



Alliance Partner Program

The competitive landscape of the telecommunications market is changing, with more telcos also providing complementary ICT services and integrators now competing with their previous telco partners. Coupled with the upcoming impact of the NBN, the need to partner with an experienced infrastructure and network provider is now more evident than ever before.

Recognising this, AAPT's Partner Alliance program empowers your business to use our network and Infrastructure propositions to enable your services. Incorporating a streamlined platform and an innovative 'go to market' approach, we will partner with your business to achieve strength through partnership within your market.

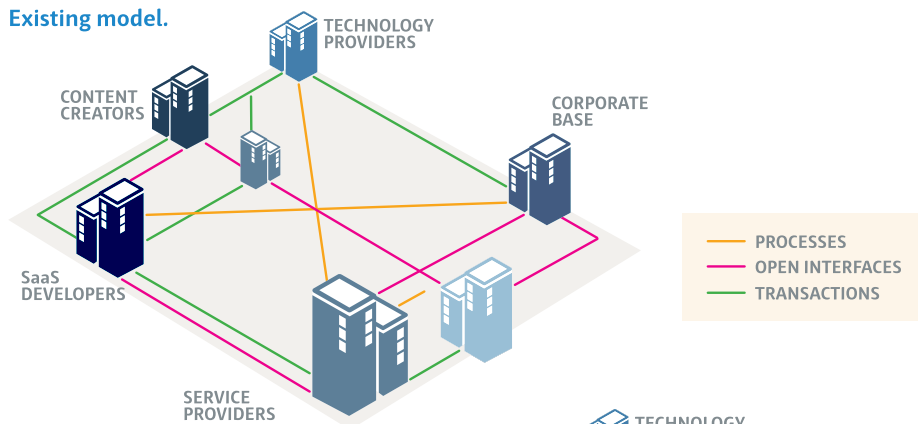
A PERSONALISED, SCALABLE PLATFORM

One of the integral parts of our Partner Alliance program is building a streamlined, scalable platform that reduces the complexity of creating, trading and distributing your business' services.

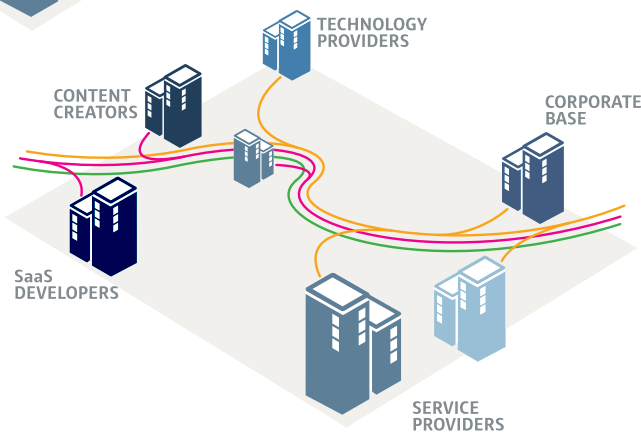
We take care of maintenance, creating fewer barriers and multiple entry points into our network and next-gen services such as cloud.

Our approach also means that you don't need to invest significant capital into infrastructure, enabling you to concentrate on what you do best; growing and expanding your business.

Existing model.



Utilising the alliance partner program.



**THE AAPT ALLIANCE PARTNERSHIP
SIMPLIFIES DELIVERY OF YOUR SERVICES.**

To find out more contact AAPT on **13 88 77** or email newbusiness@aapt.com.au.



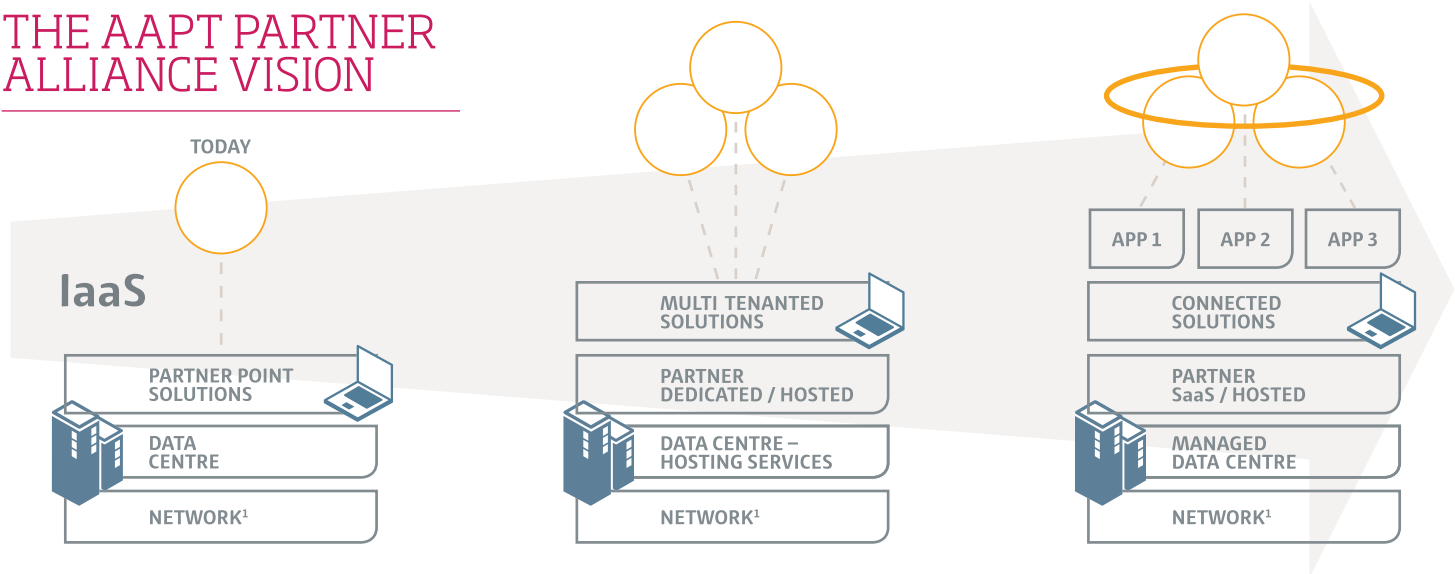
FLEXIBLE 'GO TO MARKET' APPROACH

Our collaborative approach gives you the flexibility to leverage your partnership with AAPT to suit your business objectives and substantially increase your addressable revenues.

You can opt to select one of the models or a combination of all three depending on what you require.

- Sell To**
Enables you to purchase network, IaaS & PaaS services where needed.
- Sell With**
This comprehensive approach empowers you to use AAPT as if we are your own resource. For example, we will attend meetings with your prospects and become an integral part of your bid team. It is a key factor in our "strength through partnership" philosophy.
- Sell Through**
Innovative and unique, our 'SellThrough" method enables you to use AAPT as a channel to target existing prospects.

THE AAPT PARTNER ALLIANCE VISION



- Partnership**
We understand that you have long-standing relationships with suppliers, customers and other third party entities. We will build a dedicated and personalised solution that connects all of your existing stakeholders onto a simplified OnNet platform.
- Leveraging assets and resources**
Now that you are established on our platform, you have opportunity to build services with products from AAPT to fill your infrastructure and leverage our assets.

Utility Based Model

The third phase of a strategy is geared toward innovative IaaS (Infrastructure as a Service) & PaaS (platform as a service) . We adopt a utilities model, meaning you can quickly and easily order services without having to wait on lengthy provisioning times.

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