



End-User Migration to NBN

Challenges & Priorities

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Communications Alliance



Unified voice representing
telecommunications industry in
Australia

Membership

- Carriers
- Service providers & ISPs
- Equipment suppliers
- Content Providers
- Consultants
- experts



**COMMUNICATIONS
ALLIANCE LTD**

Self-Regulation

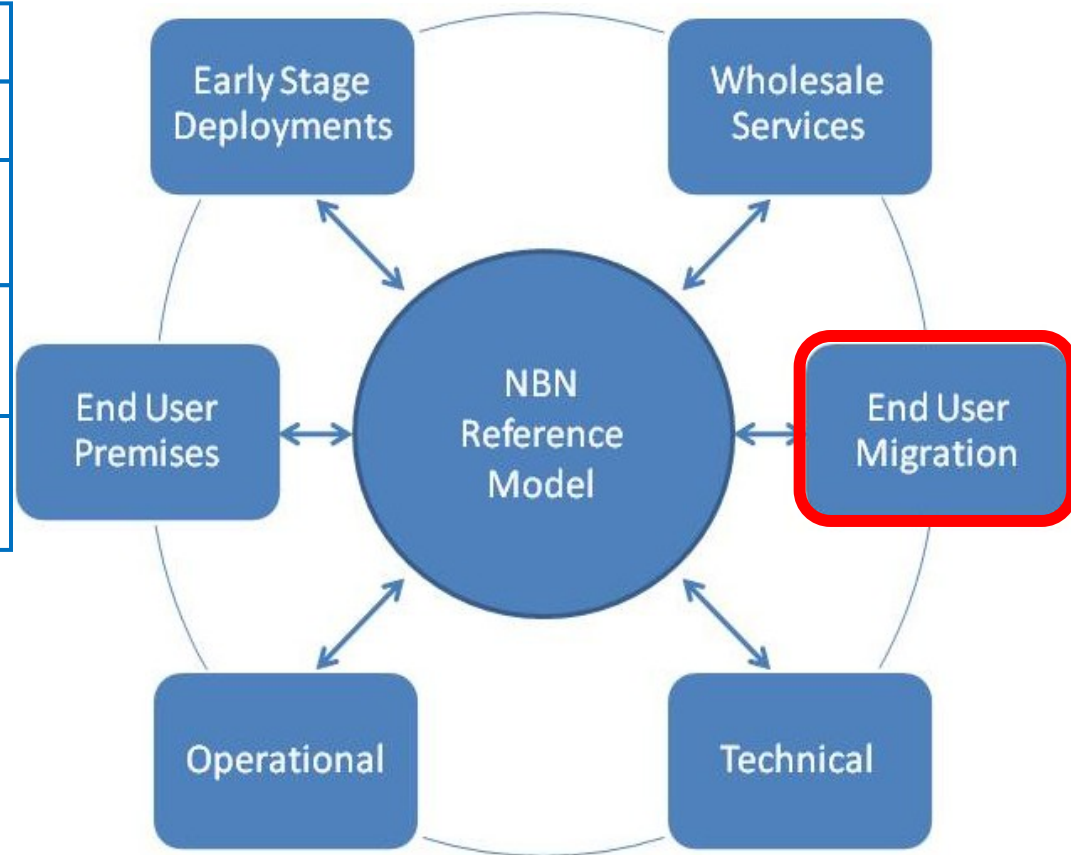
- Codes of Conduct
- Technical standards
- Operational interworking
- Advice to policy and regulators
- Responsible Consumer Protection

NOT government, NOT NBN Co Ltd
(NBNCo are members)

