



Convergence

Connecting to growth with
Telstra Wholesale Internet

The Convergence success story – in their own words.

Featured Product

Fibre/
Internet



Who we are

Convergence is a leading, innovative and dynamic 10-year-young telco based in Melbourne, Victoria. We create scalable, robust and fault-resilient networks for small businesses and mid-market clients.

We have established a reputation for reliability, technical expertise and customer experience. Our clients know that what we promise, we deliver. They trust the team to fulfil their obligations – from sales right through to support – and that's evidenced by our long-term relationships with customers and partners.

The challenge

We provide a range of services to our clients including Voice over IP, Virtual Private Networks and internet solutions. With the migration of internet services away from the copper network, we were seeking a solution that would help us maintain our reputation, add value for our customers and enable us to create a competitive advantage.

Furthermore, we wanted solutions that would empower us to grow our business outside our traditional markets of CBD and metro areas, and across Australia. As many of our clients have operations throughout Australia, this ability was as important to servicing our existing customer base as it was to securing new business.

Finally, the highly competitive nature of the market for internet services dictated that ordering and provisioning had to be smooth and fast, with pricing structured in a way that enabled us to offer contract terms to suit our clients.

The solution

Telstra Wholesale helped us to quickly identify our customers who are in buildings that are fibre-enabled, and then we've been able to make an offer to migrate their internet services to fibre with the Telstra Wholesale Internet solution. Telstra Wholesale's Ethernet Access over the fibre network provided us with a significant uplift in the capacity we could offer our clients, with connections ranging from 50 MB to 400 MB, and we plugged into an existing national network with unrivalled reach.

Telstra Wholesale has given us the flexibility to offer a variety of contract durations to our customers to encourage new customers to sign, or offer deals when upgrading current clients into longer contract periods.

“The move to bring more of our customers onto Telstra Wholesale fibre plus the offer of Telstra Wholesale Internet has been a complete success.”

Brian Michaels, Director, Convergence

Benefits

The move to bring more of our customers onto Telstra Wholesale fibre plus the offer of Telstra Wholesale Internet has been a complete success. It has helped to increase the size of our private internet business by 25 per cent. It contributed to this growth in three main ways.

1. Our national footprint

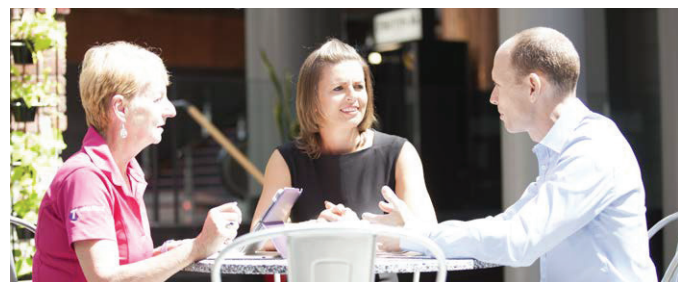
Telstra Wholesale's unrivalled national footprint opened up opportunities for us with new customers, outside of the heavily-serviced metro and CBD areas, and with existing clients who wanted to expand interstate. The national availability of the network was a key reason for us choosing Telstra Wholesale.

2. The reliability of fibre

The move to fibre has made a dramatic difference to the amount of time we have to spend on customer support. The reliability and consistency of the service compared to copper has reduced the number of customer issues. This means that we can focus our resources on other priorities, such as developing further value-add solutions, as well as driving efficiencies in our business. Fibre also delivers a much more consistent end user experience. There was always the possibility of high latency and low throughput on off-net copper services, resulting in inconsistent user experience between different locations. However, Telstra Wholesale's Ethernet Access provides high quality and consistent user experience wherever it is accessed.

3. The pricing structure

The pricing structure has made it easier for us to upsell. For small businesses considering migrating to a better connection with fibre, the pricing makes the decision much easier. Likewise, as customers experience the benefits of fibre, we are able to upgrade them to larger capacities and additional services boosting our revenues.



Future proof your competitive advantage. For advice on how you can benefit from Telstra Wholesale's technology and services contact your Account Manager.
www.telstrawholesale.com.au/possibilities

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