



DAVID DZIENCIOŁ

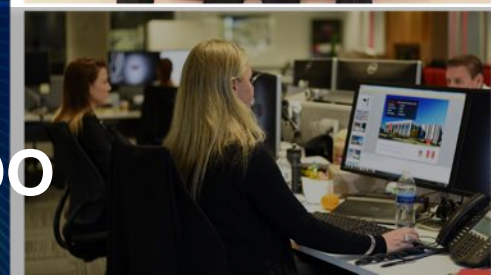
CHIEF CUSTOMER OFFICER &
EVP OF TECHNOLOGY

CUSTOMER EXPERIENCE IS DIFFERENT TO CUSTOMER SERVICE



WHAT IS CUSTOMER EXPERIENCE?





THE CUSTOMER IS AT THE
CENTRE OF EVERYTHING WE DO

WHY IS CUSTOMER EXPERIENCE IMPORTANT?











Jules Rumsey
Chief Executive Officer

"Cloud Plus has partnered with NEXTDC as it offers state-of-the-art facilities, uniform rates and a single operations team across all sites and a self-service platform (ONEDC®) that gives us the visibility and control we need across all sites.

And the scale of NEXTDC's facilities means that carriers, channel partners and content providers are only a cross-connect away."



Australia's leading independent
Data-Centre-as-a-Service provider









Toby Bowers

Director, Cloud & Enterprise

“NEXTDC’s data centre footprint and the AXONVX switching fabric are **making it easier than ever for customers** to access secure, private connections from their on-premise networks to Microsoft Azure or Office 365 via ExpressRoute and extend their enterprise cloud strategies.”



customer stories



Australia's leading independent
Data-Centre-as-a-Service provider







David Gollan

Group Chief Information Officer

“Our team at HBF are very impressed with P1, our new state-of-the-art home for HBF’s mission-critical service continuity centre. The relocation was seamless and NEXTDC’s **support was invaluable, they ticked all the boxes for speed, security, efficiency and professionalism.**”



NEXTDC

Australia’s leading independent
Data-Centre-as-a-Service provider





Stefan Jansen

Head of Channels and Alliances, Australia and New Zealand

“Our customers are using the AWS Cloud to drive agility and innovation in Australia and beyond. **NEXTDC is playing a key role in supporting customer success** by expanding AWS Direct Connect availability in Australia.”



Australia's leading independent
Data-Centre-as-a-Service provider

Products

Home

Enter keywords to find matching products.

Find Product

Price Books

View: Richards pricing



Got

Create New View

Product Views

View: my sales rep



Got

Asset Views

View: All Assets



Got

Ed

By WalkMe

New

Now, Click here

Step 2 / 5

Recent Products

Product Name	Product Code
PB 2014	GC1040
GenWatt Diesel 200kW	GC1020
GenWatt Diesel 10kW	INT080
Installation Industrial - High	SL9040
SLA Silver	GC3040
GenWatt Propane 500kW	SL9080
SLA Platinum	GC3020
GenWatt Propane 100kW	GC3020
GenWatt Propane 1500kW	GC1060
GenWatt Diesel 1000kW	SL9020
SLA Bronze	GC5040
GenWatt Gasoline 750kW	
Installation Portable	



HOW IMPORTANT IS CUSTOMER EXPERIENCE?

74%

Of senior executives believe that customer experience impacts the willingness of a customer to be a loyal advocate

Oracle: 2016 Customer Experience & Loyalty Survey

66%

Of consumers switched brands due to poor customer experience

Gartner: 2016 Customer Experience Survey

89%

Of companies will compete based on customer experience (up from 36% in 2012)

Gartner: 2016 Customer Experience Survey

CUSTOMER EXPERIENCE IS THE NEW BATTLEFIELD

Companies expecting to compete mostly
on the basis of **customer experience**

Gartner: 2016 Customer Experience Survey

36%

In 2012



89%

In 2016



MID SIZED INDUSTRIES HAVE THE OPPORTUNITY TO COMPETE ON CUSTOMER EXPERIENCE

Customers today demand deeper engagement

Customer engagement is overtaking products

74%

of industry execs say data-driven services will be their primary revenue source within 10 years

Source: Salesforce 2016 Connected Manufacturing Service Report

NEXTDC COMMS – WHAT CUSTOMERS ARE SAYING

"ONEDC makes it simple and easy to do the things I need to do".



"I can book my cross connects in advance".

"The CPI increase was clear – so my Purchase Orders were easy to create".



"By making the bill easy to read, I can get it paid on time".

"I can see all the fees on my bill, this makes my life simple".

"I can search my emails for everything I need".



"It's clear who's responsible for each service".



"Having a central place for all the information we receive helps with staff handovers".

