



Case Study - Australian Broadband Guarantee

Between July 2007 and June 2011, Skybridge performed over 80% of Australia-wide customer satellite installations under the Australian Broadband Guarantee (ABG), a program overseen by the Department of Broadband, Communications and the Digital Economy (DBCDE).

Our system, SIMON, was also built and honed throughout our delivery of the ABG programs.

During the peak of the program we installed an average of 2,000 ABG satellite systems per month on behalf of 17 service providers, including Skymesh, Westnet, Aussie Broadband, Wideband, Reachnet, Bordernet, Clear Networks and Broadband Wireless.

As a result we developed longstanding customer relationships with many of the Retail Service Providers that NBN Co also works with.

One example of the value that Skybridge offered to ABG-licensed ISPs is the streamlining of travel claims. About 5% of ABG jobs require information to be substantiated regarding travel, accommodation, and

freight. DBCDE specified that they needed technicians to complete log books and to provide fuel and accommodation receipts for this purpose.

Skybridge proposed a paperless and efficient process where a quote template was provided to the DBCDE. This included fixed cost items for travel and accommodation and a detailed map based on mapping intelligence provided by MapInfo (our third party supplier), and integrated through SIMON, indicating the customer's and technician's address, latitude and longitude. Through the quote template, DBCDE could identify that quoted prices would remain constant for each job and were happy to dispense with the requirement to complete log books and provide fuel and accommodation receipts. This process was then adopted by all RSPs using Skybridge to provide ABG services.

Below are a number of testimonials from RSPs that Skybridge provided ABG services for under the program.

The most valuable asset that Skybridge has after their staff is SIMON, and we haven't seen anything from your competitors that comes close to it. Once we enter a customer's application into SAMS, we click a button to "push it to SIMON" and you do the rest - ship the stock, arrange appointments, complete the installations etc. When your technician has completed the installation, he clicks a button to confirm site acceptance and that updates SIMON and SAMS claims the customer on DBCDE automatically. The interface between SIMON and SAMS has allowed us to fully automate the claims without having staff to do the work"

Paul Rees, Director Sales & Marketing - Skymesh"

Westnet has contracted Skybridge on an exclusive basis to nationally install Ipstar VSAT services. Our relationship with Skybridge began in July 2007 and Skybridge has since installed over 9,000 satellite services for Westnet across Australia.

Our dealings with Skybridge have always been professional and they consistently meet their Key Performance Indicator's and all general obligations, whilst providing Westnet the flexibility we need in order to offer a fixed price to our members.

Developed an excellent B2B web-based system which is critical to provide efficiency and maintain control of all installations, with the ability to scale quickly which is imperative to our needs,

Have extensive experience and industry knowledge, and Maintain an excellent and responsive customer service culture.

It is without reservation I recommend Skybridge to any prospective company wishing to install VSAT services."

Eric Cain, Former General Manager – Westnet.



"Aussie Broadband supplies satellite connections to customers in Australia, while we out source the installation of the satellite equipment to Skybridge.

Over the past six months, we have cemented this relationship in stone, as we have expanded quite rapidly. This required extra resources, such as extra personnel and changes to our IT operations, which Skybridge supplied within a very short period of time.

Most importantly, the people we deal with on a day-to-day basis within Skybridge are always helpful, polite and resourceful.

On all occasions, commitments provided by Skybridge have been met or exceeded. The Skybridge team arranging our customer installations are both courteous and patient and always have the customer's best interests in mind.

All in all, I have found our relationship to be successful, as both parties have the customer's needs in mind and change our procedures if we see an area for improvement."

Patrick Greene, Aussie Broadband

Lessons learned to apply to future rollouts:

i. Building A Scalable Delivery Model.

The processes built during the ABG model enabled the program to grow ten-fold in a period of 6 months. These processes were utilised as the foundation for other programs including FRSS and Digital Switchover.

ii. A Scheduling Model To Accommodate Peaks And Troughs In Demand.

The scheduling model developed for this program enabled a high number of technicians to be engaged in the program to service highly variable job volumes while still being able to fulfil other work commitments. The scheduling model also ensures that jobs are completed within SLA, and that stock is made available to the technician in time for the job to be completed.

iii. The Importance Of Prompt Support To Our Technicians While On Site.

During the ABG program Skybridge set up the Technical Support team to provide over the phone support to technicians experiencing issues on site. This enabled a very high installation success rate that was

carried through to our FRSS program. All site issues were recorded in SIMON to provide a detailed history of support events. This facilitated effective diagnosis of further issues experienced at a site as well as analysis of support issues that lead to further training initiatives to reduce their re-occurrence.

iv. Visibility To ISP's.

Early in the program we provided ISPs with real-time information relating to jobs in progress and completed jobs through our client portal. This significantly streamlined communication between Skybridge and ISPs, and enabled ISPs to better service their customers by having access to up-to-the-minute scheduling information. Additionally, the history log feature and photos available enabled the ISPs to investigate issues raised with customers immediately which reduced the number of enquiries to Skybridge.

v. Providing Real-Time Data Exchange.

Skybridge developed the API for real time data exchange back in 2007. This enabled seamless communication between SIMON and each ISP's ERP system. The API was utilised by over 80% of our ISPs.



vi. The Importance Of Desktop Quality Assurance.

The Australian Broadband Guarantee program covered extreme remote areas of Australia that are not easily accessible for inspection or re-works, emphasising the importance of having the installation performed correctly 1st time. To facilitate this, Skybridge introduced the Desktop QA process for 100% of completed installations. The Desktop QA process enables installation issues to be identified and communicated to technicians quickly to prevent them from re-occurring, as well as ensure that all work is completed to the correct standard.

Project Reference Information:

- Customer Name:
iiNet
- Customer address:
Level 1, 502 Hay Street, Subiaco, WA 6008
- Staff member:
David Buckingham
- Title and role with organisation:
CFO
- Telephone number:
0433 856 205
- Fax number:
N/A
- Email address:
david.buckingham@staff.iinet.net.au