

## Spirit Launches Australia's leading Digital Telco & IT sales platform for Business Internet services – SpiritX

- Australian businesses are now able to purchase their ideal Business Internet plan online – with services qualified in seconds and three clicks to buy a high-speed Internet service
- The digital platform is a market first and available via [spirit.com.au](http://spirit.com.au) or [shop.spirit.com.au](http://shop.spirit.com.au)
- National coverage across circa 10,000 commercial buildings in metro areas
- Spirit Sky-Speed products across Sydney, Melbourne, Brisbane, Geelong, Horsham and the Gold Coast
- Spirit will now be marketed across all capital cities via digital, social, Search Engine Marketing (SEM) and Search Engine Optimization (SEO) channels
- An additional 8,000 metro buildings to be added in February 2020
- Over 25 types of high-speed product types which include the Spirit Sky fixed wireless range, fibre and in building ethernet
- Additional fixed wireless and fibre products to be added throughout 2020
- IT&T services include: Security, Managed Services and Voice

Spirit Telecom (STI) has advanced its goal of being Australia's leading provider of Internet and managed IT services for small and medium sized businesses (SMBs) today, launching Australia's leading online buying platform on [spirit.com.au](http://spirit.com.au).

SpiritX is a powerful network aggregation tool that runs Internet service qualifications on any Australian address, within seconds. For the first time ever, businesses will be able to check plans available at their address and make a purchase decision and buy in three easy steps.

Additionally, the product set is not limited to Internet. Spirit has recently completed the integration of acquired managed IT service (MSP) businesses Phoenix Austec and Arinda IT, broadening its product offering for small and medium sized businesses.

SpiritX was launched to resale partners and wholesalers in November 2019 and had immediate success with the platform generating 3,000 service qualification in the month. SpiritX Direct enables businesses to shop and buy online, where buyers select from bundled products and offers or select individual products and add-ons (e.g. cyber security or voice products) available to their business, based on an address search. If a business is ready to purchase, the transaction can be completed online, immediately, or they can request a quote be emailed to them and they can proceed at their convenience.

Spirit's Managing Director, Sol Lukatsky said "The launch of SpiritX further cements our position as a leading IT business partner to small and medium sized businesses across Australia. The Spirit brand will be aggressively marketed across Sydney, Melbourne and Brisbane to take advantage of the platforms ability to scale across various geographies. On the wholesale side, we now also have over 150 resale partners signed up to the platform and today we open the sales platform to millions of Australian businesses.

In 2020 we are working towards SpiritX being an IT&T marketplace of products and services for all SMB's. With metropolitan area's covered and with an additional 8,000 buildings to be added by February 2020, the scale of the platform will allow Spirit to increase its organic growth via the new coverage areas and expanded product range. We have been able to achieve business improvements like completing a service qualification in seconds – this currently takes our competitors over 24 hours to do manually. Importantly, with the broadening of our product offering, businesses can now have their entire IT&T function managed by Spirit – this is so important for businesses who don't have the inhouse skill or budget for headcount."

**-ends-**

**For and on Behalf of the Board of Directors and for all media enquiries regarding Spirit's appointment or commentary and interviews with Spirit's Managing Director, Sol Lukatsky, please contact:**

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Managing Director  
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## **About Spirit**

Spirit is an integrated IT&T Service Provider for small to medium-sized businesses (SMBs). It enables the new economy by deploying Sky-Speed Internet through the air, along with Managed IT Services, ensuring thousands of Australian businesses can work, communicate and connect without disruption.

The ASX listed (STI) company owns its own advanced fixed wireless network, delivering symmetrical speeds of up to 1Gbps for businesses – that's over 16 times quicker than the national average. It's the Internet that Australian businesses deserve.

Spirit is built on an ethos of being different to be better. Its independent fixed wireless network is designed to supplement its range of cloud solutions, Managed IT and unified communications services, which means they are perfectly poised to be the complete IT solution for SMBs in their quest for growth.

Spirit provides industry-leading IT&T services and is continually expanding to meet demand, both organically and through acquisitions, which have recently included Phoenix Austec, Arinda IT, Building Connect, LinkOne Group, Voxcom, My Telecom, Phone Names and World Without Wires. With these businesses on board, Spirit can take SMBs to the cloud and back, powered by its Sky-Speed Internet.

For more information, please visit [www.spirit.com.au](http://www.spirit.com.au)  
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