TECHNOLOGY INVESTMENTS – CUSTOMER BILLING



TAX INVOICE

NEXTDC LIMITED | ABN XXX XXX XXX | ACN 143 582

Company ABC Ltd
(End User)
Customer ID # ABC001
(ABN xxx xxx xxx) or (ACN xxx xxx xxx)
Accounts Payable
nano@abc.com
13 00 00

Invoice Date 01.02.2017
Due Date 28.02.2017
Invoice Number INV0000001
Customer Ref HJRT234
Payment terms 30 days

TOTAL PAYABLE ON THIS INVOICE

AUD \$22,080.97

DUE 3 MARCH 2017

EFT PAYMENT DETAILS

Bank: NAB | Account Name: NEXTDC LIMITED
BSB: 084-004 | Account Number: 837407013
Payment Reference: INV000001
Please send remittance advice to ar@nextdc.com

BILLING ENQUIRIES?

Contact NEXTDC Accounts Receivable
ar@nextdc.com

HOW TO READ YOUR BILL

There are three types of charges:

- One off costs are normally establishment fees or similar that only occur once.
- Ongoing costs are the reoccurring (usually monthly) charges that happen each period.
- Usage based costs (charged by variable units, e.g hour or kW)

COMPANY NAME | INV0000001 | 01.02.2017

Order #	DC	Product Description	Service ID	Qty	From	To	One-off unit cost Excl gst \$	Total One-off Excl gst \$	Recurring unit cost Excl gst \$	Total Recurring Excl gst \$
NEW & CHANGED SERVICES										
QAU000101	S1	S1-4A-05-19 4SRU600 SkW Rack	XXXXX	1	12/02/2017	28/02/2017	2870.00	2870.00	-	-
QAU000101	S1	S1-4A-05-20 4SRU600 9kW Rack	XXXXX	1	12/02/2017	31/03/2017	6,492.00	6,492.00	-	-
QAU000101	S1	FROR S1-4A-05-19 4SRU600 2kW Rack	XXXXX	1	12/02/2017	28/02/2017	-	-	350.00	200.00
QAU000101	S1	BYO Rack - VBLOCK 300	XXXXX	1	12/02/2017	12/02/2017	500.00	500.00	-	-
QAU000101	S1	Custom pink door	XXXXX	1	12/02/2017	31/03/2017	500.00	500.00	-	-
QAU000101	M1	Structured Cabling: M1-4A-05-21 Fibre	XXXXX	1	12/02/2017	31/03/2017	530.00	530.00	-	-
QAU000101	S1	Cable licence	XXXXX	1	12/02/2017	31/03/2017	-	-	206.00	117.71
<i>This is an example of a test line that is populated when there is a service change (upgrade / downgrade)</i>										
QAU000101	S1	Power rails	XXXXX	1	12/02/2017	12/02/2017	1500.00	1500.00	-	-
QAU000101	S1	Rack to Carrier: Fiber (Dual)	XXXXX	1	12/02/2017	28/02/2017	124.00	124.00	124.00	70.86
Subtotals							12,516.00			388.57

RECURRING


QAU000101	M1	M1-4A-05-09 4SRU600 2kW Rack	XXXXX	1	1/03/2017	31/03/2017	-	-	-	-
QAU000101	M1	M1-4A-05-10 4SRU600 3kW Rack	XXXXX	1	1/03/2017	31/03/2017	-	-	-	-
QAU000101	M1	M1-4A-05-11 4SRU600 4kW Rack	XXXXX	1	1/03/2017	31/03/2017	-	-	-	-
QAU000101	M1	M1-4A-05-12 4SRU600 7kW Rack	XXXXX	1	1/03/2017	31/03/2017	-	-	-	-
QAU000101	M1	FROR M1-4A-05-13 4SRU600 2kW Rack	XXXXX	1	1/03/2017	31/03/2017	-	-	-	-
QAU000101	S1	S1-4A-05-19 4SRU600 SkW Rack	XXXXX	1	1/03/2017	31/03/2017	-	-	-	-
QAU000101	S1	S1-4A-05-20 4SRU600 9kW Rack	XXXXX	1	1/03/2017	31/03/2017	-	-	-	-
QAU000101	S1	FROR S1-4A-05-19 4SRU600 2kW Rack	XXXXX	1	1/03/2017	31/03/2017	-	-	350.00	350.00
TAU000101	S1	Cable licence	XXXXX	1	1/03/2017	31/03/2017	-	-	206.00	206.00
TAU000101	M1	Cross Connect Rack to Carrier: Fiber (Dual)	XXXXX	1	1/03/2017	31/03/2017	-	-	-	-
TAU000101	S1	Cross Connect Rack to Carrier: Fiber (Dual)	XXXXX	1	1/03/2017	31/03/2017	-	-	124.00	124.00
TAU000101	IDAC	I*08566 John Smith (Bundle inclusion)	XXXXX	1	1/03/2017	31/03/2017	-	-	-	-
TAU000101	IDAC	I*08567 Mary Jones (Bundle inclusion)	XXXXX	1	1/03/2017	31/03/2017	-	-	-	-
TAU000101	IDAC	I*08568 Jane Doe	XXXXX	1	1/03/2017	31/03/2017	-	-	108.00	108.00

