comprehensive solution included 7,500 IP handsets, 11,000 powered Ethernet ports and 1250 IP contact centre seats with 'soft' call control to back office applications. And the entire campus is covered by wireless access points for seamless network access.

Results

Some of the many benefits include:

- Increased staff productivity through enhanced workforce collaboration.
- Operational improvement of contact centres.
- Reduced operating costs through the adoption of IP telephony and more effective network and security management.



OPTUS DELIVERS BENEFITS FROM COMMITMENT TO LATEST IP TECHNOLOGIES.

OVERVIEW

Optus is Australia's second-largest telecommunications carrier, serving more than six million customers each day. A member of the SingTel Group of companies, Optus provides a comprehensive range of communications services including mobile, national, long distance, local and international telephony, business networks, Internet, satellite and subscription television. Optus has built a new head office campus in Macquarie Park on Sydney's North Shore. The multi-million dollar state-of-the-art campus is spread across eight hectares and offers 84,000 square metres of office space in six interconnected, low-rise buildings.

CHALLENGE

With the relocation and consolidation of their Sydney-based operations, Optus management recognised an opportunity to update internal communications systems, to leverage the latest technologies and demonstrate the company's commitment to converged Internet Protocol (IP) communications.

“The new facility is a showcase for technology, which will help provide greater productivity, functionality and new tools to assist our people with their jobs.”

Jon Wilkie,
Director Corporate Services, Optus

Because Optus is in the communications business it is important to ‘walk the walk and talk the talk’ – by using the same technologies it provides to its customers. Also critical in the planning was to incorporate capacity for future growth whilst eliminating out-of-date equipment. To help develop the optimum communications solution for the new campus, Optus chose long-term technology partner Cisco and SingTel subsidiary Alphawest, a national ICT services provider with expertise in convergence.

SOLUTION

The comprehensive solution designed for Optus’ new premises included 7500 IP handsets, 11,000 powered Ethernet ports and 1250 IP contact centre seats with ‘soft’ call control integrated with back office applications. In addition, the entire campus is covered by Wireless access points enabling seamless network access for laptop and PDA users anywhere on site.

Applications deployed include unified messaging and collaboration tools. The implementation of ‘presence management’ technology - which informs callers if staff are available, identifies their preferred communication method and allows desktop control of conference calls - will enhance day-to-day productivity of all personnel and enable customer-facing staff to deliver a better service.

The overall framework for the communications solution promises better performance, increased adaptability and a more resilient communications network, as well as streamlining infrastructure to reduce ownership costs and management effort.

OUTCOMES

Alphawest worked with Cisco to select and pilot appropriate technologies and with the Optus Campus Construction team planned the detailed implementation of the infrastructure roll-out. Optus staff will benefit from:

- > Better workstation performance as the network will support 100Mb capabilities, and allow for future upgrades to 1 GB.
- > 3G HSDPA mobile coverage across the entire campus including enhanced indoor coverage.
- > Increased personal productivity, customer availability and colleague collaboration through a range of ‘presence management’ applications.
- > The convenience and flexibility of network connection anywhere within the Macquarie Park campus for PDA and laptop.

For Optus the new communications solution will enable:

- > Increased staff productivity through enhanced workforce collaboration and operational improvement of our contact centres.
- > The ability to respond more quickly and effectively to customer needs.
- > Reduced operating costs through the adoption of Voice over IP (VoIP) with simplified and more effective network and security management.
- > An adaptable, flexible network solution enabling the company to better align ICT resources to business priorities.

Importantly, the Macquarie Park campus enables Optus to demonstrate the benefits of new communications technology to other Australian businesses. According to Jon Wilkie, Director Corporate Services, “The new facility is a showcase for technology, which will help provide greater productivity, functionality and new tools to assist our people with their jobs.”

ABOUT ALPHAWEST

Alphawest, a wholly owned subsidiary of Optus, provides integrated Information and Communication Technology (ICT) solutions. Built around a Unified Communications and Collaboration strategy, Alphawest solutions encompass expertise in Business Communications, Security, Information and Process Management, Data Centre Technologies, Mobility and Wireless, Managed Services and Green Technology.

For more information, please visit alphawest.com.au.

ABOUT OPTUS BUSINESS

Optus Business is a leading provider of Telecommunications and information and communications technology (ICT) solutions to businesses across the spectrum. Optus Business solutions are suitable for organisations with 200 or more employees and include mobile, IP converged solutions, voice and managed services.

Contact

If you want to discuss how Optus can help you increase productivity through innovative communications solutions, contact your Optus Account Manager, call our hotline on **1800 555 937** or visit our website at optusbusiness.com.au



BUSINESS