



## SOUL'S RELATIONSHIP WITH EDUCATION

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## Frequently Asked Questions

Here are some of the more frequently asked questions from Education providers:

**Q. Why is SOUL so popular with the education market?**

A. SOUL has built, owns and operates its own core network. This means we don't just re-sell another carrier's data services. It means we're not supporting old expensive technology. Owning our own core network allows us to be very cost competitive - an important factor in the budget sensitive education market.

SOUL also provides a high quality and reliable communications service. Our customer support centre is based in Newcastle and is staffed 24x7x365 (SOUL doesn't expect schools to deal with some overseas call centre who can't understand your needs). Our consultants are both regionally and city-based meaning we can offer personal service and assistance.

SOUL is the owner of NBN Television, a well known and trusted supporter of community programs throughout Australia. SOUL's major stakeholder is W H SOUL Pattinson - one

of Australia's oldest and most trusted investment companies.

For these reasons and many more, educators are turning to SOUL for their data, internet and telephony requirements.

**Q. How does SOUL differ from other ISP's?**

A. Many internet service providers simply resell other carrier's network services. SOUL itself is a major provider of wholesale data carriage to many ISP's. When you select SOUL for your school or campus's wide area and internet services, you're buying direct from Australia's 2nd largest regional telecommunications company, not from a smaller operator which simply re-sells someone else's network and marks up the price.

**Q. What type of data services do SOUL provide?**

A. SOUL offers a range of wide area connection services. To find out more about each service please see the Business, Government or Wholesale sections of our website ([www.soulaustralia.com.au](http://www.soulaustralia.com.au)) for detailed information on the following products available;

ADSL

SHDSL

Platinum SHDSL

Digital IP on X.21 (DDX)

Digital IP on Fast Ethernet (DDFE)

xDSL Backup

**Q. What other services can SOUL provide for education?**

A. SOUL offers a range of business solutions for customers including schools. We can manage your routers, provide regular reporting and monitoring of network utilisation and performance, provide backup mail and DNS services, provide firewall, anti-virus, anti-spam and security solutions. SOUL can supply Voice over IP (VoIP) and video conferencing solutions and can also manage multi-media storage and distribution (eg videos, sound files, images, etc). Please click "Request a Proposal for Services" below or ring 1300 133 464 to talk to an education representative.

**Q. What's the difference between ADSL and Ethernet services?**

A. ADSL (or just DSL) is a new, high performance, low cost network solution. It offers a good balance of price performance. However, as the core DSL supply is shared with the domestic and business community, network performance can not always be guaranteed at the negotiated level. This is called "contention" and means your school or campus may get the maximum throughput but this may not always be the case. ADSL is also not available in all areas so it may not be an option for your school, especially in rural areas.

Ethernet services provide a guaranteed constant throughput. As the service is delivered via dedicated core network services, there is less latency (the time between sending and receiving) and better line quality which means you can dedicate specific amounts of bandwidth to specific applications (such as internet, e-mail, voice or video traffic). This is called Quality of Service (QoS). QoS is only available on constant bandwidth services such as SOUL's Ethernet or Fast Ethernet products. Ethernet is available in most regional centres through SOUL's extensive core MPLS network.

**Q. I think my school/campus is too far away from major infrastructure to receive an affordable service. How can SOUL help us?**

A. You would probably be surprised at how vast the SOUL network actually is. Through our current network deployment servicing NSW public education, SOUL has the broadest new MPLS coverage throughout regional areas. The SOUL network continues to expand so there is a good chance your school or campus will be able to receive network services from SOUL quicker than any other carrier.

**Q. What contract terms does SOUL provide?**

A. SOUL provides a 1,2 or 3 year contract for data or voice services.

**Q. Can I upgrade my service if demand increases?**

A. SOUL can offer affordable and immediate upgrades to services within the contract term. Where physical infrastructure doesn't need to change, there is no additional installation or administrative cost to increase your bandwidth speed or monthly download. Most changes can be delivered with in 48hrs of written notice.

**Q. What guarantees do SOUL give for performance and availability?**

A. SOUL offers financial rebates for non-adherence to our SLA. We are the only MPLS core network provider to do so. And we can because of the confidence we have in our own network. Ask for a copy of our standard SLA when you enquire about SOUL's services for your school or campus.

**Q. Which certifications do SOUL hold?**

A. SOUL is an accredited supplier on all major Australian government telecommunications contracts. These include DITM, NOIE and many other state and federal contracts.

For more information on a Soulsolution  
**CALL 1300 13 34 64**  
or email [sales@soulaustralia.com.au](mailto:sales@soulaustralia.com.au)

YOU GOTTA HAVE  SOUL