



Media release  
5 December 2012

## Optus conducts world-first trial to tackle network congestion during major events

*Optus partners with Connectem in cloud-based mobile packet core trial to rapidly deploy network capacity in response to customer demand*

In an innovative world first, Optus today announced that it has begun a trial of cloud-based mobile packet core technology at its Macquarie Park campus. The technology has the potential to deliver a higher level of network performance for customers during peak usage periods, such as at major sporting events or music festivals.

Through a partnership with mobile virtual infrastructure vendor Connectem, Optus aims to rapidly deploy network capacity to address short, intense spikes in network traffic – with customers benefiting from the increased connectivity on their smartphones and tablets.

Connectem has developed the first packet core virtualisation software designed to run in the cloud. The packet core is the system that routes data traffic moving between mobile devices and the Internet. The advantage over a physical packet core is that in a virtualised environment, network resources can be rapidly switched on to deliver incremental capacity where it is needed most. As a result, customers will experience lower network latency even during periods of peak network activity.

Günther Ottendorfer, Managing Director of Networks at Optus, said, “This is an exciting piece of network innovation. As we continue to expand Optus 4G across the country, we are also exploring the opportunities that cloud services can enable to deliver outstanding customer experience.”

“The trial is a world-first, and is one of the ideas that we are fostering as a solution to network congestion during major events. At the same time, we are gaining valuable insight into how the deployment of flexible network infrastructure may fit into our long-term network strategy to deliver even more benefits to our customers.”

Nishi Kant, Chief Executive Officer at Connectem, said, “Connectem is working with some of the world’s largest mobile network operators and we have been encouraged by the interest in our technology. In Australia, we welcome the initiatives that Optus is taking in the area of cloud-based network infrastructure.”

Earlier this year, Connectem and Optus have successfully completed a laboratory trial for the virtualisation technology. In a world first, Optus is now working with Connectem to pass 4G network traffic through a virtual packet core housed in its Mascot exchange.

### Media contact

Melanie Vine / Derek Lau  
Optus Corporate Affairs  
(02) 8082 7850