



Anticlockwise

Faster Business with
Telstra Wholesale's
Data Centre Interconnect

WHOLESALE 

The Anticlockwise success story – in their own words.

Featured Product

Data Centre Interconnect



Who we are

Anticlockwise is a Sydney-based bespoke business connectivity solutions provider. We work with customers across Australia who require design, implementation and support of voice over IP networks (VoIP), hosted services and LAN/WAN environments.

Our products are specifically tailored to our customers' individual needs. This strategy has allowed us to build our customer base, with much of our growth being driven by recommendation. Our ability to deliver is supported by strong relationships with partners like Telstra Wholesale.

Telstra Wholesale has enabled us to evolve from a fledgling micro-ISP to an established solution provider, specialised in helping medium-sized businesses seeking high-quality managed networks.

The challenge

Anticlockwise customers demand fast, high capacity connectivity. An excellent example of this is our customer Unispace, an architectural, design and construct firm with offices in the major Australian state capitals and around the world. They depend on effective collaboration to service clients, which means sharing very large design files around their offices.

The underlying network strength is vital if we are able to help a client such as Unispace achieve its goals. Telstra Wholesale's network allows us to maintain high service level agreement targets and build a strong reputation in the market.

Our business thrives on delivering a great experience to our customers – it's why nearly 100% of our new business comes through referrals. We need to keep up with our customers' expectations if we are to maintain our new business referral pipeline, and in today's market that means delivering superfast, super reliable connectivity.



David Brown, Technical Director, Anticlockwise and Lucy Caulley, Account Manager, Telstra Wholesale

The solution

We started working with Telstra Wholesale in 2014 when we added them to our panel of Ethernet Access partners. Since then, we have increased our use of Telstra Wholesale solutions with the adoption of the Data Centre Interconnect (DCI) solution. We wanted high performance connectivity and carrier diversity between data centres so Telstra Wholesale's DCI was the ideal solution.

DCI provides a fast, flexible and low risk way to manage our bandwidth requirements, and empowers us to offer our most demanding customers the services they need. Its high capacity, low latency routes are very fast – faster than anything we have seen before. The pre-installed links between a growing number of data centres means provisioning can often be done within a day so we can add bandwidth quickly and easily when we need it. It is a solution that scales perfectly with our business.

The relationship goes beyond technology alone. The service delivered by the Telstra Wholesale account team is unmatched in our experience. We have excellent, open and honest conversations about our requirements. Planning and preparation are vital, and the communication we receive from Telstra Wholesale ensures our working relationship is built on trust and openness.

Benefits

Telstra Wholesale provides a very solid foundation on which we can build our networks. Our customers get to leverage the stability, low latency and wide coverage of Telstra Wholesale, and we can tailor a solution to their business needs.

For customers such as Unispace, we enable them to store and transfer huge data files across the company's various offices around Australia. With the tools to collaborate effectively in place, Unispace can focus on attracting the best talent, regardless of location, to provide the best results for clients.

Telstra Wholesale's product and service delivery has helped us make a real improvement to top line revenue. More than that however, we have total confidence in Telstra Wholesale – they have proven themselves again and again – which means we can focus on satisfying our customers. And the bottom line is that happy customers power our growth.

Why choose Telstra Wholesale?

Whether you need the latest innovations or proven systems, you can rely on Telstra Wholesale to help you deliver unrivalled experiences for you and your customers.

Find out more:

www.telstrawholesale.com.au/about-us

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