

Roche

Aussie Broadband

Automated Private Cloud

Adfinis



Aussie Broadband

Automated Private Cloud

Our **Customer**

Aussie Broadband Group (ASX: ABB) is a leading Australian telecommunication services provider. Founded in 2003, the Group now delivers over one million services, with 780,000+ broadband connections and nearly 9% of all NBN services. With 1,300+ staff, Tier-1 voice networks, and owned fibre infrastructure, it serves residential, business, enterprise, government, and wholesale customers nationwide.

Recognised as Australia's leading telecommunications provider with continuing growth in the residential segment, the Group provides a broad suite of Data, Voice, and Managed Solutions to Business, Enterprise and Government customers. It also offers wholesale services to other telecommunications companies and managed service providers.

The company has experienced rapid growth through organic expansion and strategic acquisitions, including Over The Wire and Symbio. This growth led to a highly complex and sprawling technology estate, as the integration of diverse systems from these acquisitions combined with ongoing development created an infrastructure that was increasingly difficult to manage.

The Aussie Broadband teams goal was to address the following:

- **Complexity and Fragmentation:** The diverse technology landscape, marked by varied systems and platforms, made efficient management and scalability difficult, complicating efforts to oversee and optimise operations.
- **Operational Efficiency:** Heavy reliance on manual processes for updates and deployments slowed operations, consumed significant resources, and reduced the company's ability to respond swiftly to market demands.
- **Security and Reliability:** As a critical infrastructure provider delivering essential services to Australians, Aussie Broadband aims to uphold and enhance its high security and site reliability standards while reducing costs and manual processes.
- **Scalability:** A new common platform was needed to automate the roll-out of entire data centres quickly and accurately.

Core Technologies

- SUSE Rancher Prime
- SUSE Virtualization
- SUSE Security
- Elemental
- RKE2

CNCF Technologies

- KubeVirt
- Argo CD
- Tinkerbell
- vCluster by Loft

Other Technologies

- Git
- HashiCorp Vault
- NetBox

Solution

After a stringent evaluation process, Aussie Broadband chose Adfinis and SUSE for its specialised expertise in complex Open Source automation and proven enterprise infrastructure capabilities to build their next-generation internal cloud platform to offer both Infrastructure-as-a-Service (IaaS), VM-as-a-Service (VMaaS) and Container-as-a-Service (CaaS).

Adfinis began the project by focusing on the automation of the IaaS layer. The primary aim was to enable the rapid and repeatable deployment of the data centre software stack. Employing a GitOps methodology, where Git serves as the single source of truth; to create automated workflows with NetBox, Argo CD, Tinkerbell, Elemental and SUSE Rancher Prime. These automated systems took over the configuration and bootstrapping of the data centre once the physical hardware was installed.

Building directly on the established automated IaaS foundation, Adfinis then developed the VMaaS and CaaS capabilities. These services were implemented on top of SUSE Rancher Prime, leveraging further automation driven by Argo CD, Kubevirt, SUSE Security, and Loft.

This setup established a streamlined "golden path," enabling teams to automatically request and deploy both Virtual Machines (VMs) and Containers in a consistent, repeatable, and efficient manner.

Results

Adfinis, together with SUSE, leveraged our extensive expertise in Open Source automation, infrastructure strategy and Kubernetes management. This ensures the platform aligned with Aussie Broadband's key objectives of:

- **Consolidation and Simplification:** Unifies infrastructure management by consolidating virtual machines and Kubernetes clusters into a single, intuitive interface.
- **Operational Efficiency:** Automation slashes the time and effort required for updates and deployments.
- **Enhanced Control and Security:** Direct oversight of critical infrastructure improves security and reliability.
- **Scalability:** The platform provides the scalability and modern capabilities essential for Aussie Broadband's growth and diversification into enterprise and government markets.

