macquarie
TELECOM

Partnering to reach full potential.

An organisation built to help others flourish gets the tools it needs to thrive.

Situation

Equip, empower, repeat.

Changing the world is nothing new for Open Minds. For over a century, the company has specialised in working with high-needs mental and physical disabilities, offering individualised care, resources and knowledge to those who desperately need it. Through one of multiple tailored options, individuals learn to make positive life changes to enhance their wellbeing and mental health. Support workers spend the majority of their time on the go, conducting in-home visits, facilitating shared housing, and assisting in community-building activities. They seek to give people in their rapidly expanding network the confidence and practical tools to be active, vibrant participants in their world. But to accomplish that goal, they needed a system that allows them to keep up.

Crippled by connectivity.

With a large organisation— spread over 35 locations across Queensland, New South Wales and beyond—there are numerous challenges. Keeping up with identified need areas proved nearly impossible, due to administrative demands on staff and prohibitive expansion costs. Workers spent sizeable chunks of time away from clients, often commuting back to office spaces just to type up case notes. Additionally, any adjustment in office locations or business management proved to be a lengthy, unwieldy undertaking.

"There was lots of cable involved," IT Manager Fiona Foley explains. As a business that prides itself on catering to individual needs, the inability to adapt their outreach quickly or efficiently became a damaging roadblock—until Open Minds chose to partner with Macquarie Telecom.

Solution

Macquarie Telecom and Open Minds have come to enjoy a long relationship, with Macquarie providing critical agility to Open Minds' work across the board. By making day-to-day operations fully mobile, Macquarie has allowed Open Minds' workers the flexibility to adapt to clients' needs in real time, while still remaining plugged in to their larger network. And by instituting a dependable SD-WAN system, Macquarie cuts costs for the organisation while simultaneously increasing their potential reach.

Real talk, real results.

Open Minds says they love working with Macquarie Telecom because of the individualised, personalised care they give their clients, mirroring Open Minds' own business model. "You have to work with a company that wants to understand you," Fiona Foley affirms. "That was absolutely critical. Ben from Macquarie comes to see us and we have coffee every week. He understands what our business is doing and brings their technical guy in regularly to give us that extra high level overview of what they're doing at the moment. So it's a real collaboration."

Mobilise to make a difference.

Roger Daly, one of Open Minds' senior support workers, comments that "The best part of my job is that I work with people, not computers." And thanks to Macquarie Telecom's partnership, the Open Minds support team has been able to do away with laptops in their day-to-day operations, giving them more freedom to focus on what really matters.

> "You have to work with a company that wants to understand you. That was absolutely critical. It's a real collaboration."
>
> Fiona Foley, IT Manager, Open Minds

Workers record all their case notes on their smartphone, using a voice-to-text app called Visicase. Employee communications take place entirely via phone, which, in addition to increasing mobility, has allowed Open Minds to reduce office space, cut overheads, and devote more space to meeting locations. Care workers can easily meet with clients in their homes, assist them in shared housing, or work with them out in their community—whatever best fits their specific needs.

openminds

Customer story: Open Minds

Heads in the cloud.

The implementation of SD-WAN has further decentralised Open Minds' structure— another way Macquarie Telecom's technology complements Open Minds' approach to business. Since the transition, the company has saved $30-40K per new office on setup costs alone. Workers can quickly and easily set up new remote sites and houses as the situation warrants, efficiently establishing a base from which to serve their clients. By drastically reducing the time, energy and costs involved in setups and teardowns, Macquarie helps Open Minds to free up significant resources. Open Minds then funnels these resources into helping even more Australians lead productive and fulfilling lives.

Results

Ever since they partnered with Macquarie Telecom, Open Minds has experienced steady growth and a significant reduction in overhead costs. App-based admin and team communications have allowed staff increased flexibility and tools to meet their goal of individualised care for even more individuals. Further, SD-WAN has enabled the company to shift all platforms over to an SaaS model, making for an even more reliable and user-friendly system moving forward. With their shared vision for a connected, supported Australia, Macquarie Telecom and Open Minds are changing their world one decentralised office at a time.

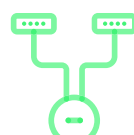**Voice**   **Data**   **Mobile**   **SD-WAN**   **NBN**   Cloud/Colo

macquarie TELECOM

Staying Interconnected, Going Intercontinental.

A quality assurance provider finds its foundation in a quality network.

Situation

Global reach, local needs.

