



Changing the Way Australia Communicates

The story so far:

Headquartered in Illinois, USA, Tellabs provides networking solutions for telecommunications carriers all over the world. Through its broadband solutions, service providers can deliver high-quality voice, video and data services over wireline and wireless networks globally.

Tellabs designs, develops and deploys solutions for more than 300 networks in more than 100 countries. Telecommunications providers such as Verizon, Telkom South Africa, NTT Japan, Telecom Italia, Telecom Malaysia, China Netcom, China Unicom and BSNL India have deployed networks designed and developed by Tellabs. In Australia, Tellabs' HQ in Melbourne supports all Australian service providers, Telstra being one of them.

Globally, Tellabs employs 3,800 people, with about 1,000 of those based outside the United States.

Victoria: The Business Case

In Australia, mobile and network operators have used Tellabs' solutions for the past 14 years. In 2004, Australia's telcos undertook a phase of overall network transformation to improve efficiency and reliability, calling in Tellabs to provide expertise on the process. Tellabs' multi-service solution was chosen to bring current

networks up to par with the objectives. To better serve Australia, Tellabs established a Melbourne base.

Tellabs took a novel approach to raising its profile in Victoria, through a highly targeted marketing campaign by promoting the "echo boomers", a demographic term used to denote the technologically demanding children of baby boomers. This campaign included placing a billboard directly outside Telstra's head office in Melbourne, encouraging carriers to respond to the growing expectations of next generation technology users. The strategy paid off. When Telstra, Australia's largest carrier, needed to transform its networks to meet user demand and transit from current to next-generation technology, it turned to Tellabs as one of four key strategic suppliers for its wireline transformation.

For Craig Stephens, Tellabs' General Manager for Australia, being in Melbourne means being where the major communications clients are based. Stephens says Victoria's commitment to the ICT industry also makes the city an ideal location for business development.

"We want to foster a close relationship with our Australian customers, so it makes sense to have an office in Victoria. By being in closer proximity, we can understand first-hand the local situation and requirements, and this enables us to develop and tailor the right solutions.



“Australia is facing a growing demand for more and better telecommunication services and the challenge for larger organisations is to incorporate new technologies as smoothly and quickly as possible. With our Melbourne base, Tellabs can work hand-in-hand with local companies to roll out these solutions.

“There is the support and infrastructure needed for technology companies to build their business here and I would say to other companies, go and see Multimedia Victoria, sit down with them, show them your business plan and ask them how they can help, because what they do complements the industry.”

Stephens says Tellabs is excited by the opportunities and potential for Australia, as local users can benefit by getting the services they want quickly.

“Telstra is in the frontline of offering new services to their customers. Our project with them is a massive transformation and customers want to see, first hand, what it looks like and what the benefits are for the end user. We bring global experience to this environment and this partnership shows what a great relationship can achieve.”

In addition to providing specialist IT skills and knowledge, the company’s Victorian HQ supports technical engineers, a network support team and sales and finance personnel. It rates the projects on offer and the city’s lifestyle as key factors in making Melbourne the place to be.

“A lot of people want to come here and not just for short contracts. From a technology perspective, they’re coming to a leading edge environment and from a family perspective, it has the lifestyle and great access to all you need, so they want to stay in Melbourne.”

The Future:

Tellabs believes technology mobility will be a big driver for future work. Today’s consumers are expecting to be able to walk out of their homes and have instant access to all their devices, from mobile phones, laptops and even their home machines, all at the same time. All these require bandwidth.

“Whether it’s fibre to the node, fibre to the curb or fibre to the home, these high-bandwidth solutions are already well deployed in North America. High Definition TV, Standard Definition TV, internet and telephone services are all being delivered through one pipe. As Australia transforms its networks and technology to meet this demand for instantaneous service, mobile and home users will have access to the same type of services,” said Stephens.

“Kids and young adults take this stuff for granted. They’re not going to sit around for five minutes waiting for something to download. They expect to be able to do it instantly. They demand better service and that translates into potential growth areas for anyone who can meet these demands.”

The company says it’s building up its team with the focus clearly on supporting Telstra, but it is also working on business development opportunities in Australia.

“We’re a major technology company, so our guys are at the forefront of the industry, some would say ‘bleeding edge’, as they’re looking at customer needs beyond the next five years. These are the specialists used by our customers for advice on the future of technology.”

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