



There's a revolution happening at Australia Japan Cable

Australia Japan Cable discuss how they are evolving to meet the needs of their customers whilst delivering value to their shareholders

In recent times the global economy has taken a big bite out of consumer and business confidence. Every sector of the market is in some way experiencing a downturn in demand.

Telecommunications is no exception and it won't be spared. It's something that impacts carriers and service providers at every level and it's a point that isn't being taken for granted at Australia Japan Cable. They have seen the importance of adapting to every market circumstance and have worked with adverse and positive market conditions. The current environment is no different and they see themselves needing to evolve to meet the needs of their customers whilst delivering value to their shareholders.

It's a point that isn't lost on Chris Kessikidis, their newly appointed Commercial Director. His tenure began in September 2008 and since then he has set about transforming the company.

"It's been a great experience for me thus far", he says. "I've had a great foundation with which to work from. Our team at AJC are technically and commercially astute and have delivered superior service to our customers since our inception in 2001. This is all underpinned with a cable system which is as technically superior as it is reliable."

Chris has joined to lead the marketing and sales functions of the organisation and has set about to achieve a number of fundamental elements.

"I think it all begins with our brand. People need to know who we are and what we stand for. We have so many good news stories that we need to be shouting them from the roof tops." Chris says, and shouting he is. In early January AJC will re launch the website complete with new content detailing company history, network infrastructure, solutions and contact information. All geared towards providing tailored customer solutions rather than plain old bandwidth. There will be secure areas for their customers to access process and procedures, usage and performance data and online forms.

KEY FACTS

Australia-Japan Cable is a submarine cable directly connecting Australia and Japan, via Guam. The AJC network also provides access to the high capacity, high volume, low unit cost trans-Pacific and intra-Asia cables via Guam and Japan to enable onward connectivity. In April 2008 the network was upgraded and equipped from its original 80Gbit/s to 240Gbit/s. The current capability of AJC is over 1000Gbit/s enabling further upgrades as required. The cable system provides diversity which assists traffic survivability in a dual event outage to any one ring system. AJC offers a range of products allowing capacity users to apply to their individual network requirements. These range from Protected SDH, FlexProtect, Direct Wavelength Access and Ethernet Services. ■



Brand is a means to an end, it ultimately needs to translate to making sales in this business, and Chris's brief extends to that, so the strategy is simple. "Brand strategy is only good if you can bring the strategy to life. It's profoundly important that we are prepared to talk shop at every turn, willing to work with our customers, be flexible and creative in the way we structure opportunities that work for them" Chris says.

But he's not getting ahead of himself. His experience tells him that in a highly competitive market where pricing dictates the sale and product differentiation is essential, AJC needs to deliver propositions which allow them to stand out from the crowd.

"We know our products are aggressively priced and we won't be undercut on our route from Australia to Japan via Guam. Now we have delivered solutions which extend our reach and broaden our target audience offering products that leverage our core bandwidth. That's how we get competitive advantage and drive the costs down for our customers. We're working with infrastructure partners to deliver one-stop shop ubiquitous solutions to our customers into Asia, the USA and in time to Europe. If we want to incentivise our customers to choose us we need to help them cut their costs. This means delivering greater value all the way through the sales function. Our products and processes will do that", says Chris.

He goes on to say that prices for bandwidth are falling rapidly. "AJC encourages competitive markets as these drive demand and supply at every layer. We believe there is sufficient capacity to meet market needs. Significant cost effective capacity is available on AJC and others connecting to Australia and on trans-Pacific and intra-Asia routes. This is fortunate, as the current financial crisis will make it very difficult to finance new network construction projects."

In a market where internet demand drives the lion's share of bandwidth capacity and the use of internet is becoming a necessity rather than a luxury, cable systems need to be extremely reliable, geographically well positioned and offering a variety of connectivity options. AJC have embraced the need to be agile and unconstrained in their ability to make decisions and deliver capacity quickly and economically as part of their own evolution. ■

Contact:

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