

By Elizabeth Aris, CEO, TasmaNet

TasmaNet is attracting partners around Australia keen to take advantage of the potential of the new nbn™ Enterprise Ethernet service for their business, enterprise and government customers. TasmaNet connected the first nbn™ Enterprise Ethernet service in Australia and continues to lead the market with this transformational product, utilising superfast symmetrical speeds up to 1 Gbps over dedicated fibre to deliver dependable high-speed data, voice, and networking services to schools, business, and government customers around Australia – often at vastly more affordable prices than available from legacy telco's. In addition to large and multi-site businesses, nbn™ Enterprise Ethernet is helping small and medium sized businesses to unlock their potential with high bandwidth applications like video conferencing, e-commerce, and business-critical cloud services like Office 365 and online backup. More information about nbn™ Enterprise Ethernet (<https://www.youtube.com/watch?v=dkciAwpcTPg>) and about TasmaNet (<https://www.youtube.com/watch?v=h8iNd3icCyQ>) is available here. Hobart-based web development business MyTyreSite were early adopters of nbn™ Enterprise Ethernet. With 15 developers managing websites and sales tools for the tyre and wheel industry, MyTyreSite need dependable fast Internet to grow their Australian business and underpin their expansion into the huge US market, bringing millions of dollars into the Tasmanian economy. To view the video click [here](#). The dedicated fibre connectivity of nbn™ Enterprise Ethernet enables MyTyreSite to now download video in seconds instead of the 10-minute wait on their previous connection. TasmaNet partners can be the first to make this transformational technology available to their customers, backed by TasmaNet's direct relationship with NBN Co, expert 100 percent Australian service desk team, and enhanced service level agreement (SLA) options. The company's Key Channel program features generous trailing commissions on business grade nbn products; a ServiceNow portal to manage leads, quotes, orders and support tickets; dedicated pre-sales support to help nurture and close deals; marketing resources including brochures and case studies; plus sales and technical training for the partner's team, backed by ongoing partner support. Access to TasmaNet's data lake allows partners to identify sales opportunities, particularly in locations where Enterprise Ethernet can be delivered with no fibre installation cost. The data lake links customer locations and nbn™ capability, enabling partners to access near real time site qualification of nbn™ technology available to their customers, and allowing decision makers to quickly assess service options and associated price points. Partners sought TasmaNet is accelerating expansion around Australia through on-boarding capable partners servicing customers in key industry verticals that need fast, reliable Internet. These include medical centres, dentists, lawyers, accountants, retail and architects, amongst others. Channel partners also have the option to sell a full stack of enterprise solutions including managed private networks, next-generation Firewall-as-a-Service, backup for Office 365, cloud connect, Backup-as-a-Service and expert cyber threat assessments, private/public cloud and data centre services. Alternatively, if partners choose simply to refer opportunities to TasmaNet, the company has a referral partner agreement that includes a one-off commission payment where TasmaNet successfully converts opportunities to a sale. In a recent channel success story, Orkestra was on-boarded as a TasmaNet partner to help address demand from schools, businesses and enterprise customers in regional Victoria for fast, reliable Internet over dedicated nbn™ fibre to facilitate their digitisation journey and dramatically improve business outcomes. Already they have been successful in signing up customers in the commercial real estate and education sectors. <https://www.orkestra.com.au/blogs/TasmaNet-partners-with-orkestra-to-bridge-the-gap-for-regional-communities> Prospective TasmaNet partners can learn more here: <https://www.TasmaNet.com.au/about-us/become-a-partner> ###

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