



## TELSTRA KEEPING SMALL BUSINESSES CONNECTED

### THE PROBLEM

Businesses in locations without fixed ADSL, cable or fibre broadband connectivity, resort to either dial up internet, satellite or mobile broadband to keep their businesses connected. Depending on the location of each business, this can cause frustration surrounding frequent drop outs, slow internet connectivity and complicated external antenna set ups.

### THE SOLUTION

The Telstra Outdoor Gateway has been designed to extend a reliable high speed broadband connection to businesses using the coverage, reach and speed of the Telstra Next G<sup>®</sup> network. As an all-in-one product, the Outdoor Gateway can be used as a primary broadband connectivity device, a backup device, a temporary device, or it can be used for a mobile office set up.

### BRIDGING THE BROADBAND GAP

Lifestyle Music produces a diverse variety of non-traditional music covering genres such as Australiana, chill out, spa, ambient jazz, indigenous, nature and meditation. Their specialised music designers create unique sounds for events, advertising, wellbeing and much more. Customers and retailers can listen to various sound tracks via the Lifestyle Music website which features music samples, online audio displays and digital downloads; while also supporting online sales transactions, inventory management and internet marketing.

Maintaining a solid broadband internet connection is critical for e-commerce businesses and while this is easily achieved in urban areas, Lifestyle Music's remote location on the outskirts of Cairns presented a number of connectivity challenges. As a business based beyond the reach of fixed line ADSL or cable infrastructure, mobile broadband connectivity was the only available option – but their distance from the nearest Next G<sup>®</sup> tower made it difficult to access a 3G signal with the strength to support bandwidth-intensive devices and applications.

To overcome the issue of a degraded signal and slow wireless Internet speeds, Lifestyle Music tried to bolster their 3G signal by connecting an external antenna to a regular 3G router. A switch was attached to the router to create a wired network for their four desktop PCs; and a separate Wi-Fi router was used to create a Wi-Fi hotspot within the premises. This motley mix of technologies failed to eliminate low signal strength and loss of signal difficulties and left Lifestyle Music susceptible to a number of potential maintenance issues.

Sue Itzstein, General Manager of Lifestyle Music, required a solution that could both optimise their signal and reduce device clutter. Being an e-business located in a remote location, the all-in-one Telstra Outdoor Gateway was the ideal choice. The durable weatherproof Outdoor Gateway worked straight out of the box with no configuration or user interface setup requirements. Once the relevant cables were connected, Sue achieved an instant high-speed mobile broadband connection with the capacity to support up to 16 wireless devices and 3 wired devices. A tradesman then quickly and easily mounted the compact device onto an eave in an optimal position.

“Being an outdoor device with integrated antennas, we have substantially increased our Telstra Next G<sup>®</sup> network signal strength, and we now have reliable Wi-Fi inside and outside our premises. The gateway is also attached to the indoor access point that connects all of our office desk top computers so everything's connected,” said Sue Itzstein, General Manager of Lifestyle Music.



“Since installing the Gateway, we no longer have to experience prolonged disconnection periods, drop outs or slow connectivity. This has therefore helped me keep my business operating more efficiently.”

The Telstra Outdoor Gateway incorporates: a secure and reliable Wi-Fi router with high gain antennas that connects to the nearest Next G<sup>®</sup> tower. An integrated Wireless LAN access point and MIMO antenna technology transmit a strong signal around the premises, up to 100m for outdoor wireless internet access and 30m for indoor wireless internet access indoor and wired connectivity powered via Ethernet to support video and music streaming, multimedia downloads and other high-bandwidth activities without disruption.

Typical download speeds range from 1.1Mbps and 20Mbps in all capital CBDs and many metropolitan and regional areas.

Lifestyle Music was able to achieve all of their connectivity requirements using a single robust device with industrial strength IP-67 rated housing for the protection needed to withstand extreme weather conditions experienced in Cairns and its surrounds.

### **BENEFITS:**

- Connects remote businesses to high-speed broadband
- Boosts Next G<sup>®</sup> signal strength
- Ideal for customers in areas where ADSL and Cable broadband isn't available
- Provides up to 100m outdoor Wi-Fi connectivity and 30m indoor
- Connects up to 16 Wi-Fi devices
- Ethernet connectivity for 3 wired devices
- Withstands dust, rain and extreme temperatures

### **FOR MORE INFORMATION:**

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- \* [Call 132000](#)
- \* [Visit a Telstra Business Centre or Partner OR](#)
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### **THINGS YOU NEED TO KNOW:**

Capital CBD's means within 5km from the GPO in each capital city. Outside these selected areas, the remaining metropolitan areas of all capitals cities and many other regional and rural locations support typical download speeds from 550kbps to 8Mbps. In other coverage areas, typical download speeds are from 550kbps to 3Mbps. Typical upload speeds are from 300kbps to 3Mbps in capital CBDs and selected regional areas. In other coverage areas, typical upload speeds are from 300kbps to 1Mbps.

Actual speeds vary due to factors such as distance from the base station, local terrain, user numbers, hardware & software configuration and download source/upload destination. Actual download speeds will be shared between users

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