



Media Release

iiNet sees strong demand for faster broadband alternatives

12 October 2010: iiNet Ltd (ASX:IIN), Australia's largest telecommunications challenger, today released data showing strong demand from small businesses for faster broadband options prior to the roll out of the National Broadband Network across the country.

Steve Harley, iiNet's General Manager Business said the NBN would offer a step-change in the way many small businesses operate, but with universal coverage still years away many were seeking faster connection options in the interim.

"With around half of all small businesses connecting to the internet at speeds of between 2-10mbps we know many customers are limited by their current download and upload speeds. In response to this need, we developed bonded DSL, a service which doubles existing speeds. We've been surprised by the strong response, with 15% of our businesses customer base already taking up the service only 2 months after launch."

Harley had said demand was being driven by small business needing faster speeds for data transfer, video conferencing and ways to handle the demands associated with staff growth.

"While the NBN will change the small business landscape and open up a range of new commercial possibilities, the roll out is phased and small businesses with pressing data and bandwidth issues should look to other solutions so they remain competitive and efficient until such time as they can access fibre at affordable prices," Mr Harley said.

He said Bonded DSL was developed specifically for businesses and individuals wanting faster upload and download speeds where a fibre optic connection is unavailable or for customers who experiencing slow speeds due to line quality or distance from the exchange

To help the small business market understand the various options currently available iiNet has released a technology guide. The guide also looks at a number of common technology and telephony issues facing small business owners and provides practical, plain-English advice on how owners can best use technology to grow their business.

"Small and medium businesses (SMBs) are a unique market that often gets overlooked when it comes to phones, data services and internet connectivity, as they often fall between the residential market and the larger corporate markets. While there are countless solutions out there, the real problem for small businesses is cutting through the jargon and understanding the practical applications of technology on their business."



WINNER
Commitment to Customer
Service – Consumer
ACOMMS Communications
Alliance & CommsDay
Awards 2009



WINNER
Australian Service
Excellence Award,
WA Call Centre Manager
of the Year,
National Customer Service
CEO of the Year
Customer Service Institute
of Australia (CSIA)



WINNER
Carrier of the Year 2010
Best Broadband Service
(Fixed or Wireless),
Chief Executive of the Year
Australian Telecom
Awards 2009



The guide offers advice for businesses at different stages of the growth cycle and depending on their headcount. Mr Harley said key technology considerations for small business in the current climate should include:

- **Decoupling from copper** – Businesses should look at alternatives to the fixed telephone line, running your phone via Internet Protocol (IP) can offer great costs savings without any loss of sound quality and many businesses can also access the internet without the need for a landline.
- **Reviewing your hardware requirements and inventory** – Small businesses often grow organically with little thought for the connectivity of IT systems. When either developing or reviewing your business plan make sure you add IT to the mix to ensure you are working efficiently and planning for future growth. Many service providers offer free on-site consultations or have partnerships with systems integrators who can come to your office, review your current arrangements and recommend efficiencies.
- **Securing your data** – If you can't afford to lose an important email or file, make sure you have a reliable backup solution. Backups should be stored off-site and data backed-up every day. There are a number of managed solutions available to secure your business critical data for a small fee, taking the onus off your staff.
- **Look to outsource non-essential services** – Hosted email and data services give small business owners the benefits of professional email and shared file servers that staff can access from multiple sites or while on the road without the hassle of owning and maintaining expensive infrastructure. As your data is stored in a secure location and backed up regularly, there is no need to worry if disaster strikes.

To view the iiNet's Guide to small business technology please go to: iiNetyourbusiness.com.au/

For further information on how technology can help your business grow contact the dedicated iiNet Business Team on 13 24 49 or visit the Business section of the iiNet website:

<http://www.iiNet.net.au/business/>

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