NBN Project Structure

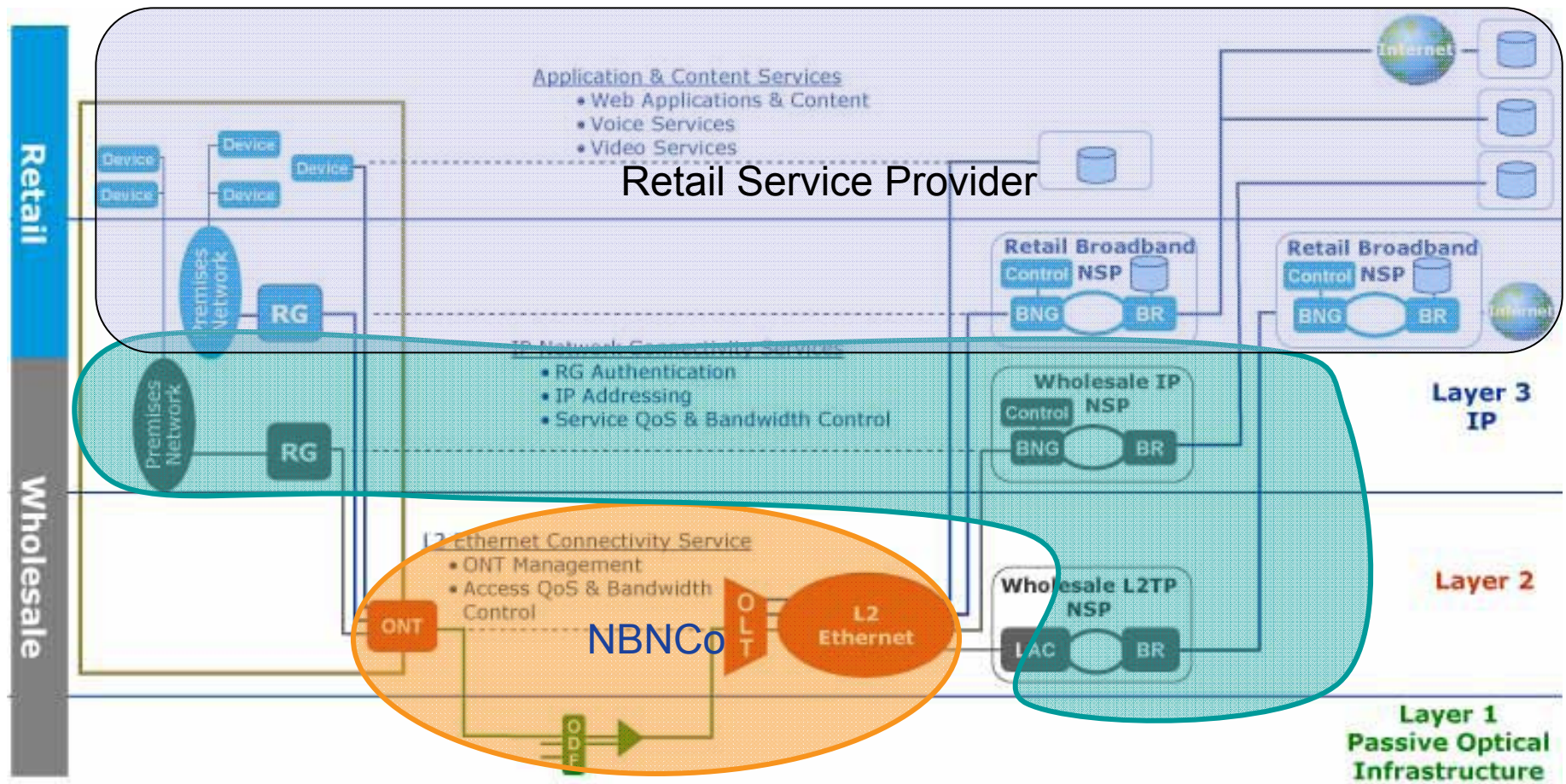


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| Seven NBN related topics |
| Commenced August 2009 |
| To build agreement on requirements for NBN services from customers |
| To assist NBN Co in delivering the NBN |
| To accelerate the development and rollout of NBN services |

