



**Connecting the  
world to Asia, and  
Asia to the world**

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# Introduction



Every day, businesses around the world are being challenged to do more.

More complexity, more competition, more expectation of better experiences, and more demand for data.

And that was before we had to deal with a global pandemic that upended industries and resulted in a fundamental shift in how we live, work, play and interact with each other. The crisis has not only expedited the pace of digital transformation for many organisations, but also underscored the critical importance of connectivity.

This vividly illustrates our purpose in keeping the world connected, at a time when entire societies and workforces have moved online. That's why at Telstra, we're laser-focused on ensuring those people and businesses get the connection they need, when they need it.

Over time we've prioritised creating a diverse international network, with Asia at its heart. The Asia Pacific region accounts for almost two-thirds of global GDP growth, a figure that is predicted to increase. Half of the world's Internet users already live in Asia – with China and India alone accounting for a third of connections.

Innovative businesses are looking to make a real difference in people's lives by transforming their technology, empowering their employees, optimising their processes, and expanding their partnerships.

That's why Telstra is committed to investing in the key infrastructure that connects the world to Asia – and Asia to the world. From core connectivity and software-defined networks, to cloud, security, and unified communications, our range of solutions are built on our platform of network leadership.

Telstra owns and operates the largest subsea cable network in Asia. And we're continuing to build our capacity in the region, including recent investments in a range of new global high-speed cables.

We bring together technology that connects the world, simply and securely, supported by a team of experts on the ground in the places you need them.

We'll provide the cutting-edge experience, expertise, and technology so your business can thrive now and in the future.

When operating in a world that is constantly changing, we must all continue to innovate.

Let's get started.

A handwritten signature in black ink, appearing to read 'Oliver Camplin-Warner'.

**Oliver Camplin-Warner**

CEO – International

Telstra



# Who is Telstra?

Telstra is your partner to connect purposefully to new growth in Asia – and beyond.

We're one of the world's leading telecommunications and technology companies. We believe the more connected people are, the more opportunities they have.

That's why we bring innovative technology, capability and talent from around the world to help businesses create their brilliant connected futures.

Today, we have approximately 1,600 employees based in more than 20 countries outside of Australia, providing services to thousands of customers. We offer those customers the largest and most diverse intra-Asia subsea network system, established over several decades and which delivers approximately a third of Asian IP traffic.

These services are underpinned by our extensive cable network, with licences in Asia, Europe and the Americas and access to more than 2,000 Points of Presence (PoPs) in more than 200 countries and territories.

Our heritage is proudly Australian with over 70 years' experience of helping international businesses connect. We operate in every major market and we have an unparalleled network and presence in Australia and Asia Pacific. Our commitment to service excellence and in-country support enables you to seize new opportunities around the world.

**Watch this video  
to learn how Telstra  
connects international  
businesses to Asia,  
and Asia to the world.**



**Explore our leading  
global network**





## **Solving customer challenges**



# Disruptive decision-making

These days, it's clear that differentiating your business is no longer about whether you are digitally transforming. It's about how you are transforming. And that will be entirely affected by the decisions you make as a technology professional.



## Introducing disruptive decision-making

That's why we spoke to more than 3,800 senior executives around the world to find out how organisations make digital transformation decisions.

What we found was that organisations rely heavily on technology alone. Technology understanding was clearly rated as the strongest factor in digital transformation decision-making – both in terms of ability to make decisions and their performance. People, on the other hand, came in last.

And yet, this is in stark contrast to what digitally mature organisations focus on. Digitally mature organisations are significantly more likely to show strong decision-making focus on people and processes.

Why is this? Unfortunately there's no single reason. We found that transformation projects are relatively small and siloed within the IT function. Organisations also struggle at the outset of projects when defining a vision and understanding what it means for the business.

The result is that organisations struggle to deliver their most pressing goals. Global companies said 'protecting our digital assets from cyber threats' was their top transformation priority (39 per cent) - yet, that priority was ranked last when it came to performance.



## Becoming disruptive

So, what is the answer? The results are clear. We found organisations that focus on empowering their people, building effective partnerships, and strengthening their processes through all the phases of decision-making enjoy better digital transformation outcomes than those that focus on technology understanding alone.

