

# CASE STUDY: OPTUS TOTAL BUSINESS CAP GIVES ALTERNATIVE SURFACES TOTAL PEACE OF MIND.

## CASE STUDY SNAPSHOT

### Client

Alternative Surfaces

### Sector

Floor coverings

### Products and Services

Total Business Cap

### Benefits

- Cost control and management
- Average of 25% cost savings per month
- Freedom to do business

### Client testimonial

"The ability to know that I will have a set amount of outgoing calls per month gives me invaluable peace of mind, and allows me to focus on more important aspects of my business."

Richard Di Bartolo  
Managing Director



Alternative Surfaces is a small business specialising in unique floor coverings headed by managing director Richard Di Bartolo.

In October 2008, Richard signed up with Optus' Total Business Cap. The plan Richard chose cost \$849<sup>+</sup> per month with \$3,900 worth of calls and SMS

"The ability to know that I will have a set amount of outgoing calls per month gives me invaluable peace of mind and control, and allows me to focus on more important aspects of my business" said Richard.

From a business perspective, Total Business Cap has provided not only significant cost savings for Alternative Surfaces, but also cost management, with more predictability with our month to month telco costs.

Another added benefit of Total Business Cap is the shared feature. This allows the total monthly call credit to be spread around the whole company.

Total Business Cap also provides free 10-minute mobile-to-mobile fleet calls<sup>^</sup> to the other Total Business Cap mobile services on the account.

"This has helped the company on so many levels, not just from a cost perspective. It means that I am not spending each month looking at the bill trying to work out where the calls are going, who is making the most calls etc – because that's just not important anymore" said Richard.

"This means less pressure on staff and allows me to use that time in developing and training my staff instead of scrutinising them over costs" concluded Richard.

Richard also received \$5,000 credit<sup>#</sup> to purchase handsets which he could keep at the end of the two year contract.

yes  
OPTUS

BUSINESS

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“To be honest the plan looked good on paper, but I was concerned about whether the value would actually translate into reality. My concerns have proven unfounded as I am now seeing an average saving of 25% each month.”

Richard Di Bartolo, Managing Director  
Alternative Surfaces

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“I was particularly attracted to the \$5,000 handset credit. So far we have used \$2,500 and have the rest remaining as credit, which I can call upon if one of the handsets get damaged. This is particularly handy given half of my staff are labourers who easily damage their handsets” said Richard.

“To be honest the plan looked good on paper, but I was concerned about whether the value would actually translate into reality. My concerns have proven unfounded as I am now seeing an average saving of 25% each month” said Richard.

To find out how Optus can help you increase productivity through innovative communications solutions, contact your Optus Account Manager.  
Call **1300 215 892** or visit **[optusbusiness.com.au](http://optusbusiness.com.au)**

**yes**  
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**BUSINESS**

**Terms & conditions:** † Minimum total cost of the \$849 plan across 24 months is \$20,376 and does not include handset costs which are additional. Cancellation fees apply. ^Free 10-minute mobile to mobile Fleet Calls: Applies to Optus Digital mobile calls made and received within Australia to another TBCAP Optus Digital Mobile service on the same account number, no flagfall applies. After 10 minutes the standard call rates apply. Some exclusions apply, including video calls, international, premium and third party SMS and MMS. Subject to Optus Mobile Fair Go™ policy. TBC plans are only available on 24 month contracts. For commercial and technical reasons not all eligible customers will be able to be connected to a Total Business Cap. Voice is considered Local Access Direct (LAD) Fixed Telephone and Mobile only. #Equipment credit may only be used to purchase handsets and devices from the pre defined TBC equipment list. Cannot be redeemed for cash, cheque, or used as included value on plans. Equipment Credit cannot be used to offset a cancellation fee, change of plan fee, installation fee or connection fee. Total Business Cap Voice service equipment credit may only be used for mobile hardware. Pricing and information correct as 14 May 2009. SingTel Optus Pty Ltd ABN 90 052 833 208. SMB\_CS\_Att\_Surface\_5 07/09