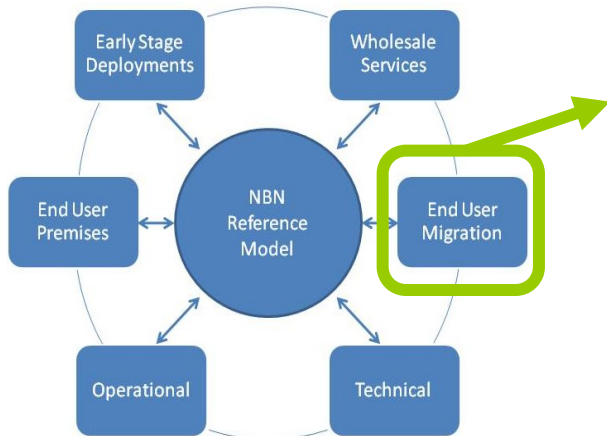


More than 200 people
More than 70 organisations

Layered Relationships



End User Migration Reference Model

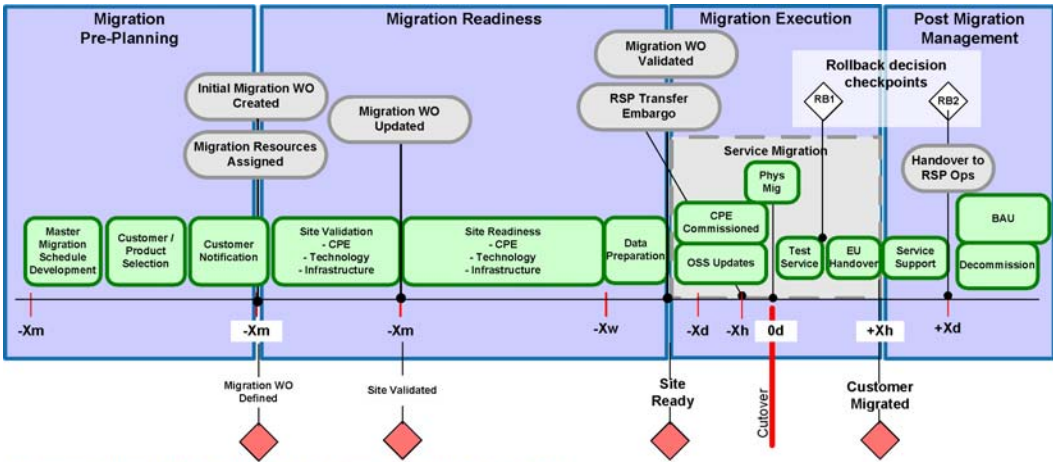


First "Operational Processes" Paper

25 June 2010 – Draft for Comment Release 1

- Covers migration of services from copper-loop access network to/from NBN fibre network
- Processes, Procedures and IT systems interactions
- Coordination of NBN Co, Service Provider and End User activities
- Minimise costs, end-user downtime & truck-rolls

- Definition of Migration
- NBN Migration Principles
- Migration Coordination
- Access Delivery Types
- Premises/Location Types
- Serviceability Status
- Migration Processes
- End User Impacts
- Alarms and Special Cases



Communications Alliance - NBN End User Migration - Release 1- June 2010

Definition of “Migration”



“An End User Migration involves change of Access Delivery Type of a pre-existing End User active service from one access network to another, at least one of which is the NBN.”

- “Retail service centric” definition – end-to-end service, not just NBN component
- The “End User” does not change
- The RSP does not change – immediately before or during migration, unless via cessation of contracts

NBN Migration Principles



1. **End User inconvenience, disruption and delay must be minimised.**
2. **Costs should be minimised for all participants.**
3. Each service moved on a “like for like” basis where possible.
4. **RSPs have primary responsibility for comms with End Users.**
5. More than one End User can share a single NTU;
6. RSPs should not be required to share End User information with each other to manage Migrations;
7. Only one technician appointment should be required per End User address;
8. **Potential embargo period on service changes.**
9. Existing services without NBN equivalent will be the responsibility of the existing RSP to resolve
10. **RSPs responsible for any changed CPE, adapters, connectors.**
11. Address validation capability will be available from NBN Co.
12. Processes developed for resolution of conflicts between stakeholders.
13. Migration Order status updates will be available in close to real time.