NEXTDC LIMITED

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NEXTDC COMMUNICATION – CUSTOMER NOTIFICATIONS

From: Customer Support, NEXTDC (nxtops@nextdc.com)
Subject: Are you ready for [Service Commencement date]? [2 racks NEXTDC SYD Ref: 123456]
To: < No Contacts Found >
Link: [Unavailable]



Account number:
Rack IDs:
Service commencement date:
First bill:

Only two weeks until go time!

Hi Sam,

Your Service Commencement Date is in two weeks and we want to make sure you're ready to go.

We have re-attached your [welcome pack](#) for reference.

You will receive access to your rack on your Service Commencement Date but will be able to store deliveries on site ahead of time.

Please note billing starts on your Service Commencement Date.

Important steps to help you get ready


Book in your connectivity
To be able to connect to your carrier you will either need cross connects, structured cabling or cable licenses. To order these you will need [This information]. You can order this by visiting your ONEDC account.

[Access ONEDC to organise connectivity](#)

[See FAQs](#)

Book a delivery

From: Customer Support, NEXTDC (nxtops@nextdc.com)
Subject: Congratulations. You're up and running. Billing starts today. [2 racks NEXTDC SYD Ref: 123456]
To: < No Contacts Found >
Link: [Unavailable]



Account number:
Rack IDs:
Service commencement date: Today

Hi Sam,

Congratulations!

You're up and running at M1 and B1.

Your first bill
Just to remind you your billing period starts today. We will send your invoice directly to your finance team on [email address] unless otherwise instructed.

Still getting set up?
If you haven't booked delivery of your equipment or ordered your cross connects.

Book now

Any questions - please contact our Customer support team.


Regards
Customer Support, NEXTDC
D: 02 7878 2323
E: lucky.singh@nextdc.com

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From: Customer Support, NEXTDC (nxtops@nextdc.com)
Subject: How are you settling in with NEXTDC? [2 racks NEXTDC SYD Data centre Ref: 123456]
To: < No Contacts Found >
Link: [Unavailable]



Hi Sam,

**Account number:
Rack IDs:
Service commenced:**

How are you settling in?
Is everything running smoothly? Do you want to talk to us about anything?

If you have any issues, please let us know. We are passionate about our customer service and will work with you to resolve any issues.

Contact us

Regards
Customer Support, NEXTDC
D: +61 1300 698 677
E: nxtops@nextdc.com

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NEXTDC'S DIGITAL TRANSFORMATION



FY18 TECHNOLOGY PRIORITIES



CORE IT

OPERATIONS


PRODUCT DEVELOPMENT

**DATA CENTRE INFORMATION
SYSTEMS**

← SECURITY



NEXTDC OFFERS MORE THAN COLOCATION



Real-time
alerts and
on-demand
reporting



High-speed,
secure
connectivity

“

IT departments need better visibility into their data center infrastructure and more automation.

Jennifer Koppy, IDC Research Director



MANAGE AND MONITOR

Keep tabs on your racks
with real-time intelligence



ONEDC

DCIM ADOPTION

CAGR 2016-2021

20.3%

The global DCIM market accounted for US\$546M in 2015 and is expected to reach \$US1.65B by 2021

Zion Market Research: DCIM Market, Global Industry Perspective, Comprehensive Analysis and Forecast, 2015 - 2021 (Dec 2016)

GLOBALLY

56%

of organisations with a data centre operation have purchased or are considering commercial DCIM

Uptime Institute Data Centre Industry Survey 2015

ONEDC[®] DCIM-AS-A-SERVICE

Intelligence on every aspect of your data centre service in one central cloud platform



