

Case Study | Brett Merriman (Talking Business Co.)

'Fast Reliable Internet is a Reality'

"I'm sick of the internet quality on the Coast, it constantly slows down or drops out!" "My business would grow faster if I had a good internet service!" "I wish someone with a bit of knowledge would call me back because I'm ready to make an Internet buying decision!"

These frustrated and familiar cries are a daily occurrence for many business owners on the Sunshine Coast. An added hair-pulling irritation is the time it takes to find a service that works to the level required to run an efficient business. Reliable, fast internet ensures businesses have a service that allows staff members to produce better results and it also sets the organisation on a positive and sustainable growth path for their future. And, it just makes work life easier.

So, where do you start in comparing the overwhelming amount of choices and decide on the one that's best for you? There are the usual ADSL choices from most telcos and during certain times of the day your internet could be performing well. However, lunch times, before and after school, and after work hours, performance of internet speeds can drastically slow down.

In the meantime, we're all waiting for the Holy Grail of the NBN to arrive that is supposed to save us from all our internet problems and deliver us into the Internet Promised Land. However, buyer beware because anything that sounds too good to be true usually is and we've all learnt this from experience.

When the NBN finally arrives it is rated as a residential grade service and has the same contention issues as ADSL where things will slow down during certain times due to congestion. Not good when you need constant performance.

So, is there an answer to these issues?

Yes, there is if you think beyond the proverbial box and look at true business grade Internet services then you will have a diverse range of high performance options. The golden selling point with these types of services is that they're synchronous which means your upload and download speeds are the same and they all come with a written Service Level Agreement that guarantees performance at all times of the day and night. These are essential features for a business grade service.

Larry Samuels, Managing Director at Givex Australia, recently moved to the Sunshine Coast from Sydney and was in the position where he went searching for a reliable and fast internet service to suit his needs for his cloud-based business. He also needed a telco that would be able to move his services, including numbers, configure the system and deliver it on time and working.

Mr Samuels contacted the two major telcos and was passed from department to department. He was also told by one telco that someone would call him to relocate his service, however, he never heard back from anyone. The other telco said they were able to provide the service and it was going well until they began preparing for installation. Simply, they couldn't supply his business with a multi-line service in Cooloom.

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After an unsatisfying experience that led to a dead end, Mr Samuels began browsing sites and started talking to local suppliers and eventually found an organisation that could help him. They were able to provide multi-line services, a fast and reliable internet service and keep him up-to-date on installation dates, provision of services and costs. Givex Australia has only been on the Coast since Easter 2015 and Mr Samuels said, "I couldn't be happier with the service. It's even better than the one I had in Sydney."

"Brett Merriman from Talking Business was extremely helpful in utilising our pabx hardware and was able to convert a difficult landline service. He configured the hardware for the traditional landline service to a compatible IP Telephony service. The critical thing was reliability of service and adequate speed. Now we have both of those and I'm delighted."

"In the end, the reality was that Telstra and Optus would both have been more expensive and I would still be waiting for the service."

"Brett co-ordinated everything and introduced me to other providers to establish my complete service. The process was streamlined and I felt like a customer who was important and I still do. Several months later and I am informed of system upgrades and network maintenance times. I'm in the loop and that doesn't happen with the major players."

Mr Samuels from Givex was impressed with the service and says the benefits of having a high-quality business-grade internet service far outweigh the costs. In fact, costs weren't an issue for this business.

The best outcome for Givex was that all of their services were tailored-made exclusively to specific requirements and now they all work exceptionally well. And it's the same for every other business utilising the services, they will always be tailored made to ensure the greatest outcome for the client.

On the other hand, some organisations are cost-conscious and that is to be expected. It's obvious the service Givex has utilised is not an All-You-Can-Eat \$99/month service. You will not have the high-quality consistent system that Givex uses without higher costs. For some, costs outweigh service and for others, service outweighs costs. So, when it comes to parting with your money for a service that it top end, let's give you a comparison that can be easily understood and will show you how you can actually save money with business grade Ethernet services.

A business man has an ADSL service which is erratic. He would come into work an hour earlier than everyone else so he could read and answer emails before his web slowed to a crawl. Let's assume there are 21 work days each month so the total cost of ownership of a \$450/month Business Grade service is about \$21 per work day. Applying this to the hour he spends each day coming in early to do his email suggests that he is grossly undervaluing his time if he thinks \$450 is too much to pay.

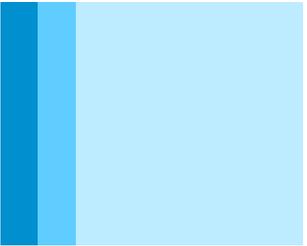


Now let's assume five staff want to access the internet. This means an average cost per user per day of less than \$4.50. If we also assume an average cost of employment per user of about \$60 per hour, then this now represents less than five minutes of their time per day. Potentially the time they waste on sending only one email on a slow internet service.

Too many business owners fail to stop and do this simple maths.

We could take this example even further and assume he also had five telephone lines. By putting in a business grade service he would be able to move his telephones over to IP Telephony which

would save him about \$200 per month on line charges alone. The real cost for the extra internet performance is now only \$250 per month. And this is only one example of many ways to save money.



Business costs are not just associated with a dollar value as you can see by this example and it is all too easy to become complacent with how your business is being run and what services your business needs. Take the time to ask your current service provider for their advice. If they tell you that a particular service is not available in your area, ask if that is just from them or from any other provider? All too often, we hear callers tell us they couldn't get a particular service at their office because "it isn't available" but in reality it was available but not from their current provider.

You've heard Mr Samuels say he has made the best decision by upgrading his service to Wireless Ethernet which has been the solution to his internet problems. The flow on benefits means his business is running faster and smoother. He is able to work without the constant worry of the internet dropping in and out like so many businesses have to contend with on the Coast. Talk about peace of mind for this client. Now, is that something your business needs?

Talking Business is privately owned and operated. They supply an extensive range of IT based communications solutions tailored to your business needs. The flagship product they provide is internet-based telephone services or IP Telephony. This can slash the cost of your phone bills and assist in streamlining your communication with staff and clients locally, state-wide and nationally. For further information go to <http://www.talkingbusiness.com.au>