Challenges with “Migration”



- At the peak of NBN roll-out, more than 500,000 households may be in the migration pipeline at any one time.
- Consumers need to be able to make informed choices
- Some service characteristics may have to change
 - e.g, Dialtones / Ringtones, socket shape
 - Customer premises equipment in some cases
- Some existing RSPs may not participate with the NBN
 - End User may have to choose another RSP or go “mobile only”
- Many consumers have relationships with more than one RSP - coordination is critical, including to manage costs
- Some services may have no direct equivalent that can be delivered on the NBN – timely alternatives will be needed

Stakeholder Management and Communication is essential



- End User – residents, businesses, utility
- One **or more** End User's RSPs;
- NBN Co Ltd;
- One or more Wholesale Service Providers;
- Sub-contractors/workforce providers and field staff;
- Premises owners;
- Migration Order Coordinator or Industry-led Process;
- Application and content providers;
- Regulators and other government bodies, and
- Equipment vendors.



NBN Consumer Dialogue & Education Initiative



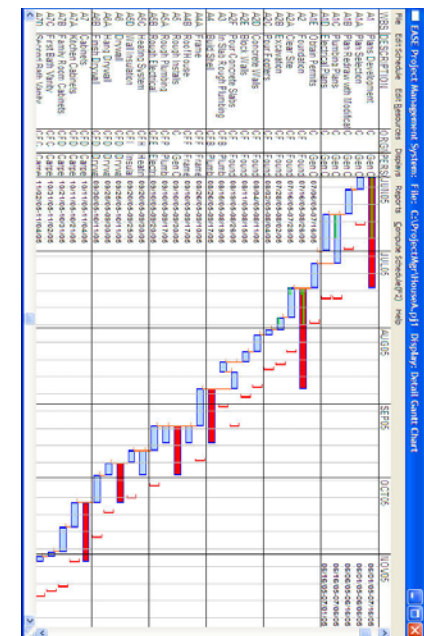
- Forum of Comms Alliance, NBN Co., ACCAN, ATUG, ISOC, DBCDE, ACMA & ACCC
- Informing & Coordinating on NBN-related Consumer Issues
- Developing an **RSP Messaging Platform** to ensure consistency of communication to consumers on their rights and choices – how to manage the Consumer experience in an NBN-based world
- Several stakeholders working on Communications programs, but.....
- A game-changing event such as NBN Migration may need a Government response and support a la the Digital Switchover Taskforce - \$60m advertising budget



Potential Migration Coordinator Role

Complex migrations will require some form of Project Management to minimise End User disruption

- Manage customer data
- Minimise technician visits (“truck rolls”)
- Coordinate appointments, technicians – across all RSPs
- Tie together “sub orders” from each existing RSP and any new RSPs
- Make & communicate late changes to plan
- Support Reversal (all or partial) at any stage
- Options for migration coordination under review in Comms Alliance Operational Working Group

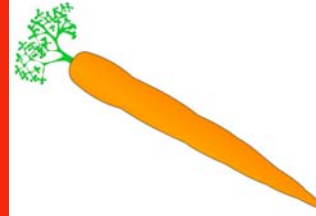


Post – Migration: Customer Transfer



- Comms Alliance Working Group formed to examine what Customer Transfer a.k.a “Churn” arrangements can and should look like in an NBN-based market
- Complex issue – Commercial and Regulatory implications
- New-age issues include the transfer of applications

Once Migrated: Future Proofed Infrastructure



Initial NBN: GPON – 2500 Mbps↓ / 1250↑
Mbps shared amongst up to 32 locations

10GPON ratified: 10 Gbps ↓ / 5 Gbps ↑
shared amongst up to 32 locations

WDM-PON Operating, non-standard
(Nortel+LG): 10Gbps bidirectional per user

June 2010 IEEE 802.3 ratified 40Gbps and
100 Gbps Ethernet interfaces

4x

32x

4 - 10x

Over next 10-15 years a well understood path to
increase fibre capacity by 500x – 1000x
– using initial optical fibre cables