A smarter ecosystem like no other for OPTUS

A story of digital transformation

Management need

With more than 6,500 employees and up to 500 visitors per day accessing Optus Centre at Macquarie Park, Sydney, Optus leaders recognised the opportunity to improve employee and visitor experiences and showcase Optus' innovative capabilities in being "more than just a telco".

Prompted by a mandate from Optus CEO Allen Lew, the evolutionary process of the Lyonpark Road Smart Campus became the flagship environment for rolling out a large-scale project to integrate and streamline the complex processes, hardware and technologies already in place at the business centre.

The solution

An enterprise scale no-touch visitor and customer experience solution was developed over 18 months. The AccessIN team developed a digital dashboard integrating over ten different systems including heritage technology and Optus' own proprietary system Smart Campus Technology. Onboarding of 6500 employees and training of front of house staff has revolutionised customer and visitor experience for Optus Deployment of a cloud based system enabled the flexibility and customisation needed and to maintain the existing technology in place very cost effectively.

The result

The project has proven to be a resounding success. The overall end-to-end journey of systems integration has not only improved the capabilities of Optus business, but has significantly changed to way visitors are processed. The innovation of this project has exceeded expectations across all involved, with the biggest impact being the way visitors are processed at the smart campus. The costs of staff resourcing are able to be contained, processes are streamlined, but most importantly, Visitor / Customer experience has improved tremendously with positive feedback on the technology, innovation and cutting-edge capabilities, and engagement from front-of-house staff as a result of the full end-to-end systems integration.

Contact AccessIN to see how we can transform your asset management. Legacy systems are no longer a barrier.

www.accessin.io.   1300 363 961

Customer profile

CUSTOMER:
OPTUS
COUNTRY:
Australia
EMPLOYEES:
6500+
WEBSITE:
optus.com.au

Optus is the second largest wireless telecommunications provider in Australia. Through its Optus 'Yes' brand, it provides broadband, and wireless internet services.

Configuration:

PRODUCT:
Support Agreement

INTEGRATIONS:
- JOHNSON CONTROLS
- SKIDATA
- WILSON
- GUNNEBO
- INTELISERVE
- INFOSEC

Heritage technology: the driving force

"There was no shortage of challenges throughout the process. But AccessIn had the flexibility to be able to come back to the drawing board and help us overcome the challenges and identify new opportunities. I'd be more than happy to recommend you anytime, across any of our internal Optus business partners and externally."

**Sam Buric
National Real Estate & Facilities Management**

Search for solutions is over

Through extensive research in to existing options in the marketplace, Optus quickly realised that finding a solution that offered the flexibility and ability to integrate at the level of complexity required, simply wasn't viable. Although some of the readily-available solutions in the marketplace solved certain challenges, the ability to modify or customise these to meet Optus' needs was either not available, or came at an exorbitant cost. Sam Buris, Optus National Real Estate & Facilities Manager, knew due to the size of their company and with so many black-and-white systems already in place, the flexibility AccessIn could offer with the ability to jump in, look at the problem, go back to the drawing board and rework a solution with the Optus team was imperative to the project's success.

The integration process

Optus' own smart campus technology **Inteliserve** was the driving force behind the entire project. The data analytics software enables Optus to analyze, report on, and draw insights from all the data touchpoints, creating a wholistic view of the entire ecosystem. The team knew what they wanted to achieve, but the journey to get there was an unknown outcome. Through a series of workshops, extensive stakeholder engagement staggered roll-out trials, the project continued to develop and evolve, with challenges and variations needing to be promptly resolved along the way. AccessIn supported the development upgrading management systems and building the integration between the hardware components through third-party suppliers, security system technologies, and network infrastructure, with multiple data touch-points from internal systems.

Agile response to challenges

ACCESSIN

Challenges to overcome

Adaptations of the roadmap arose as the implementation evolved. From the cameras used at the turnstiles originally just intended for facial recognition ultimately enabling QR code scanner, to Inteliserve getting data from the Visitor Management System (VMS) expanding to integrating information from the car park system and facial recognition, the continuous rollout of each ideation was invaluable.

The outcome

What started as a strawman concept spanning across three different projects - employees, visitors, and express check-in, evolved in to one large-scale project solving all goals and objectives in one. Having AccessIn on hand to provide continuous support along the way allowed prompt support, risk mitigation, and resolution to the wide range of challenges that rose along the way.

CARPARK:
- Licence plate recognition
- Card scanner

EMPLOYEE SIGN IN:
Facial recognition •
QR card scanner •
Card scanner •

VISITOR REGISTRATION:
- Kiosk registration
- Pre-registration sign in app

INFRASTRUCTURE:
Security systems •
Network/WiFi •
Firewalls •