

National Broadband Network Panel of Experts
Department of Broadband, Communications and the Digital Economy
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NEC Australia Submission to the National Broadband Network Expert Panel

NEC Australia welcomes the Expert Panel's invitation for industry submissions in the development of the National Broadband Network Request for Proposals documentation.

NEC Australia recognises the development of this network infrastructure will provide significant benefits to the Australian community and will have an important long-term impact on the Australian telecommunications industry.

NBN – An Innovation Driver

As a major supplier, with substantial Australian R&D resources applied in this sector, NEC Australia believes the Australian Government has a unique opportunity to select NBN proposals which facilitate and promote Innovation within the industry.

NEC Australia believes this approach will provide a range of benefits to the Government and consumer, through improved competition, lower long-term costs to the consumer and greater service differentiation.

NEC Australia expects the development of a National Broadband Network will provide the opportunity for a range of industry innovations in the design, deployment and provision of an Open Network, supporting a range of wholesale and retail services and encouraging innovation in the development and deployment of new applications.

The Government therefore has a significant opportunity to link its expenditure of \$4.7B to the Government's Industry Innovation Policy, and seek industry proposals which facilitate growth of an innovative, globally competitive ICT industry sector.

Potential NBN Innovation Opportunities

The National Broadband Network will require the delivery of a range of innovative solutions which may include:

- Value-added services, content delivery & applications development eg: e-health, education, IPTV, collaborative platforms, tele-presence
- Very large-scale network architecture, design, migration & deployment
- Open Network design in the Access, Core and OSS/BSS layers
- Service Differentiation on common infrastructure

An opportunity exists to seek proposals which facilitate these innovative solutions through a range of approaches including:

- Links between public research & business eg: CSIRO, NICTA, CRC's, universities
- Links to local business R&D investment
- Export opportunities
- A commitment to identify, preserve and leverage the IPR generated from the ongoing development and enhancement of the NBN

Potential Assessment Criteria

Establishing a framework in support of the Australian Government's innovation policies could involve the following criteria:

1. Require NBN Bidders to demonstrate support for the Government's Industry Innovation Policy, and propose effective frameworks which will develop and promote innovation and participation from industry and public research bodies.
2. Require NBN Bidders to demonstrate effective Intellectual Property management plans to leverage the Government's NBN investment and potential returns. This may include a commitment to identify & preserve IPR generated and develop export opportunities.
3. Require NBN Bidders to offer strategies which ensure sustained (long-term) service innovation and differentiation. This may include the adoption of multi-supplier/carrier or regional diversification strategies, to provide differentiated and competing service offers from the aggregation node over the Open Access network.
4. Require NBN bidders to facilitate an Open Ecosystem of application developers who can easily integrate their innovative services to the Open Access network, thereby fostering service innovation & differentiation.

Through the inclusion of these assessment criteria, the Australian Government will ensure that the deployment of new broadband network infrastructure will provide positive economic benefit for all Australians.

Conclusion

NEC Australia welcomes the development of a National Broadband Network, which provides sustainable benefits to the Australian community and which will establish an Innovation framework delivering beneficial outcomes for consumers, public research bodies and the industry.

We would welcome an opportunity to further elaborate on our submission with the Expert Panel.

Yours sincerely



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