Find out more about the research by visiting our website or scanning the QR code.





## Our customer focus

The purpose of technology is to inspire change – and it's people that give purpose to our technology. That's why we are committed to delivering brilliant experiences that make a difference to our customers around the world.

Our global footprint gives our customers the benefit of our worldwide connectivity with a consistent end-to-end experience.

We recently undertook a major reorganisation to become more efficient and easier to work with. This will help us better recognise what customers want, and deliver products and services they will truly benefit from.



### Focused on Asia

We believe the biggest opportunity for our customers is in connecting to and from Asia.

And we're investing in that belief. We have completed the development of the INDIGO West and Central cables, strengthening links between Australia and Southeast Asia. And we've purchased a 25 per cent stake in Southern Cross Cable Network (SCCN) as well as being an anchor customer for SCCN's NEXT cable.

And our service doesn't finish at the landing station. We complement our investment in subsea infrastructure with a leading in-country footprint in some of the world's most challenging markets. That focus has made us the number one foreign telecommunications provider in South Korea, Taiwan and the Philippines – and among the leaders in Hong Kong, Japan, Singapore and mainland China.



### Putting power in the hands of customers

We are increasingly giving our customers the power to define their own services and solutions.

We launched the Telstra Connect self-service portal to make managing enterprise services easy. Customers can improve visibility and control over their services with a single place to directly manage incidents, request services, track delivery status, and monitor network performance.

We also offer customers faster and more flexible quoting through our International Pricing System, a real-time portal offering prices for a range of our international solutions.



## What our customers say about Telstra



“We needed a singular partner who was expert in every system there was. We needed someone on a global scale. That immediately narrows your opportunities, your partners to a very select few and so it was really apparent to WTA Media that Telstra was the right partner.”

**John Learning**

Managing Director, WTA Media  
Managing Director, Partnership Ventures, DAZN Group



“Telstra’s solutions have been game-changers for the business. Telstra has enabled us to scale easily when we have needed and delivered massively improved performance ... as we grow in Australia, the Philippines and in other markets, I don’t need to look anywhere else for our networking needs because, for us, Telstra is superior to anything else out there.”

**Jai Endersby**

Head of Business Operations  
National Mortgage Company



“Our clients appreciate that Telstra has a strong sense of ownership – when something needs doing, it gets done. Even non-Australia-based clients know of Telstra, so that has really helped growth as a business. We would not be where we are as a business today without partnering with Telstra.”

**Maryann Farrugia**

Founder and managing director  
Offshore Business Processing



## Case Study

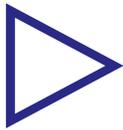
# Our purpose in practice



### Delivering live tennis action via Telstra's global media network

DAZN Group is the digital leader in global sports media and touches every aspect of the way fans engage with sport. It partners with rights holders in sport to commercialise and grow their sport across the world, through media, content, and broadcast.

WTA Media is a joint venture between DAZN Group and the Women's Tennis Association (WTA), which delivers game footage across various mediums such as television, mobile, and OTT.



### The Challenge: Support WTA Media in bringing the WTA tour to more viewers

In 2014, DAZN Group and the WTA came together to create a landmark 10-year partnership worth over half a billion dollars, which was defined as one of the most significant investments in women's sport at the time. Since then, WTA Media has been responsible for the production and distribution of content and broadcast footage for the WTA's annual global tour.

"The relationship between DAZN and the WTA combines the commercial media rights for 55 WTA tournaments now held under one umbrella with WTA Media," said Sam Sandeman-Allen, Senior Vice President, Commercial Distribution at DAZN Group.

Under the agreement, DAZN Group has committed to broadcast multiple feeds

from various WTA events in locations as diverse as Switzerland, China and Uzbekistan. Several tournaments take place in parallel throughout the year, challenging DAZN Group to deliver simultaneous broadcasts of overlapping events.

The scale was substantially greater than the previous years' operations, as John Learning, Managing Director of WTA Media and Managing Director, Partnership Ventures at DAZN Group, explained: "We went from producing about 700 matches a year to more than 2,500 matches in a single season. So, we needed to partner with someone who understood how to contribute and distribute all of this content via the myriad platforms that broadcasters are using in the 21st century."

