



Beyond business as usual

Telstra Purple Playbook

For internal use only





Our value proposition

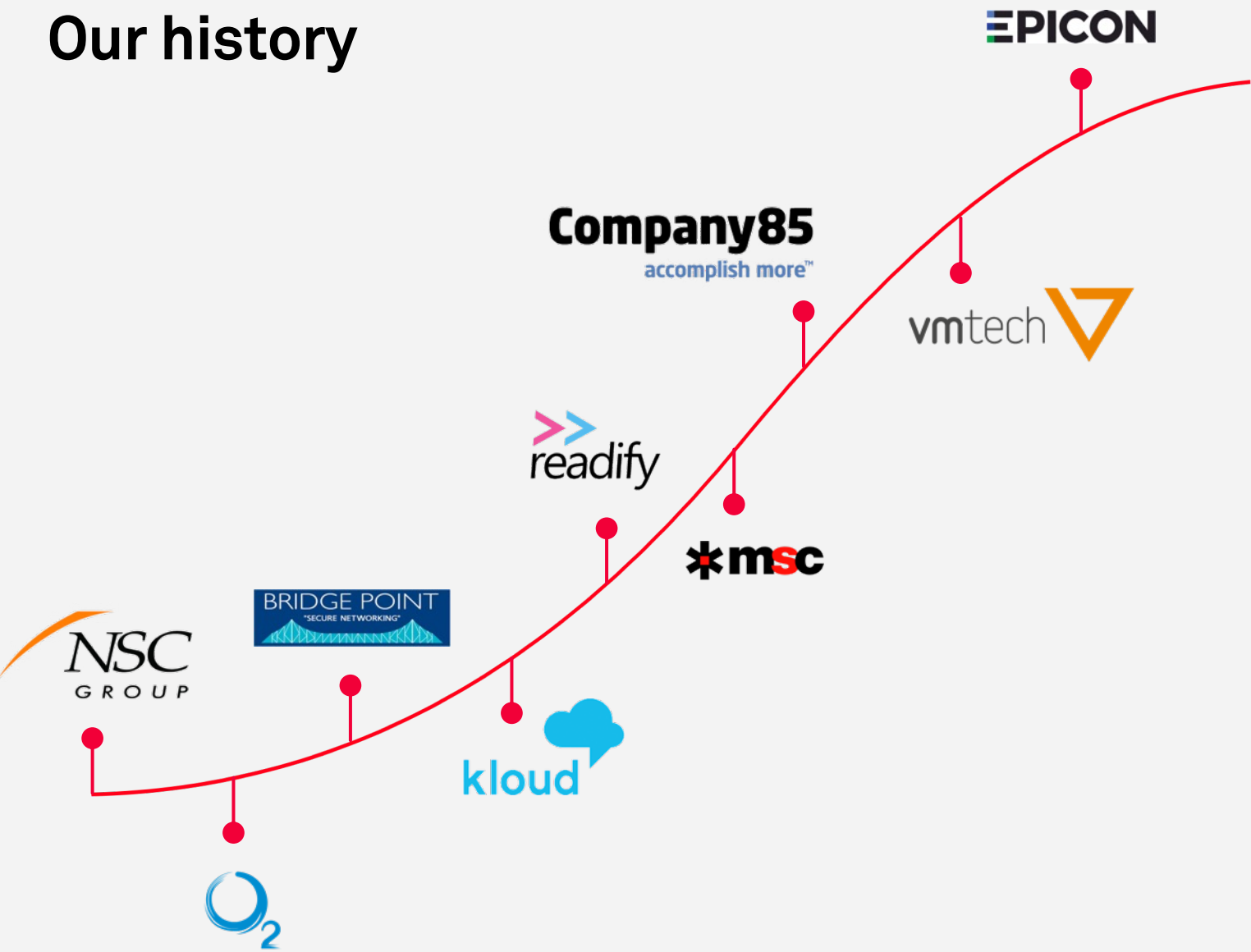
Telstra Purple is the **new face of digital transformation** that can help deliver lasting change for businesses.

We empower our customers with the right team of digital transformation experts who can leverage our unrivalled global partnerships and Telstra's advanced network and adaptive capabilities; proven to deliver outcomes at pace.





Our history



We've brought together **leading tech companies under one roof**, to combine their agile approach and skills powered by Telstra to help businesses realise their true potential.

Bringing together these acquisitions that make up Telstra Purple has not only made us Australia's largest technology services provider, it has given us the ability to engage with our customers' transformation journey holistically - from simple integrations to complex transformations, spanning multiple technologies and geographies.



How we're making a real difference



People

We bring together our diverse tech experts with yours, to solve business challenges at pace.

+1,500
digital experts

+1,600
organisations already seeing benefits from working with us



Partnerships

We partner with the world's leading tech companies to unlock the right outcomes for your business.

