

### Value Proposition

Broadband refers to high speed Internet access. Naked DSL uses existing copper telephone lines to deliver high speed Internet to homes and businesses.

ACN Broadband offers a range of technology options, including Naked DSL. You can choose the amount of data you need and whether or not to bundle with an ACN VoIP Service (Envision) to also enjoy great value call inclusions.

ACN's Naked DSL plans offer flexibility, generous allowances and a 12 month contract term.

**Bottom Line:** Naked DSL is delivered over the reliable Optus Network and offers a range of generous plans to suit your customers' needs.

### Target Market

- Customers who only want a broadband service (no traditional phone service attached)
- Customers who don't want to pay line rental or who may want a VoIP phone service

### Industry Statistics

- There were 12.691 million Internet subscribers in Australia at the end of December 2014<sup>1</sup>
- Naked DSL allows customers to retain a broadband connection without being obliged to pay for a phone line connection and offers a more cost effective and streamlined alternative for customers<sup>1</sup>.

### Common Questions / Objections

#### *What's the difference between ADSL and Naked DSL?*

A Naked DSL Service does not require a phone service to be active on copper telephone line, whereas an ADSL Broadband Service does. This means that where a Naked DSL Service is ordered, your customer will not have a traditional active phone service and will be unable to make and receive calls.

With Naked DSL, your customer will not have to pay for telephone line rental; however, a VoIP telephone service can be activated.

#### *Why should my customer bundle services with ACN?*

By selecting one of our Envision bundles (which includes a Naked DSL and VoIP Service), your customers will enjoy bundle discounts and great call inclusions. They will also receive a single bill for both services.

#### *I'm not sure if my customer can get a Naked DSL Service –how do I check?*

To order a Naked DSL Broadband Service, your customer must be in a Naked DSL enabled exchange. These exchanges are continuously updated, so the best way to confirm availability is to use the "Check Availability" button on the Naked DSL Broadband page on the acnpacific.com.au website. This will confirm what services are available at your customer's address.

#### *My customer is currently under contract.*

That's not a problem. Ask your customer when their current contract ends so you can contact them a month prior. You can then start looking at the ACN Naked DSL and Envision plans to find one that meets your customer's needs and budget.

#### *My customer wants to keep their phone number.*

This is possible with a Naked DSL service; however, a VoIP service will need to be ordered to allow your customer's current number to be ported across.

<sup>1</sup> VOIP Choice: <http://voipchoice.com.au/increasing-broadband-use-greater-opportunities-voip/#more-309>

Through ACN's partnership with Foodbank you can help to feed Aussie families and children in need. When someone signs up as an ACN Broadband Service customer and again when that customer pays their bill each month, ACN will make a donation to Foodbank.

