
Digital Economy Consultation Draft - Juniper Networks Response

§4 Ensuring Australia's regulatory framework enables the digital economy

Beyond the scope of the specific questions asked on this topic, Juniper Networks believe that the Digital Economy provides a method to identify the business benefits arising from the digital economy to users and providers, such as new products & services and business models dependant on a strategic regulated infrastructure. Specifically in the Australian telecommunications sector, we can take guidance from countries where consumers, businesses, and governments alike are at the leading edge to ensure regulated services are made possible on shared infrastructure. Additionally the opportunity exists within the digital economy, for the identification of burgeoning business models, which are yet to receive support from the industry but will benefit from early specification of regulated services.

This is especially important with telecommunications regulation where extended lead times are required in order to gain industry consensus on requirements, the specification of the necessary regulations, and finally the availability of the infrastructure capabilities & services. This could be achieved by convening an industry forum of relevant members to investigate the long term digital economy requirements and provide generalised input to the regulation process complementing the NBN process tackling the near term issues.

§5 Digital economy and the environment

In relation to data centres and energy efficiency, Juniper Networks recommends that the focus to drive efficiency should be on all devices in the data centre, including the server components, environmental facilities such as air conditioning, and communications equipment such as switches and routers. Therefore Juniper Networks recommends that in addition to the The Green Grid initiative, industry work that is utilised to measure energy efficiency for network

and telecommunications devices also be incorporated in these recommendations as a minimum. Specifically The Energy Consumption Rating (ECR) Initiative <http://www.ecrinitiative.org/> is a framework for measuring the energy efficiency of network and telecom devices.

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