Intertek are no strangers to large networks. A Fortune 100 company with offices all over the world, their Australasian region alone boasts 35 offices and 1,200 staff. Intertek handle all aspects of quality assurance, testing, inspection and certification for their many clients, and depend on their telecom providers to keep them connected throughout. So when their Australian provider's service suffered, the whole company felt the damaging effects. Despite substantial, ever-rising costs, the Oz-based team experienced recurring connectivity issues, particularly in offices located outside large metro areas. And once Intertek began handling more SaaS-based utilities, getting the right bandwidth became a constant struggle.

Can you hear me now?

Beyond these many network limitations, an even larger problem loomed. "Customer service was probably the biggest challenge," Mark Welford, IT manager for Intertek's Australasian region, says. "Any issues we had were not addressed in a timely fashion." To complicate matters even further, the provider experienced a sizable merger. "When they went through that merger, they just completely dropped the ball," Welford says. "Any query we had was not answered, any issues that arose—it just took an age to get anything done. Right

up until our contract was up for renewal, and then all of a sudden they were all over us. But by then it was too late. The service was too bad."

Solution

Intertek had casually researched Macquarie Telecom's offerings previously, but once it became clear their current provider couldn't meet their network needs, they decided to make the switch. Changing to Macquarie Telecom for their landlines, data and networking offered considerable cost savings upfront, but that was only the first of many positive—and much needed—shifts under their new provider.

Right on target.

Macquarie Telecom's use of SD-WAN has given Intertek the ability to better route network traffic, boosting efficiency and reducing latency. With their former provider's MPLS network, "even if we had a cracking internet connection, we still had latency issues," Welford explains, "but now with the SD-WAN, we're able to go straight out for most of ou stuff." The SD-WAN has also ensured that the region meets Intertek's worldwide connectivity standards at all times. "We have network targets of uptime that we have to adhere to globally, about 99.995%," Welford explains. "And the SD-WAN with the 4G backup has made those targets achievable—with no real disruption to service."

> ### "For me, running the IT for a region this size with limited resources, you need to be able to rely on the vendor."
>
> Mark Welford, IT Manager, Intertek Australasian Region

Dealing in dependability.

"For me, running the IT for a region this size with limited resources, you need to be able to rely on the vendor," Welford says. "It just gets done, which is what you want. You don't want to have to work out whether it's happened or if it's going to happen. The service [with Macquarie] has been fantastic." Despite having over 1,200 employees, the company maintains only a three-person internal IT department. "It's an extremely lean team, and we just don't have time to be messing about with a vendor if things aren't going right and we're not getting the right service," Welford adds. "And moving to Macquarie has just freed up our time to be able to look into other issues."

intertek
Total Quality. Assured.

Customer Story: Intertek

Result

Now, years into their relationship with Macquarie Telecom, Intertek continue to experience not only dependable networking, but above-and-beyond connectivity. The switchover from MPLS to NBN in particular has had revolutionary results. "One of our sites, funnily enough, is an NBN site with a 4G backup, and it switched over to 4G," Welford says. "We didn't even notice until [someone] said 'Do you realise this site is running on 4G?' The site had no issues, it's fantastic."

Less paying, more attention.

Most importantly, Intertek receive the sort of consistent, attentive customer service that allows them in turn to focus on serving their own clients. "Instead of going 'Ah, the Internet service isn't working, we've got to work with the vendor for X amount of time to put it right,' with Macquarie Telecom everything is resolved as quick as possible," Mark says, "giving that person [on our team] freedom to do more meaningful tasks." And for someone as busy as Mark, Macquarie Telecom's reliability has been a game changer. "Customer service is where it's all at," he says, "and in this case, the proof is in the pudding."

> "With Macquarie Telecom, everything is resolved as quick as possible. Customer service is where it's all at, and in this case, the proof is in the pudding."
>
> Mark Welford, IT Manager, Intertek Australasian Region

Here's how Macquarie Telecom makes things better for Intertek:

✓ Reliable SD-WAN connectivity with 4G backups, across even their most remote office locations, decreases latency and ensures uptime target achievability.

✓ Increased bandwidth on the NBN gives Intertek the power it needs to effectively handle SaaS-based utilities.

✓ Decreased costs for landlines, data and networking allow Intertek to reinvest in their extensive local staff.

✓ Consistent communication keeps Intertek's internal IT team up-to-date on what's happening on their network, while comprehensive service saves them time.

**Macquarie Telecom
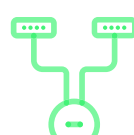Call us on 1800 789 999
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| Voice | Data | Mobile | SD-WAN | NBN | Cloud/Colo |

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TELECOM

Higher Education Meets Higher Standards.

Not-for-profit university gets the support it needs to properly equip future generations.