DAZN Group wanted to move towards a fibre network to improve the quality and reliability of the broadcast output and viewer experience. It had been looking at an IP media network delivery model for several years, and wanted a network designed for the high stakes of live video.

In addition to tackling the sheer scale of the content delivery requirement and overcoming the logistical challenges of operating in so many different locations, DAZN Group also wanted to centralise and simplify its relationships with suppliers of media contribution services.

"We needed a singular partner who was expert in every system there was. We needed someone on a global scale. That immediately narrows your opportunities, your partners to a very select few and so it was really apparent to WTA Media that Telstra was the right partner," John said.

### Case Study

[Watch the video](#)





### A comprehensive broadcast solution

Leveraging its global infrastructure and broadcast media expertise, Telstra Broadcast Services designed a unique global media network solution that could deliver video from the WTA Tour's 55 locations across the globe. This managed service included "dual and diverse" fibre connections designed for the stringent requirements of live video, with built-in redundancy and two geographically diverse paths to DAZN Group's location for scalability and resiliency. It also included a deployable field operations team, infrastructure and management, and monitoring from global master control rooms and Broadcast Operation Centres.

"We needed someone who's invested with us 24/7 all year round, with boots on the ground, ready to tackle an issue as it comes up. What Telstra understands is that this is a 'live' environment and they have to have live solutions all the time," John said.

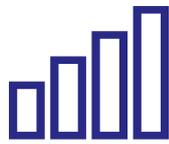
Telstra deployed its full suite of professional media solutions for WTA Media, with four key elements: a global broadcast operation, global field operations, a global broadcast

sales team and a global media network based on fibre with additional satellite options.

"The main benefit of fibre over satellite is scalability," Sam explained. "If you have multiple tennis venues where matches are taking place simultaneously, you can end up with many different video signals being pushed out all at the same time and it's that sheer scale that favours fibre over satellite for this specific project."

Telstra also integrated its unique NetCam camera to provide unique angles for enhanced fan viewing experiences, without distracting or disrupting the players during a competitive match.

John described how Telstra's NetCam camera brought the audience closer to the action: "They get to be right in centre court, at the net. They get to see the speed of the game and the athleticism of the players. NetCam brings the viewer into the rectangle and allows them to experience the sport more than they ever have before."



### **More coverage, in better quality**

DAZN Group is now able to offer more live content to broadcasters, with every match and every tournament delivered live in high quality. Using transmissions of multiple feeds from every WTA event and by covering multiple WTA events in parallel, WTA Media has increased the amount of content produced for the WTA Tour per year by approximately 2,600 hours.

Telstra's high-bandwidth and low-latency network has improved the consistency and quality of the content distribution, along with increased service levels and network availability, to deliver a better viewing experience.

Working with Telstra, WTA Media has moved from a complex scenario – where they used multiple video and data networks from various providers with different standards and conversion requirements – to one partner providing a single content network for all media from all courts at WTA events around the world.

As for the future, DAZN Group and WTA Media will be looking at how they can build on the winning foundation in place to deliver more innovative and engaging experiences to bring sport fans closer to every aspect of the game.

“I think the tennis fan, or indeed, the sports fan is expecting new things, new innovations and new experiences from their broadcasters. We're looking to help them on that journey by providing technological advances from our side and innovation where we see it's possible,” John concluded.



## Why customers choose Telstra



# Telstra connects the world to Asia, and Asia to the world

Asia is booming. The region's economic rise has seen it called the "world growth engine", driven by countries that make up more than 60 per cent of the world's population.

And those people are demanding connectivity. By 2022, it's expected that Asian IP traffic will grow by 32 per cent every year, ultimately carrying as much as 5.7 exabytes every day – more than every word ever spoken.



## A history of Asian investment

From the development of the first international networks into Vietnam, Cambodia, and Laos, to work on the first Hong Kong to Singapore cable, Telstra has been deeply involved in delivering connectivity in Asia for more than 30 years.

