

business **nbn**[™]

A guide to the business **nbn**[™] ICT Channel Program

Unleash the potential





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“ The transition to the **nbn**TM broadband access network represents a very significant opportunity for the ICT industry to assist in Australia’s digital transformation. Our program is focused on helping ICT advisers to capture the opportunity that the **nbn**TM access network presents to them and their customers.

Stephen Sims

General Manager Channel Expansion, **nbn**





Welcome to the business **nbn**[™] ICT Channel Program

This guide contains all the information you need to understand and take advantage of the opportunities that the **nbn**[™] broadband access network rollout offers to ICT businesses and advisers.

Together, we can work to deliver an outstanding customer experience through education, enablement and access to support materials.

01. Who is the program for?

The program is designed for ICT businesses and advisers who support business customers looking to transition to the **nbn**[™] broadband access network or to optimise their existing services to help drive transformation.

The program is designed with pathways for both individual advisers and ICT businesses to access benefits and support.

- As an individual - you can register and enhance your skills with certification to access benefits and support materials.
- As an ICT business - you can upskill your staff via our web-based learning and make an impact with business **nbn**[™] accredited adviser branding.

Please refer to the benefits for business **nbn**[™] ICT Channel Program participants on page 11.



02. Why join?

The rollout represents a unique and compelling event for the ICT industry to leverage the **nbn**[™] access network to create new business models, revenue streams and capabilities for your customers. We recognise the important role that ICT businesses and advisers play in the transition.

Our aim is to help you keep your customers informed throughout their migration journey and beyond. The business **nbn**[™] ICT Channel Program is unique in that it is not a reseller program. Rather, it is an adviser program focused on enabling the channel to be trusted advisers to your customers.



Inform

Improve customer satisfaction and strengthen relationships.



Empower

Help customers digitise their business.



Grow

Extend your reach and existing footprint.



Connect

Share, learn and achieve.

03. Create new opportunities

Grow your business

With a growing number of businesses ready to connect to the **nbn**TM access network, there's the opportunity to engage with new and existing customers in a new way.

Drive customer value

The **nbn**TM access network rollout means more opportunities to help your customers choose the right plans, systems and services to help deliver their business goals.

Be a trusted adviser

Equipped with knowledge and support materials from **nbn**, help your customers navigate and plan for what can seem like an overwhelming task - providing a smooth transition to accelerate their future.

Help your business stand out

Stand out with business **nbn**TM accredited adviser branding and marketing support materials.

Strengthen your expertise

Learn online and improve your skill set with ongoing education, content and updates.



Accelerate digitisation with fast, reliable broadband

Did you know?

Compared to businesses with basic connectivity, Australian small to medium businesses (SMBs) that have reached advanced levels of connectivity are:

8x
more likely to create jobs

50%
more likely to grow revenue

7x
more likely to export

14x
more likely to innovate

Generating **60%**
more revenue per employee

Source: Deloitte - 2017. Connected Small Business 2017, Deloitte Access Economics.

04. How do I join the program?

Choose the path that best suits you or your business.



Individuals

Apply as an individual, do the training and earn **certification**.



Businesses

Take your business to the next level and become a **business nbn™ accredited adviser**.



Gain access to business **nbn™** accredited adviser branding and collateral once your business is accredited.

05. How does my business become a business **nbn**TM accredited adviser?

Follow these steps from registration, to individual certification and business accreditation.

Registration

- 1. Apply*** – to become a part of the business **nbn**TM ICT Channel Program and accept participant terms and conditions**.

See nbn.com.au/ictchannelprogram

Certification

- 2. Register** – log in to the **nbn**TM ICT Channel portal.
- 3. Learn** – complete the business **nbn**TM ICT Channel Program fundamentals training and assessment.
- 4. Update** – tell us more about yourself and your business**.
- 5. Enjoy** – the benefits. Generate your certificate, access the resource library for content, tools and more.

Accreditation

business **nbn**TM accredited adviser

- 6. Qualify** – have the required number of employees in your business certified and provide details of your business delegates to apply for accreditation**.
- 7. Finalise** – accept the business terms and conditions.
- 8. Unleash** – the potential with business **nbn**TM accredited adviser branding and marketing support.

..... Individual ICT adviser

..... ICT business

*Entry into the business **nbn**TM ICT Channel Program is only open for eligible participants, as determined by **nbn**TM. **nbn** will determine whether you are an eligible participant based on your application and may take steps to verify the information you provide. All applicants must be an ICT professional that is currently employed by (or is an owner/operator of) a business that provides IT and communications advisory and technical support to Australian businesses.

****nbn** may take steps to validate the information provided.

Accreditation matrix for businesses

The below table indicates the number of people within an organisation that are required to be certified business **nbn**[™] advisers. This means they have completed and passed the ICT Channel Fundamentals training and assessment, for your business to become accredited as a business **nbn**[™] accredited adviser.

Number of employees in your business	No. of certified business nbn [™] advisers required (completed and passed training)
1 - 5	1
6 - 10	2
11 - 20	3
21 - 50	4
51+	5



06. Program benefits

Benefits	Registered	Certified	business nbn TM accredited adviser
On demand web-based training	✓	✓	✓
Ongoing updates from nbn	✓	✓	✓
Ongoing training from nbn		✓	✓
Access to the business nbn TM ICT Portal		✓	✓
Marketing support materials		✓	✓
Online resources		✓	✓
Pre-sales support for multi-site opportunities		✓	✓
Multi-site feasibility assessments		✓	✓
Account management			✓
nbn TM accredited business finder website - inclusion			✓
Access to participation in industry events			✓
Branding (business nbn TM accredited adviser)			✓

Help your customers realise the possibilities with business **nbn**[™]

Contact us at
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