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**MEDIA RELEASE**

## **Costa Group selects Optus as national telecommunications provider**

The Costa Group, one of Australia's largest fresh fruit, vegetable and grain producers, marketers and exporters, has selected Optus as its telecommunications provider in a deal valued at \$6 million over five years.

The new solution will enable the Costa Group to upgrade and consolidate its current data, mobile and voice services onto a centralised data network which will allow the company to better integrate and streamline business processes and to improve communication across its various divisions.

"This is particularly important as the group has three divisions operating across multiple sites, including Polar Fresh our storage and distribution service arm," said Simon Costa, Executive Director for the Costa Group.

Mr Costa said the Costa Group had used several telecommunication providers in the past but switching to a single provider will enable the company to improve service delivery, account management, reporting and asset management capabilities, and reduce service costs.

"Deploying IP telephony in the future will enable the company to make better use of its new data network and in doing so, reduce the fixed lines and call costs associated with the Public Switch Telephony Network (PSTN)," said Mr Costa.

The group also expects to reduce its carbon footprint by implementing video-conferencing services across the new network which will significantly decrease the costs, time and environmental impacts associated with staff travelling to meetings.

“In terms of time for example, we anticipate savings of up to 60 per cent in a day travel trip, 30 per cent for overnight travel and 10 per cent for a week’s travel,” said Mr Costa.

Under the Optus plan, the Costa Group will receive reduced costs for its mobile plans, fixed telephony, mobile call rates and bandwidth rates. The company will also receive aggregated pricing plans for data and internet services while further reductions in fixed telephony spend with its usage of IP telephony are also anticipated.

According to Simon Gloede, Account Manager from Optus, the new solution would enable the Costa Group to better meet the needs of its customers and provide and respond to services in a timely manner.

Optus will be delivering mobility, fixed line telephony and its new Evolve IP VPN network nationally, that will deliver the Costa Group outstanding business efficiencies, including faster data speeds and simpler network management. This all comes together to support the Costa Group’s Information and Communications Technologies (ICT) strategy moving forward.

*Release Ends*

For more information please contact:

**Grant Titmus** | Tel: 03 9670 8350 | [grant.titmus@redagency.com.au](mailto:grant.titmus@redagency.com.au)

**Michelle Bong** | Tel: 03 9670 8350 | Mob: 0422 966 013 | [michelle.bong@redagency.com.au](mailto:michelle.bong@redagency.com.au)

#### **About the Costa Group**

The Costa Group is one of Australia’s largest diversified family companies with operations in grain and fresh produce as well as third party logistics. It has annual revenue of \$1.4 billion and more than 8,000 employees in nearly 50 locations around the country. For more information go to [www.costagroup.com.au](http://www.costagroup.com.au)