No vendor lock-in

Access to **transformative tech**



Powered by Telstra

We leverage Telstra's advanced network and adaptive capabilities not only across Australia, but the globe.

Global infrastructure

Unrivalled reach and scale

24/7 service desk



Services to help our customers transform successfully

We combine our capabilities and experts with theirs to get the best results, tailored to their needs.

Data & AI

Everything we do when designing projects and solutions is to help you drive more revenue, reduce costs and increase your competitive advantage by extracting more inherent value from your data sources.

With expertise across Data Architecture, Data Engineering, Analytics, AI and Machine Learning, backed by Telstra's unrivalled network, we can better connect your organisation, enhance visibility, create intelligent applications, and create revenue from insights.

Workplace

Optimise your infrastructure in a scalable way to support your future workplace.

We design your working experience around what you want to achieve, seamless work. Our holistic approach, powered by Telstra's advanced network and adaptive capabilities, means we can integrate connectivity, mobile, devices, collaboration and security to deliver a trusted, tailored workplace, wherever you are - and evolves with your people.

Managed Services

Our Managed Services go beyond excellent support and monitoring. We maximise the value of your technology investment, at greater speed and less risk, so you can continue to innovate and become more cost-effective.

Our experts are industry and partner accredited to help you navigate the changing cloud, workplace, mobility, apps, security and networking landscape.

Cyber security

We help you manage cyber risk in a holistic way, from emerging security threats to scaling security at pace with 220 specialists, powered by Telstra's advanced network and adaptive capabilities, to ensure repeatable and secure outcomes can evolve with your business and the threat landscape.

Networks

No matter what industry you're in, we're at the forefront of what networks of the future will help overcome with deep domain capabilities to integrate everything you need.

Combining our agility as a leading solutions integrator with the integrity and reliability of Telstra's advanced network and adaptive capabilities — we can help to ensure your connection is more stable, secure, integrated, and moulds to your specific needs.

Cloud

Our holistic solutions go across your entire cloud journey so you can become more agile and secure, drive innovation based on rich insights and extend your cloud to the edge.

We work with you and our industry-leading partners, supported by Telstra's advanced network, to bring together the best cloud technologies to create the right solution for lasting change.

Software Development

With 220+ dedicated software developers across a wide range of technologies, we can help you achieve your digital innovation goals. We use the best of web, AR/VR, mobile, IoT and cloud services to design and deliver scalable secure solutions on a solid foundation of disciplined agile software delivery processes, practices and tools.

We leverage world-first our expertise to turn your most pressing issues into a launchpad for innovation.



Services proof points

Cloud

- Microsoft Azure Expert Managed Services Provider and Gold Partner
- AWS Managed Service and Advanced Consulting partner
- Certified capability across Migration, Networking and Managed Services with deep expertise in DevOps, Containerisation and Cloud-native Development

Workplace

- Microsoft Modern Workplace Partner
- Microsoft 365 Gold Partner
- Cisco Gold | Master Collaboration Specialization | Customer Experience Specialised
- Capability across design and tech through user adoption
- Leverage data and insight to build an evolutionary workplace

Powered by Telstra

- Solutions provided on Telstra's network, unrivalled reach in Australia for most stable and fast connection
- Telstra's Security Operations Centre is one of the biggest in Australia, rich intelligence from the learnings and experience of protecting thousands of DDoS attacks daily
- Combining the power of Telstra as a top tier provider augments our networking services unlike any other integrator in Australia

Networks

- 300+ Enterprise network professionals
- Network Consultation services
- Partnered with Gartner leader vendors to ensure all your connectivity requirements can be met
- Provide a dynamic, SDN network
- Adaptive SD-WAN, 5G and core networks for simplicity, choice and flexibility
- Provide enterprise network designs to enable your business goals

Data & AI

- Unique Azure Data Platform Accelerators covering data ingestion through to reporting.
- The combined power of Telstra's network with our analytics provides unrivalled end-to-end IoT solutions.
- Data Consultants skilled across multiple clouds and on-premises products.

Cyber security

- 220+ independent security specialists
- We secure top regulated industries: government, defence, banks
- Full security lifecycle from advisory to consulting and solutions and finally assurance to improve your security

Software Development

- 220+ software developers
- Close partnership with key technology vendors
- Advanced specialisations across a range of platforms
- Technology agnostic solutions crafted for your unique goals
- Software managed services to protect your technology investment

Managed Services

- We're in the top tier of accreditation with the world's leading ICT vendors including: Microsoft, AWS, Cisco, Palo Alto, Fortinet, VMWare and f5 to name a few
- As Australia's largest owned technology services business, backed by Australia's largest Telco, we are uniquely positioned to offer a true end-to-end managed services solutions
- DevOps and automation are integrated in our operating framework to rapidly scale and evolve while delivering service excellence at competitive costs



Sources

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