

CASE STUDY: SMA

SMA hits the right notes with Optus 3G network

CASE STUDY SNAPSHOT

CUSTOMER LOCATION:

SMA is headquartered in Pymont, Sydney but outsources works across Australia and New Zealand.

INDUSTRY:

Audio & Visual

BUSINESS NEED:

SMA required a modern network infrastructure that would allow for the transfer of large files to take to market with its service,

SOLUTION:

Understanding SMA's requirements, Optus proposed its 3G Wireless Broadband which provides high speed data services for content broadcasting and innovative applications such as video streaming.

RESULTS:

An ongoing project, Optus has been contracted to work with SMA on a three year, client-by-client basis. As SMA gain more customers, Optus will continue to deliver new services. As an initial roll out, Optus has worked with SMA to transfer between 600-700 sites from the old, ADSL system to the 3G Network.

“Optus’ 3G* Network has allowed us to revisit prospective customers that we were previously unable to work with, due to physical and operational challenges. As a result, we have seen our customer base grow.”

Jonathan Champion
General Manager
Group Business at SMA

Optus Wireless Broadband enables simple and innovative file transfer solution

Overview

SMA a subsidiary of Fairfax Media, has one of the largest digital music databases in the southern hemisphere. SMA studios produce music and video content that is delivered directly to retailers, hospitality and commercial establishments for marketing purposes.

Founded in 1994 and headquartered in Sydney, SMA delivers customised music and video entertainment to more than 3,000 businesses including pubs, hotels and retail outlets across Australia and New Zealand. Music and video clips are channeled through SMA's signature Rich Entertainment Device (RED) box, which acts much like a repository; hosting content that has been tailored to customer requirements.

To ensure the smooth delivery of music and video channels to multiple customers, SMA continually invests in implementing the best available technologies - such as the migration to a robust 3G network.

Challenge.

When SMA was established, data transmission was broadcast-oriented by satellite and received by decode boxes on site.

The core challenge faced by SMA was in the physical limitations of the premises that it delivered services to. For example, a number of SMA's retail clients are located within shopping centres. In this situation it was impractical to install a satellite because of the difficulties in running cabling from the roof, through the centre and into the store.

In light of this challenge, SMA tried ADSL Broadband. However, this too had its share of operational limitations. Customers on an existing ADSL broadband line would find it disrupting to switch to SMA's connection due to compatibility issues with existing technology.

SMA also faced the challenge of slow or delayed transfer of files. Standard Internet connections would have traditionally been via a phone line. With large file sizes, this would be an insufficient mode of data delivery, requiring the need for a second phone line.

Solution

To allow the transfer of large files and increase the speed to market with its service, SMA conducted a thorough assessment process resulting in the appointment of telecommunications provider, Optus Business.

General Manager Group Business at SMA, Jonathan Champion, explains the motivation behind SMA's collaboration with Optus:

“There were various telecommunication providers who were offering theoretically similar sorts of network functionality. However, we found that overall Optus was the most compatible with our operating system. Its customer response was also by far and away better than their competitors which proved to be a deciding factor”

Jonathan Champion
General Manager
Group Business at SMA

FURTHER INFORMATION

If you want to discuss how Optus can help you increase productivity through innovative communications solutions, contact your Optus Account Manager, call our hotline on 1800 555 937 or visit our website at optusbusiness.com.au

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Understanding SMA's requirements, Optus proposed its 3G network which provides high speed data services such as Wireless Broadband access to content and innovative applications such as video streaming.

Optus' 3G* Network has become the backbone to SMA's file transfer service. SMA's RED Boxes are configured to the customer's requirements and delivered with an Optus 3G modem. Once delivered, installation is as simple as 'plug and play'.

After connectivity has been established, the modem dials back to SMA's head office to download and update the audio or video downloads that have been customised for SMA's clients. This is done periodically throughout the day, with significant files downloaded in the early hours of the morning, to avoid network traffic.

Outcomes

Optus has been contracted to work on the ongoing project with SMA for three years on a client-by-client basis. As SMA gain more customers, Optus will continue to deliver new services. As an initial roll out, Optus has worked with SMA to transfer between 600-700 sites from the old, ADSL system to the 3G* Network.

“Optus' 3G* Network has allowed us to revisit prospective customers who we were previously unable to work with, due to physical and operational challenges. As a result, we have seen our customer base grow,” said Mr. Champion.

Vision is an area of the SMA business which is set to form a significant part of the company's future business model. With increased functionality currently being developed, SMA will be able to adapt its services and deliver them with greater ease.

SMA is part of a growing number of businesses on the Optus 3G* Network who continue to benefit from fast and reliable communications services. The Optus 3G* Network currently reaches 80 per cent of the Australian population.

About Optus Business

Optus Business is a leading provider of telecommunications and Information and Communications Technology (ICT) solutions to businesses across the spectrum. Optus solutions are suitable for organisations with 200 or more employees and include mobile, IP converged solutions, voice and data.

For more information, please visit optusbusiness.com.au.

*** Optus 3G:** (Single Band 2100MHz network)

Use of Optus 3G Service is only available with 3G compatible handsets and devices, an Optus 3G SIM card and you must be in a Optus 3G coverage area. Outside these areas, service will fall back to our Optus GSM/GPRS network. 3G handsets and devices will not provide you with access to 3G services in Optus dual band service areas where a dual band (2100/900 MHz) handset is required. For full coverage information, please go to www.optus.com.au/coverage.