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[New Optus Business Direct Center Unveiled in Australia](#)

In St Peters, Sydney



Optus logo
Optus

Optus, subsidiary of SingTel and Australia's second largest mobile carrier, has just unveiled its new Business Direct center in Sydney's suburb of St Peters, established via Optus Small and Medium Business (Optus SMB). You might be aware of the fact that Optus already has a Business Direct center there. The catch is that the new center is actually only a redesign of the old one. Still, it can be seen as a completely new one, since it comes with various enhancements and new features. Visitors of the new center will be able to check out the newest handsets, BlackBerry and Microsoft solutions, Optus Wireless Broadband products, Mint Wireless payment devices, Alcatel IPL PBX system and so on.

"Optus was one of the first major telcos in Australia to identify the need to develop a dedicated Small and Medium Business division in April 2005 to address the communication needs of Australia's SMB market and this is still a key focus today," declared Optus SMB Sales Director, David Katz. "Optus SMB specializes in offering corporate solutions to small businesses, including affordable IP voice technology, wireless, mobile and Internet solutions enabling SMBs to redefine their business processes for greater efficiency and market differentiation."

"The new Optus Business Direct center," Mr. Katz added, "will allow our customers to experience live demonstrations and the ways in which these products can help to connect their business, manage customer relationships, increase mobility, manage the office with better communications solutions and protect business information."

The redesigned Optus Business Direct center is located at this address: 9 Canal Rd, St Peters, NSW 2044 (Ph: 02 8197 4455), and customers can visit it during weekdays, between 8:30 AM and 5:00 PM. Optus has also recently announced that it will expand its Australian mobile network so that, by December 2009, it will be able to serve 98 percent of Australia's population. This will bring more customers that might be interested in the carrier's Small and Medium Business offerings, hence the new St Peters comes at the right time.