Situation

Trailblazing on the Gold Coast.

Since its ground breaking 1989 opening in Robina, Queensland, Bond University has become known for consistent innovation. Australia's first private not-for-profit university, it currently boasts a student body of 4,000 along with a staff of 1,000, and ranks as #1 in the country for student experience.

A university doesn't become #1 by accident, and Bond University leadership ensure their focus on student experience is imperative to their internal decision making. One highlight of their offering is their allowance for all students to have unlimited local and national calling from landlines on campus. So when the Bond University team had concerns about their incumbent provider, they prioritised finding a telco that could partner with them on their vision for the University. Bond University were originally getting ISDN MPLS services from a large supplier, but wanted to reduce their costs and have a better platform to monitor their trunks than their current setup.

Provider priorities.

The need for a new provider relationship was apparent to no one more than Marlon Sayer, the University's Director

of Information Technology Services. He recalls the concerns they had with their incumbent provider, including "slow response times to resolve billing issues … [and] limited customer support in our account management."

Given the huge size of the provider, Bond University's staff felt like their status as a relatively small client didn't merit them much individualised attention. As Marlon sees it, they had "good days and bad days of support. And it cost us a lot of effort." The team needed a provider that could be highly available and offer redundancy. Enter Macquarie Telecom.

Solution

When Bond University had originally approached their previous provider, they did theoretically offer the desired specifications. But throughout their working relationship, they always behaved as a vendor–unattached and transactional–rather than a partner. In contrast, Bond University has consistently and gratifyingly felt that Macquarie Telecom focuses on outcomes and service levels–in short, the same approach that Bond University takes with their students. During the initial review process, Macquarie Telecom took the time to listen and fully understand the business, so they could support Bond University staff in both their day-to-day

operations and their future decision-making. A more flexible SIP solution was designed and implemented. This, along with a hosted-PABX, making for a better quality platform, along with all the tools to easily monitor and manage their voice platform than their previous setup.

> "It comes back to the not-for-profit side and operational cost savings: that really means we're spending less on projects and can channel those savings back into the student experience."
>
> Marlon Sayer, Director of Information Technology Services, Bond University

BOND UNIVERSITY

Customer Story: Bond University

Result

Given the private, not-for-profit nature of the university, any cost saving goes a long way. Unlike the public universities, Bond University does not rely on government grants, so the $24,000 a year in savings they've recouped from moving to Macquarie Telecom's SIP solution has helped them to significantly reduce their costs. And the changeover itself was hassle-free for the university and its staff. "The transition was coordinated very well," Marlon recalls, "with minimal downtime and disruption" thanks to the Macquarie Telecom project management team.

Now that Bond University has entrusted Macquarie Telecom with its business, it feels confident in its offering to students, as well as excited for the future. Its dedicated account manager consistently checks in and follows up to make sure any concerns are addressed and structures are properly implemented for planned expansions in years to come. The individualised approach appears to be paying off, as there has been no disruption to students' service since making the switch to Macquarie Telecom. The IT team at Bond University now have greater visibility and flexibility over their voice services. The students themselves are pleased, saying they really appreciate the service provided to them through the university. And for a university whose student experience is their driving force, there's no better sign of a job well done.

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Here's how Macquarie Telecom makes things better for Bond University:

✓ Macquarie offers Bond staff a dedicated account manager, who checks in consistently to make sure their service and their students' service remain top-notch at all times.

✓ A better quality SIP solution with the flexibility and visibility expected from a modern platform.

✓ All the tools to easily monitor and manage their voice services across the university campus and student housing.

✓ Providing students with unlimited and reliable local and national calling while enrolled.

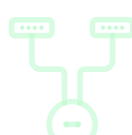✓ Savings of $24,000 a year compared to their previous provider.

Voice   **Data**   Mobile   SD-WAN   NBN   Cloud/Colo

Customer Story: Transit Systems Mobile

Driven by innovation.

The transport company that never stays still.

Transit Systems is a company that has grown to become the largest bus operator in Australia. Established in 1995, the Australian-owned business proudly articulates a single-minded vision: to enhance the lives of our customers and the liveability of the cities in which we operate, by providing access to opportunity and enabling cities to function, every day.

Today Transit Systems has over 6,400 staff servicing 350 million customers and more than 2,600 vehicles.

Situation

The reputation and success of Transit Systems lives or dies by the efficient, consistent delivery of services. "We're a 24 hour operation", explains Transit Systems' CIO, Warren Read-Zorn. "Operational downtime impacts every part of our organisation very quickly. A lot of real time information comes into our systems that needs to be provided to other agencies for processing."