REAL-TIME

Monitor status and be alerted before issues arise



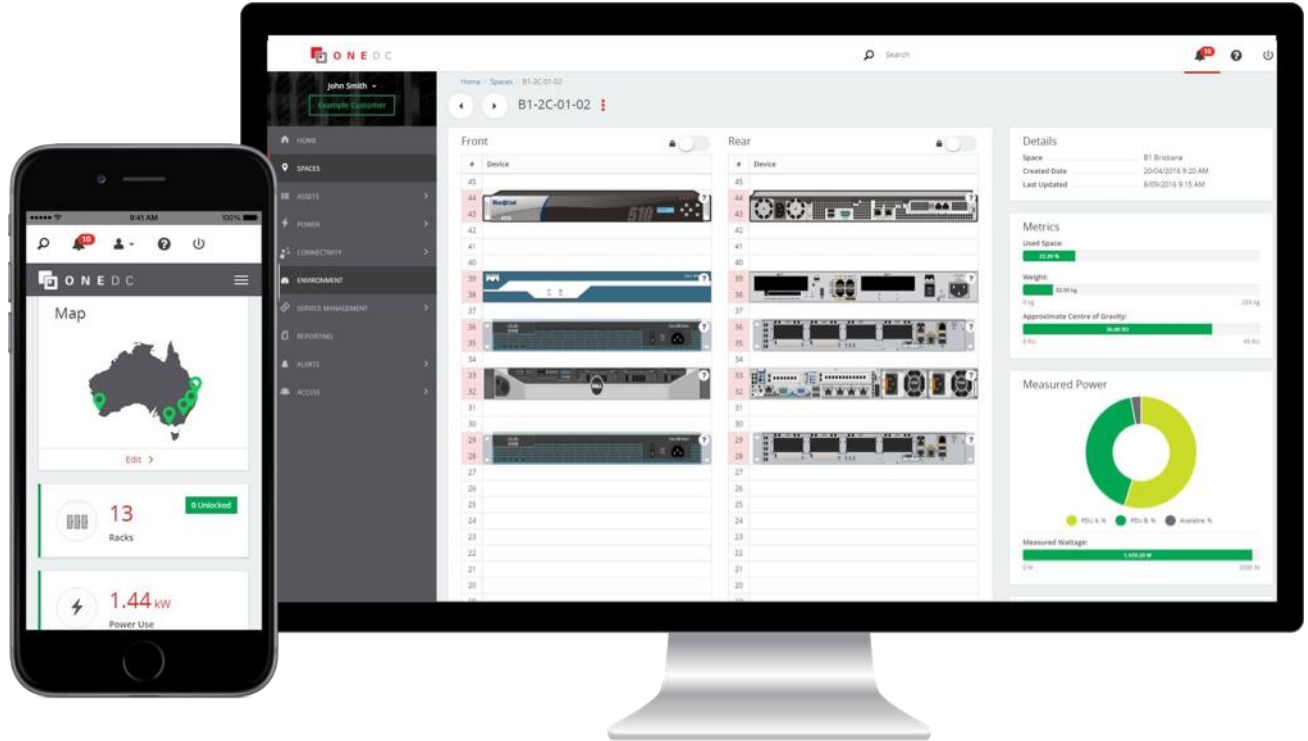
CONTROL

Automation means efficient management of your space



VISIBILITY

A remote view of all your critical IT infrastructure



ONEDC PACKAGES AT A GLANCE

	Telemetry Package	Advanced Management Package
Access Management	✓	✓
Power Monitoring	✓	✓
Environment Monitoring	✓	✓
Service Management	✓	✓
Infrastructure Visualisation and Management	Included in standard rack package	✓
Connectivity Tracking		✓
Predictable Planning		✓
Alerts and Notifications		✓
Reporting		✓

Included in standard rack package



We're continuing to develop features to support customers evolving needs.



SMARTER CONNECTIVITY

Create secure, high-speed
connections between your data
centres, networks and clouds.

CUSTOMER'S CONNECTIVITY NEEDS



NEXTDC CONNECTIVITY OFFERINGS

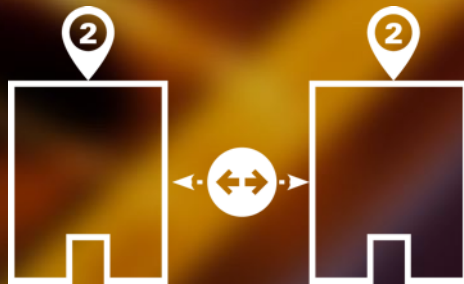
LOCAL

**Data Centre
Cross Connect**
Inside same NEXTDC
Data Centre



METRO


**Cross Connect to Local
NEXTDC Data Centre**
Between same city NEXTDC
Data Centres



INTERSTATE / INTERCAP

**AXON Ethernet
Elastic Cross Connect**
NEXTDC and other
Data Centres



A black and white portrait of Steve Jobs, looking directly at the camera with a thoughtful expression, his hand resting on his chin. He is wearing his signature round glasses and a dark turtleneck. The background is a light, neutral gradient.

You've got to start
with the **CUSTOMER
EXPERIENCE** and
work back toward the
technology.

– Steve Jobs