ACN Broadband
– NBN Product Overview

ACN ®

Value Proposition

The National Broadband Network (nbn™) is an Australia wide government initiative to upgrade the existing fixed line phone and Internet network infrastructure to give every Australian access to fast, reliable Internet services. This will be achieved using a mix of technologies.

ACN currently offers Fibre to the Premises (FTTP) and Fixed Wireless technology to connect your customers to the nbn™. FTTP uses fibre-optic cables laid in the ground or through overhead lines. Fixed Wireless sends signals from an antenna fitted to the roof of your customer's house to a wireless base station.

ACN's NBN Broadband and NBN Voice Bundle plans offer simplicity and a hassle free service. Your customer chooses their data allowance (50GB, 250GB and 500GB); selects the broadband speed that best suits their usage patterns, and decides whether they want to bundle with a voice service.

Bottom Line: nbn™ is the future of broadband in Australia. Everyone must move to an NBN plan within 18 months of their area being declared "Ready for Service" by the nbn™. Existing DSL and phone services will not be supported after that time. Faster connection speeds present opportunities to be more productive, efficient and connected.

Target Market

- Customers who want a standalone broadband service (no phone service attached)

- Customers who want to add a voice service with great value call inclusions

Industry Statistics

- There were 12.691 million Internet subscribers in Australia at the end of December 2014. Of these approximately 350,000 were already connected to the nbn™ via fixed wireless and fibre technologies[1]

- There are 800,000 people who can currently access faster speeds through the nbn™, which means there are immediate opportunities to provide these customers with great value broadband and voice services with ACN[1].

Common Questions / Objections

What is NBN? I don't know why my customer should choose an NBN service.

nbn™ aims to give every Australian access to fast, reliable Internet services by using a mix of technologies. When a customer's area is declared "Ready for Service" by the nbn™, the customer must choose an nbn™ supported service provider within 18 months. An ACN NBN service can deliver capacity and speeds that are greater than ADSL, and can support multiple users within a premise - providing a superior online experience.

I've heard the nbn™ will cost more than current ADSL broadband connection.

This is a common misconception. ACN's NBN plans are priced similarly to ACN's ADSL Broadband and Naked DSL plans. The cost applicable to your customers will depend on the data allowance and speed they choose.

Why does my customer need NBN when they have ADSL?

There are currently 800,000 premises that are "NBN Ready". These premises are in areas where the copper connections will be disconnected. Your customers will be notified by ACN and nbn™ about copper disconnections in their area. Your customers will have to switch to the nbn™ within 18 months of notification to retain a broadband connection. As copper and fibre are different technologies, your customer can apply for their NBN service whilst their existing broadband service is in place. This means they won't have any downtime. They can cancel their broadband service once their NBN service is active.

I hear there will be multiple technology methods used to deliver NBN service and I don't know which technology is right for my customer.

The good thing about the nbn™ is the there will be no technology overlap. Each address in the nbn™ rollout will have a specific technology assigned to it so your customers won't have to choose the technology. All they have to do is choose is a plan and speed.

1 ABS: http://www.abs.gov.au/ausstats/abs@.nsf/mf/8153.0/

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