Buses are, by their nature, on the move. Transit Systems needed a mobile network that is rock-solid. So how did they define the type of network that would stand up to their rigorous demands? For a start, a wide coverage footprint was crucial. Every street and suburb served by their bus network needed to have access to 4G coverage. But equally important in choosing a network was depth of coverage and in-building penetration.

> "We see Macquarie Telecom as a partner to our business. Not only is their network both powerful and cost-effective, but their people provide customer service that's noticeably different to anything we've experienced previously."
>
> **Warren Read-Zorn, CIO, Transit Systems**

"Whether a bus is travelling through a tunnel, parked in a depot, or passing through the dense buildings found in a CBD, we can't afford for its 4G data connection to drop out," explains Read-Zorn.

Thinking beyond their present needs, Transit Systems knew that the speed of technological change in the passenger transport industry was more likely to increase than decrease. To stay competitive, they would need to continually embrace developments in mobile data technology, and constantly review new ways mobile technology could bring efficiency to their business.

Solution

It became clear that two of Australia's three mobile networks lacked the coverage footprint and penetration capabilities to provide the consistent performance needed to monitor and manage Transit Systems' fast-moving bus network. For the company, a stable and powerful network was considered crucial.

Network quality was the first of three key criteria the company set to determine which mobile provider would emerge as a perfect fit. On top of excellent technical credentials, they also wanted to work with a telco who could provide responsive customer service that was easy to access. And alongside this, they expected a commercial contract that delivered value and flexibility.

Meeting all three of these criteria in an industry where businesses are often forced to compromise on network, customer service, or competitive pricing proved challenging. Australia's prominent telcos were all pursuing aggressive agendas to push customer service offshore, in many instances simultaneously increasing their prices. For Transit Systems, this meant selecting one of the traditional telcos would be untenable.

Customer Story: Transit Systems Mobile

Macquarie Telecom stood out in this sea of compromise. With coverage of 98.8% of Australia's population, and stronger penetration in built-up areas, our mobile network was ready to meet the demands of Transit Systems' fleet. Equally as outstanding was the customer service on offer. With call centres and an account management team based in Sydney, Macquarie Telecom puts into practice its belief that customer service that's not local is not adequate. A current Net Promoter Score (NPS) of +63 demonstrates agreement from the many businesses we serve. To round out the key criteria, Macquarie Telecom came to the table with a competitive pricing structure and simple, clear contract terms – clearly eschewing the complexity frequently served up by the traditional telcos.

Result

Working with Macquarie Telecom has provided Transit Systems with a robust backbone for their bus-bound technology, and has met their other criteria soundly. Over time, Macquarie Telecom's mobile network has seen Transit Systems through a significant evolution in the way they harness technology.

Currently, the mobile connections onboard their buses are a far cry from simple phone calls. "Some vehicles now have three or four SIM cards onboard, monitoring various aspects of the vehicle", Read-Zorn explains. "Systems monitor everything from customer ticketing information and engine diagnostics, right through to vehicle safety reporting and driver performance metrics." This information is all sent through to the Transit Systems operations centre, where it can be evaluated by engineers in real time.

The benefits of this mobile-driven technology can be seen right across their business. Compliance and safety directly benefit from the level of reporting that's on offer. Potential equipment failures on board can be mitigated by proactive maintenance, before they eventuate. Customer reports of unsafe driving or other concerns can be investigated with rock-solid data, resulting in watertight performance management across Transit Systems' extensive workforce. And ticketing and timetable data contribute to a better experience for every single passenger.

Without a dependable mobility provider, none of this would be possible. "We see Macquarie Telecom as a partner to our business", Warren Read-Zorn enthuses. "Not only is their network both powerful and cost-effective, but their people provide customer service that's noticeably different to anything we've experienced previously. We know we can trust their Sydney-based call centre to take ownership of any problem or question we have, and resolve it fast. They're the opposite of your typical telco."

So what does the future look like for Transit Systems?

Like many industries, Transit Systems recognises the important role artificial intelligence (AI) will play in their business. In fact, they're already partnering with a leading university to research potential applications.

The picture Read-Zorn paints is exciting. "The purpose of AI will be to provide better analysis of the data we're collecting, and from there, better insights. For example, we can collect the location, speed and an array of passenger information from every bus, every ten

seconds. We'll be able to use that to build up a visual image of challenges we have in terms of traffic congestion, passenger loading, and so forth, and we can then take that information and provide better analytics back to our providers." As he summarises, "it will mean an even better customer experience, and will help make us more competitive. We're only at the start of that journey, but it's already clear it will have a significant impact."