We are incredibly proud our efforts were instrumental in the development of the first mobile networks in India and Sri Lanka, as well as the first 2G network in Thailand.

We own and operate the largest subsea cable network in APAC, which delivers a third of IP traffic in Asia. And we're not resting on our laurels. Telstra continues to expand network performance and capacity, with our most recent investments including the deployment of the high-speed INDIGO cable between Singapore and Australia and enhancing our 'Always On' connection service, which provides continuous connection across our busiest Asian routes.



## Establishing local relationships

Technology and connectivity alone won't help our customers connect to Asia. We are committed to building a local presence and engaging with local governments and business communities to offer local service, support, and counsel to customers around the world.

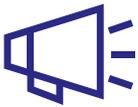
Telstra has operated in China since 1989. Through our joint venture Telstra PBS, we are the first foreign company licensed to provide connectivity and network services on the mainland. We operate data networks in 39 key cities and we now have six data centres in China.

Similarly, our joint venture in Indonesia, telkomtelstra, delivers unique, high-quality solutions and services for more than 100 contracted customer projects and currently manages in excess of 10,000 Managed Network Services sites.



# Telstra Enterprise

Telstra Enterprise offers connectivity and innovative IT capabilities for global businesses looking to connect into and out of Asia. We have decades of experience bringing together innovative technology and talent to empower our customers to thrive in the world's fastest-growing markets.



## Broadcast media

Deliver high-quality content to diverse audiences and new markets through purpose-built fast, reliable, and efficient connectivity solutions.

Telstra Broadcast Services brings a dedicated team of media industry professionals, high-performance media networks, online video and cloud platforms, satellite services, and 24/7 bookings, operations, and engineering support to help you reach the largest and fastest-growing media markets in the world.



## Financial services

Financial services is a cut-throat world where the difference between success and failure is measured in milliseconds. Telstra gives you the speed to succeed with direct access to the low-latency cables that connect some of the world's leading markets.

We build and manage the infrastructure that underpins the financial services industry. We specialise in delivering reliable, high-speed, low-latency global connectivity for mission-critical operations and intuitive collaboration.



## Government

We offer flexible, cost-effective, secure ways to create better public services and more engaging citizen experiences, tailored to the unique needs of your community.

Our track record of innovative government ICT solutions, experienced workforce enablement, and secure, far-reaching networks deliver federal, state, and local government services to more people in more places.



## IT and technology

Telstra enables technology companies to disrupt, innovate, and build amazing things by connecting you to the world. That's access to more eyeballs, more revenues, and more growth in the most vital economies the world has to offer.

We combine connectivity, cloud, security, and unified communications solutions to spark innovation and create new possibilities for everyone.



### **Manufacturing**

Unlock innovative opportunities to stay connected, improve security, reliably automate, and keep your supply chain moving.

We help you create new business models to differentiate your products and services, and build the infrastructure you need to benefit from data and analytics.



### **Mining and resources**

Enhance productivity, safety, security, efficiency, and intelligence with Telstra Mining Services. Optimise your operations and keep staff connected from remote sites while boosting safety monitoring and automating key processes.

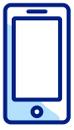
We offer reliable, secure connectivity to your sites, supporting new flexible ways of working and end-to-end management visibility and control, so you can adapt and thrive in a competitive industry.



### **Professional services**

Adapt to changing business and digital landscapes by creating flexible work environments that boost productivity, protect data, and deliver high-quality service.

Our connectivity, cloud, security and unified communications solutions let you work and collaborate easily and securely in many places, helping you deliver more quickly to your clients.



# Telstra Wholesale and OTT

Telstra is one of Asia Pacific's leading suppliers of wholesale telecommunications services, offering end-to-end solutions and five decades of local wholesale experience. We craft, deploy, and manage the unique solutions that are right for your operations.

We're ready to connect your business into, out of, and throughout Asia via more than 400,000km of Telstra's subsea network. Our extensive footprint enables you to connect to more customers, while our deep regional expertise and innovative solutions ensure you can deliver better experiences to them.

