Media Release

iiNet gives SMBs a piece of the cloud

30 November 2011 – iiNet has announced its latest business product, Business Cloud, will give small and medium businesses the freedom to build privately hosted IT infrastructure, saving customers the hassle and cost of setting up and maintaining their own IT installations.

Partnering with leading vendors VMware, IBM and Juniper, iiNet Business Cloud will allow businesses to build and deploy its entire infrastructure in the 'cloud' for an affordable minimum monthly fee, starting at $29 per month.

CEO of iiNet Business, Greg Bader, said that while virtualised computing has been used by large businesses for many years, it was often put in the 'too hard' basket for small and medium businesses.

"Business Cloud follows from our launch of Business Voice. Put simply, it gives the small guys the same tools of the trade normally reserved for the big enterprise players. Removing barriers to entry and offering total flexibility, these products reflect the needs of operating a small business in today's challenging environment," Mr Bader said.

"By using Business Cloud, businesses will be able to shift their efforts away from ongoing maintenance and constant upgrades to the more important things – like running their business."

Mr Bader adds, storing business data in Australian data centres is important to our customers as it mitigates concerns around data sovereignty and control.

Duncan Bennet, Vice President and Managing Director, VMware Australia and New Zealand said they are looking forward to partnering with a leader like iiNet.

"Powered by our leading cloud computing technology, iiNet customers will utilise Business Cloud to increase IT agility through increased consolidation, task automation and simplified management," Mr Bennet said.

iiNet Business Cloud features:

- Direct access to Business Cloud catalogue and virtual data centers through a user-friendly self-service web portal. This allows customers to install their choice of operating system, create or clone virtual machines and access consoles remotely
- Access to Business Cloud's catalogues, templates, virtual appliances, as well as thousands of virtual applications (vApps) which can be deployed on preconfigured machines or media within minutes
- Includes a range of enterprise class security features that enables businesses to fence its vApps in a secure virtual environment
- Access to Business Cloud's Application Programming Interface
- Data is hosted in Australian data centres and supported by iiNet's local technical support team

– ENDS –

For further information, please contact:
Grace Gabriel
Espresso Communications (on behalf of iiNet)
02 9904 4177
grace@espressocomms.com.au

Anthony Fisk/Jane Humphries
Communications – iiNet
Ph: +61 8 9214 2210
Mobile: 0414 632 130

About iiNet
iiNet is Australia's second largest DSL Internet Service Provider (ISP) and the leading challenger in the telecommunications market. We employ more than 2000 inquisitive staff across four countries and support over 1.3 million broadband, telephony and Internet Protocol TV (IPTV) services nationwide.

We're a publicly listed company and we maintain our own super-fast broadband network. Our vision is to lead the market with products that harness the potential of the Internet and then differentiate with award-winning customer service.

To achieve this, we employ creative thinkers and true advocates of technology. Our people are a huge part of the iiNet success story, so we've developed a unique and stimulating work culture to ensure they remain engaged and inspired.

A lot has changed since our CEO founded iiNet in a suburban garage back in 1993 and the broadband landscape continues to evolve. What hasn't changed is our passion for the transformative benefits of the Internet and our commitment to helping Australians connect better.