

# SUNSHINE COAST INTERNATIONAL BROADBAND SUBMARINE CABLE CASE STUDY



## ARCHITECTURAL METALWORKS AUSTRALIA

Architectural Metalworks Australia (AMA) has been operating on the Sunshine Coast since 1981, manufacturing and supplying aluminium balustrades for commercial and residential applications across south east Queensland.

Known as a technology champion for its wide use of apps and systems to improve productivity and lower costs, AMA is connected to business-grade fibre internet delivered by local telecommunications provider Elysys and uses mission critical software Asana, an online task manager system to run its organisational operations across multiple locations.

CEO Sam Bevis believes the biggest benefits of the international broadband submarine cable connection are improved latency (lag) and price competitiveness, particularly for businesses using augmented reality and virtual reality.

He says increased speed and data services are becoming more critical in his business when working with large supply chains who use building information modelling (BIM), a 3D model-based process, to plan, design, construct, and manage buildings and infrastructure.

AMA currently spends approx. \$3000 per month on mobile and internet connections with 100mb upload/100mb download speeds, and has introduced augmented reality to communicate internally on jobs, externally with developers, and internationally as a presentation tool.

[www.amau.com.au](http://www.amau.com.au)

### SNAPSHOT

- ✓ **Staff:** 55 based on Sunshine Coast, plus 12 in Brisbane
- ✓ **Turnover:** approx. A\$12 million pa
- ✓ Developed intellectual property (IP) on innovative balustrade installation system
- ✓ Recently successfully entered the US market and moving forward with developing markets in Asia/China.

“Improved data speeds will be very beneficial in our client relations and presentations through improved video streaming and conferencing efficiencies (reducing lag) when communicating with the US and Asia.

“The flow on benefits of the international broadband submarine cable will provide greater network redundancy to ensure internet availability, especially for mission critical management systems we use, such as Asana.

“It will also increase competitiveness for improved costs, peace of mind if communication lines are down and improve latency to run our business more efficiently, especially internationally which is becoming a primary focus for us.”

The future  
is here

### FOR MORE INFORMATION

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