

Apartment Residents Stay Switched On With Full-Service Communications Solution from NEC

THE WATERFRONT AT HOMEBUSH BAY

NEC Business Solutions has designed and implemented a full-service communications network – one of the first of its kind in Australia – that provides up to 2,500 apartments with integrated voice, video and data services. The solution was installed in a luxury residential complex called The Waterfront at Homebush Bay, near the Olympic Stadium in Sydney’s west.

The Client

The company behind The Waterfront complex is Payce Properties, a leading residential property developer. The Sydney-based company was founded in 1988 and employs 40 staff. It owns HomeLinX, the entity charged with managing the communications services for all of Payce Properties’ properties.

The Waterfront is a secluded, residential enclave with all the conveniences of modern living. Inspired by a portside Mediterranean village, the complex is surrounded by a large central park and leafy boulevards that lead down to Homebush Bay. There is a piazza with restaurants, a deli, café, gelateria, bottle shop and grocery store. When completed in 2005, there will be 2,500 units onsite.

Client Requirements

Payce Properties was searching for a way to differentiate its apartments and help it stay ahead in the extremely competitive Sydney real estate market. The company decided to install a full-service communications network in its latest residential development to give it a unique selling point and offer real value to potential residents.

A full-service communications network would:

- Deliver exciting state-of-the-art technology and communications services
- Meet the needs of busy residents without the time to buy and connect communication services
- Reduce ongoing costs to residents by using group buying power

“The full-service communications solution delivers a competitive edge to developers and is an excellent way to add value to a property and attract customers. Residents have all their communication and entertainment needs taken care of as soon as they move in. It’s a convenient and cost-effective solution for all parties.”

– Michael Klevansky, Commercial Manager, HomeLinX

NEC's Approach

HomeLinX selected NEC Business Solutions as its strategic partner. Michael Klevansky, Commercial Manager for HomeLinX, said he was attracted by the prospect of working with an established and highly reputable communications company.

"Partnering with NEC means we can draw on its global resources and extensive partner network to deliver a fully integrated solution from concept to completion."

NEC leveraged its wide-ranging experience and expertise to implement the leading edge, integrated communications solution within the 12-week timeframe demanded by the developer. NEC negotiated with several industry leaders to obtain products and services at a competitive price. Even carriage services were provided at a discount due to the property's buying power. All of these services were managed by NEC and seamlessly integrated to provide a convenient, complete solution.

The Solution

Apartment owners receive easy access to a host of multimedia services.

Cost Effective Telephony Services

Telephony services are provided to each apartment using NEC's NEAX7400 IMX/IPX voice server, which is connected to a Telstra OnRamp ISDN phone line. A unique in-dial number gives residents access to local, STD and IDD services. Residents can also call each other free of charge.

Free to Air Television

Residents have access to free-to-air TV channels. This is provided through the combination of an NEC Express5800 server and dedicated video streaming equipment. Video and audio are transformed into an Internet Protocol (IP) stream which is distributed across the network in IP multicast packets. Pay TV services will soon be added to the network infrastructure.

Video on Demand

The apartment complex has a video on demand server that currently holds more than 300 movies. Tenants simply use their set-top box, keyboard and remote control to select a movie to watch on television.

High-Speed Internet

Internet services are provided via dual ADSL links. Residents can store emails on the central server rather than download them to their own PC. This delivers high-speed Internet services while providing residents with the convenience of being able to access their emails from any PC at any time.

Business Outcomes

The solution is fully maintained and managed by NEC. Payce Properties, HomeLinX and Waterfront residents were extremely satisfied with the outcomes.

"The feedback from residents is that they love the simplicity and convenience of the system," says Klevansky. "They single out the telephone, broadband Internet and video on demand services as standout features."

Increased Appeal to Customers

With the NEC solution in place, Payce Properties significantly increased the appeal of its apartments. Klevansky says the company sold 400 units in four months. He adds that the communications system increases the value of a property by \$5,000 and investors can add an extra \$20 a week in rent.

Increased Efficiencies and Economies of Scale

Klevansky believes there are numerous benefits of working with a single vendor, including:

- Increased management efficiencies
- A tailored solution that takes advantage of economies of scale to deliver greater value for money
- Convenient and worry-free ongoing management and maintenance, with a single point of contact for any faults

Convenience of One Bill

Costs for each service are comparable to those charged by external suppliers. Residents receive only one bill (which breaks down usage of each service) for telephony, TV, video and Internet services, making it easier for them to track and pay for their communications services.

About NEC Business Solutions

NEC Business Solutions Ltd is a leading provider of end-to-end voice applications and data solutions for business and government. The company utilises its expertise in Telephony over IP, Contact Centres and Managed Services, and strong partnerships with leading companies to provide innovative and affordable business solutions. A wholly owned subsidiary of NEC Australia, NEC Business Solutions employs over 750 staff nationally.

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