As Transit Systems embark on that journey, Macquarie Telecom is excited to be the innovative, committed mobility partner who will help make their vision a reality.

Mobile

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Here's how Macquarie Telecom makes things better for Transit Systems:

- ✓ A powerful mobile network that covers 98.8% of Australia's population.

- ✓ Customer service that's dependable and easy to access, based here in Australia.

- ✓ A shared vision for how mobile technology can help them maintain industry leadership.

- ✓ An account manger who works alongside them, in partnership.

macquarie TELECOM

On the Road to Peak Performance.

A transport management company finds their driving force in Macquarie Telecom's SD-WAN.

Transit Systems is a company that has grown to become the largest bus operator in Australia. Established in 1995, the Australian-owned business proudly articulates a single-minded vision: to enhance the lives of our customers and the liveability of the cities in which we operate, by providing access to opportunity and enabling cities to function, every day.

Today Transit Systems has over 6,400 staff servicing 350 million customers and more than 2,600 vehicles.

Situation

Managing such a large operation requires Transit Systems' data network to be up and running uninterrupted and at the speed required for all applications. Any downtime at a depot impacts buses getting on the roads and servicing the public. With the incumbent MPLS data network, Transport System's requirements were no longer being met. An increase in speed, application performance, along with application and network visibility and control were required. With over 360 million customers worldwide depending on the bus and ferry services, an innovative and proven network solution was needed.

Solution

Transit Systems has utilised Macquarie Telecom's services in various capacities

since 2001. Understanding the business in depth and the support architecture required, Macquarie Telecom proposed an SD-WAN and nbn™ solution.

> **"SD-WAN provides new visibility, insights and control of traffic across the network to ensure our users and applications achieve the performance objectives we are after."**
>
> Warren Read-Zorn, CIO, Transit Systems

Rapid deployment

When Transit Systems has a site that urgently needs to go live, the challenge of carrier lead times extending beyond the site opening date is assisted via an edge SD-WAN device being deployed, utilising an existing broadband site connection or simply multiple 4G services, bonded with key application traffic given priority. As devices are configured remotely from a central online portal, devices can be sent to site and installed fast.

Uptime is key = nbn™ + multi carrier + 4G

For a non-stop operation like Transit Systems, zero downtime is a key requirement. Sites now have at least two to three access links bonded through the SD-WAN devices, providing additional redundancy and diversity. Utilising nbn™ business grade TC2 fibre, TC4 services along with multi-carrier access and 4G ability, which has made for a resilient network.

"SD-WAN provides new visibility, insights and control of traffic across the network to ensure our users and applications achieve our performance objectives we are after," said Warren Read-Zorn, Transit Systems' CIO.

Via the orchestrator central portal, Transit Systems now have full visibility and monitoring of applications across the network and to end user level. The team also have access to firewall rules and routing policies.

Results

All in all, Transit Systems' made a smooth transition to their new network. The company's previous ADSL copper links were often problematic at certain

TRANSIT SYSTEMS

Customer Story: Transit Systems
SD-WAN

macquarie
TELECOM

Here's how Macquarie Telecom SD-WAN makes things better for Transit Systems:

✓ A more accurate handle on all of their buses, at all times, with the ability to quickly look up data and adjust active services.

✓ nbn™ connectivity has added reliability and increased bandwidth to connected sites.

✓ One point of contact for all operations, managed by Macquarie Telecom, in place of their former, limited in-house management.

✓ The ability to expand into new markets and incorporate AI technologies.

sites, and after the switch to nbn™, the reliability and quality was clearly improved. Macquarie Telecom also added increased bandwidth to the connected sites. And the underlying switch to nbn™ has been seamless, with Macquarie Telecom transitioning it all in the back end so the network could remain operational in the process. With a more dependable system and less internal monitoring, Transit Systems re-assign resources and attention formerly devoted to network management and reallocate them to managing the customer experience.
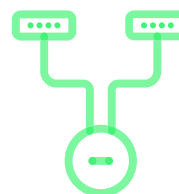
No stopping now.

With their data in good hands and their network expanding, Transit Systems has had time to lay out big goals for the next few years. In addition, exciting work is underway to incorporate AI technology to further increased efficiency and communications. Because if there's anywhere Transit Systems excels, it's in moving forward.

"With our telco requirements covering data, internet, cloud, and mobiles, dealing with multiple telcos and service providers, has been a monumental supplier management challenge. Macquarie Telecom takes all that pain away and manages it behind the scenes. Having a single point of contact for all services has been a huge improvement."

Warren Read-Zorn, CIO, Transit Systems

SD-WAN   **nbn™**

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