

## TELSTRA: ISDN 10/20/30



### Integrated digital communications solutions.

- Business applications – ISDN 10/20/30 provides highly effective digital communications solutions for medium to large business enterprises.
- Integrated communications – efficiently integrates your voice, fax and data for applications including Call Centres, PABX solutions, Internet access, Wide Area Networks (WANs) and videoconferencing.
- Interconnection with other Telstra services – a turnkey solution unique to Telstra.
- Unparalleled coverage – ISDN reaches more than 96 per cent of the Australian population as the base network parallels Telstra’s existing phone network.
- Service assured – direct digital connection between your premises and our exchange.
- Enhanced clarity: ISDN greatly enhances communication quality, be it crystal clear voice, video conferencing or data exchange.

#### MULTI CHANNEL SERVICE OPTIONS

ISDN 10/20/30 provides flexible multi-channel communications to meet your specific business requirements.

The number of ISDN channels provided determines the number of calls (voice or data) that can be made. Channels can be bonded in 64 Kbs per second increments to increase the available bandwidth for faster data transfer, Internet access or video conferencing picture quality, for example.

ISDN 10/20/30 is available in most areas of Australia and data calls can be made to 52 international destinations. Telstra’s 10/20/30 is particularly useful for organisations operating in remote areas as the rental charges are not dependent on geographical location. ISDN provides fast and reliable connectivity nationwide.

## KEY FEATURES

Telstra's ISDN 10/20/30 delivers:

- **Voice.** Timed local calls, this could mean big savings for companies making short voice calls for example telemarketing and call centres. 'Block of Time' rates also allow customers to talk to others in a local call area for a 30 minute block at a capped rate.
- **Fax.** Voice and fax can operate simultaneously over the same ISDN line.
- **Internet.** ISDN meets the ever-growing demand for high-speed Internet access for data transmission and allows effective global information distribution.
- **WAN Connectivity.** The proven reliability of ISDN means it is particularly suitable for data networking applications such as a state or even national based Wide Area Network. ISDN 10/20/30 also allows access to emergency back up features such as physical and network based redundancy providing you with peace of mind when transmitting mission critical data.
- **Boost productivity.** For businesses requiring data transfer and currently using methods such as fax, zip-drives, data burnt to CD ROM or even mailed hard copy, ISDN can prove a cost-effective alternative.
- **World Wide Web** at your fingertips: High speed Internet demand is available by assigning a single channel or a number of channels up to 2 megabit/sec bandwidth for access to your Internet Service Provider (ISP). As this allocation is done by the customer's equipment, the number of channels allocated is dynamic and varies depending on your requirements.
- **Flexible.** ISDN 10/20/30 is scalable, allowing the addition of channels to existing services to be added in blocks of 10, 20, 30, etc, as your business grows.

## CASE STUDY: ISDN IN THE CALL CENTRE

A call centre used the latest call management technology to provide a business travel service. The customer sought to deliver a high level of customer service by providing phone numbers of specific telephone sales personnel to existing clients. It also kept a database of customer records to which sales personnel could refer while connected to the customer. Telesales activities were also used to attract new clients.

The following services were integrated using an ISDN connection to meet the needs of the client: phone, fax, Internet, email and local area network (LAN) connections. Videoconferencing and other collaborative working options could have been added with the provision of more hardware and/or software, depending on the specific requirements of the call centre operators.

The result was a surge in productivity; customers on hold for less time and increased levels of customer satisfaction. The integrated nature of ISDN, specifically ISDN 10/20/30, meant this customer was able to utilise multiple applications across a single communications access technology. By consolidating their needs into a single access method, the customer experienced considerable efficiencies in overall communication costs.

Case study is for illustrative purposes only.

Telstra's ISDN 10/20/30 is the logical choice for the company seeking to efficiently integrate communications under a single, flexible cost structure.

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