Adfinis is proud to have collaborated with SUSE and Aussie Broadband to automate the SUSE stack to deliver:

- 98% reduction in deployment times, reducing Kubernetes cluster provisioning from up to two days to just one to two hours.
- 20 - 30% reduction in overall costs.
- New data centre and availability zones deployed in less than a day.
- Maintenance and upgrades completed within a few hours.

"Delivering new virtual machines or new container instances can take anywhere from one to two days," says O'Shea. "With the automation that Adfinis has helped us to deliver on top of the SUSE platform, we've got that down to one to two hours."



– Ben O'Shea, General Manager Transformation & Cloud at Aussie Broadband

Technologies

SUSE Rancher Prime

SUSE Rancher Prime is a comprehensive software solution. It provides Kubernetes-as-a-Service, accelerating container adoption and enhancing resource efficiency. Its features go beyond the Open Source variant.

KubeVirt

KubeVirt extends Kubernetes with virtualization support. It allows VMs to run alongside containers, easing legacy integration and streamlining infrastructure. Its features go beyond standard VM management.

Argo CD

Argo CD is a declarative GitOps tool for Kubernetes. It automates application delivery by syncing clusters with Git, improving consistency and reliability. Its capabilities extend beyond traditional CI/CD workflows.

Adfinis and SUSE

Adfinis and SUSE have been trusted partners for over ten years, working together to advance Open Source adoption and deliver reliable, scalable infrastructure solutions. As a SUSE Diamond Partner, Adfinis collaborates closely with SUSE to address complex technical and organisational challenges. This long-standing relationship enables customers to benefit from the full breadth of the SUSE ecosystem, from secure Linux environments to agile Kubernetes platforms, while preserving flexibility and avoiding vendor lock-in.

In recognition of its deep expertise and commitment to Open Source, Adfinis was named SUSE's Solution Provider of the Year 2025.

SUSE Diamond Partner

At Adfinis, we're proud to be a SUSE Diamond Partner, SUSE's highest partnership level. This reflects our deep expertise and strong collaboration with SUSE. We provide flexible subscription options and expert guidance, ensuring businesses maximize SUSE's powerful tools—always with a client-first approach.



Adfinis as a **Partner**

Together with our customers and partners, we drive technology development.

Thanks to our extensive network and broad expertise, we can respond to the individual needs and wishes of our customers in the shortest possible time and thus create the best possible IT environment for everyone. Proximity to the customer is a central concern. Together with you, we utilise the innovative potential of open source technologies. Tailor-made solutions and services indicate the direction of technology development and open up new opportunities for both our customers and us.

GET IN TOUCH **VISIT OUR WEBSITE**

Our **Locations**

BASEL
Adfinis AG
Margarethenstrasse 49
CH-4053 Basel
+ 41 61 500 31 31

BERN
Adfinis AG
Giessereiweg 5
CH-3007 Berne
+41 31 550 31 11

ZURICH
Adfinis AG
Stampfenbachstrasse 40
CH-8006 Zürich
+41 43 500 38 90

GERMANY
Adfinis GmbH
Baierbrunner Straße 3
81379 München
+49 892 0006 9780

THE NETHERLANDS
Adfinis IT Nederland B.V.
Capitool 10
7521 PL Enschede
+316 249 98 260

EGYPT
Adfinis for Innovation and
Sustainable Digitalization LLC
Nasr City – Gardenia City
Zone 11 – Building 836

AUSTRALIA
Adfinis IT Australia Pty Ltd
Unit 01
83 Alfred Street
Fortitude Valley, QLD 4006
+61 721 033 915

NEW ZEALAND
Adfinis Limited,
c/o Anthony Harper Level 9, 62 Worcester Boulevard, Christchurch 8140

Aussie Broadband

Colophon
Title: Success Story - Aussie Broadband
Subtitle: Automated Private Cloud
Publisher: Adfinis
Publication date: April 2025

This document is published by Adfinis. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the publisher.

Adfinis