

From: Leah Lothringer []
Sent: Friday, 31 January 2014 1:11 AM
To: Committee, Sen NBN
Subject: Senate NBN enquiry

Dear Senate Committee,

I write to you as a concerned Australian citizen and an experienced IT professional. I was formerly employed by IBM Australia and Japanese telco NTT; I presently work as an Enterprise Sales Manager for Rackspace and have consulted on IT projects for a wide range of firms across Australia, including multinationals across the manufacturing, resources and hospitality verticals.

I have heard first-hand the frustrations of Australians on a personal and professional level with the inadequacies of our nation's infrastructure, from individual technology enthusiasts to C-level executives.

In my current role, it is widely understood that projects based out of Australia face a unique set of challenges, including much higher bandwidth costs and technological limitations. This immediately places Australia on the back-foot and inhibits us from running new projects and innovating, constrained as we are by technology and the relatively high cost of associated services.

The National Broadband Network stands as an opportunity to change this and is too important a piece of infrastructure to consign to inferior technology.

At Rackspace, we are on the forefront of hosting solutions and cloud computing, the latter of which is set to form the bulk of IT expenditure by 2016 (Source: Garner, <http://www.gartner.com/newsroom/id/2613015>).

This date is close at hand and yet Australia is considering investing in stop-gap technology like FTTN. A technology refresh to FTTP would be inevitable shortly afterwards, as FTTP demonstrably delivers better speed-to-price ratios, more consistent performance speeds irrespective of geography and superior upload speeds.

FTTP is more expensive than FTTN, but it positions Australia to take advantage of emergent technologies such as cloud computing, hybrid (a blend of dedicated infrastructure and cloud), big data, etc. Big data alone is a compelling reason to put Australia in a position wherein it has a chance to compete globally - and surely we must be considerate of how to stay competitive, given that mining will not sustain us forever.

Neither HFC, FTTN, Fixed Wireless or Satellite offer a solution which can future-proof Australia. The Coalition strategic review into the NBN admits that their preferred solution will need replacement with FTTP after 5 years. The costs associated with such a refresh will only grow exponentially. Looking longer than three election cycles, anything less than a full FTTP network will simply be wasting public funds on obsolete technology.

We have some incredible minds in Australia and we should give them every opportunity to harness the power of convergent information.

With respect,

Leah Lothringer

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