

SMA BROADCASTS THE
LARGEST DIGITAL MUSIC
DATABASE IN THE
SOUTHERN HEMISPHERE.
AND WE'RE RIGHT
BEHIND THEM.

**"With the Optus 3G network our business is no longer
constrained by physical and geographical limitations."**

Johnathon Champion, SMA General Manager

'yes'
OPTUS

BUSINESS

OPTUS BUSINESS HELPS SMA ACHIEVE THEIR VISION.

Based in Sydney, SMA broadcasts music and vision media to over 3000 businesses Australia wide.

In fact, they have the largest digital music database in the southern hemisphere.

Businesses such as retail shops, restaurants, hotels and shopping centres depend on them.

So SMA's entire business relies on delivering large amounts of music and video content, to a wide range of locations, fast.

The old methods weren't always appropriate.

In the early days, SMA broadcast via satellite. For some customers this was often not always practical due to space restrictions trying to install the decoder boxes and satellite dishes. It just wasn't practical.

They then tried ADSL broadband, but there were technical problems for some of their customers, including security issues by tapping into existing infrastructure. The connectivity was often too slow, the file sizes too large, and daily updates needed to be immediate.

Only Optus had the right approach.

SMA needed a solution. After a thorough assessment, they chose the telecommunications provider they

thought could best help them deliver: Optus Business.

Jonathan Champion, the General Manager, Group Business at SMA said "There were various telecommunication providers who in theory were offering similar network functionality."

"But Optus was not only the most compatible with our operating system. Its customer response was also far and away better than their competitors, which proved to be the deciding factor."

"Optus customer response was far and away better than their competitors."

Why SMA chose Optus 3G.

The team at Optus Business recommended their 3G network. For SMA, it was the perfect solution.

The network provides high speed data services such as wireless broadband access, faster access to content, as well as innovative applications such as video streaming and video downloading.

A network to rely on.

It's fair to say that Optus 3G has opened additional amounts of opportunities for SMA's broadcasting service.

Customers receive SMA's existing technology and a 3G modem. They can then just 'plug and play'.

The modem dials SMA's head office throughout the day to in order to receive their customised audio, video and advertisements to local and national locations.

The system also operates intelligently, knowing to download the largest files early in the morning to avoid major traffic.

"Thanks to the Optus 3G network, we can now revisit customers we were previously unable to service. As a result, we have seen our customer base grow."

Opportunities to grow.

Initially, Optus worked with SMA to transfer over 600 sites from the old ADSL system to the 3G network.

Now, Optus is ready to deliver new services as SMA grows.

Video in particular is a major growth area.

The Optus 3G network paves the way to offer increased speed for large files, as well as network coverage across rural location.

What can Optus do for your business?

SMA is just one of the growing number of businesses who depend on the Optus 3G network for fast, reliable communications.

Optus Business solutions are suitable for organisations across the spectrum and include mobile, IP converged solutions, voice and data.

1. Optus 3G Services: Refers to our 2100MHz network. Optus 3G handset/device can provide access to 3G services only in the Optus 3G coverage area. Outside these areas, service will fall back to our Optus GSM/GPRS network, except for video services which cannot be accessed in these areas. For full coverage information, go to optus.com.au/coverage



To discuss how Optus can help you increase productivity through innovative solutions, contact your **Optus Account Manager**, call our hotline on **1800 555 937** or visit optusbusiness.com.au





WE'RE RIGHT BEHIND BUSINESS.

No matter how large or small your business, you need the support of a dedicated team. A team that challenges conventional thinking to bring you results. A team with a network of best-of-breed suppliers, to create solutions tailored just for you. A team that can grow as you grow. So whatever your business goals, talk to our team. We'll work behind the scenes to help you stay out in front.

Find out how at optusbusiness.com.au

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