Our wholesale customers benefit from:

- The largest subsea cable networks in the Asia-Pacific region, including 46,000km of submarine cable between Asia and the US.
- An equity share in 26 submarine cables, including several we own outright.
- 58 data centres providing a comprehensive footprint and high bandwidth across Asia Pacific.
- Wholesale voice capabilities carrying more than six billion minutes annually and extending to more than 200 countries and territories.

## Service Providers



### Wholesale carriers

The wholesale carrier sector is more competitive than ever before. Traditional business approaches and technologies are rapidly becoming obsolete, while emerging players are building their own infrastructure. Whether you're a global carrier or regional specialist, Telstra can empower you to grow and compete with our extensive footprint, reliable coverage, and tailored support. We provide wholesale customers with a full range of end-to-end solutions across data, voice, and satellite, as well as managed network services.



### Over The Top providers

To enter the Asian market, the world's leading cloud, content and Internet infrastructure companies need massive scale and diversity. We empower Over The Top (OTT) businesses with the flexibility, low latency and bandwidth they need to operate, and thrive, in Asia Pacific and beyond.

With over 32 cable landing stations and multiple route options, Telstra offers exceptional network diversity, and is one of the few providers continuing to expand infrastructure in the region.



### Wholesale voice carriers

There is greater demand than ever for global coverage and brilliant quality across all wholesale voice services.

Our network offers in-depth regional and broad global coverage to empower your carrier business, complemented by high-quality service and support. Our continued investments in network and innovation give us the insight and capability to help you leverage maximum value from your voice business – now and into the future.



## Case Study

# Expanding network capabilities across a growing business



In the science of metrology – the study of measurement – calibrating units to ensure maximum precision and control is paramount. If a unit of measurement is even slightly unbalanced, it can have a ripple effect on the outcomes. The same can be said when it comes to implementing change within a business.

Renishaw is a global metrology specialist and also a world leader in spectroscopy and additive manufacturing (metal 3D printing). The company specialises in the design and development of solutions to provide unparalleled precision, control and reliability for the manufacturing and healthcare industries.

## The challenge

### Improving inter-regional collaboration through WAN networks

With around 5,000 employees located in 80 offices around the world, previous network solutions were no longer sufficient. Renishaw's existing WAN network was due for renewal, and the company was looking at a technology refresh to meet the changing business needs of a rapidly growing company.

"Technologies such as Wide Area Network are absolutely essential to Renishaw. Our sales offices are predominantly overseas and they must connect with our manufacturing, development and marketing departments through our wide area network. We can't operate in the way we do without high-performance global networks," said Renishaw's Group IT Development Manager Brian Lyall.

"We changed our internal architecture to become regionally focused. We deployed business applications, including sales, distribution and finance, centrally rather than through the individual subsidiaries. And obviously that meant we depended more on a wide area network to make them work well."

Explaining the importance of reliable connectivity, Renishaw's IT Support Team Leader Gavin McLusky said: "We had one single circuit to each of our sites, and we have 48 overseas sites that are connected on the wide area network. If we had a problem then the site would be out for potentially a day, which for Renishaw is catastrophic."

"Now with Telstra's improved reporting we can actually see the traffic that is traversing the network. The future of technology at Renishaw is cloud-based. There are very few systems in the next 10 years that will be on premise, so having a wide area network with almost 100 per cent uptime is critical to the business."

**Gavin McLusky**  
IT Support Team Leader  
Renishaw

**Case Study**  
Watch the video





## The solution

The organisation was looking to upgrade to a globally managed, highly available and resilient SD-WAN and Wide Area Augmentation System solution that offered security, stability, increased bandwidth, minimal latency, improved uptime and a future-proof, cloud-ready network.

### Elevating Renishaw's global capabilities

Telstra developed a managed SD-WAN and managed WaaS solution for Renishaw that connects to 46 sites across the UK, Americas, EMEA and Australia, enabling better connections with colleagues, partners and customers around the world.

The SD-WAN solution provides secure, reliable, cost-effective and dedicated connectivity between Renishaw's locations around the globe, enabling their teams to respond quickly to market opportunities. The network offers greater resilience with two links (Internet and MPLS) at each location and diverse routing through different local providers.

## The benefits

To prepare Renishaw for its digital transformation journey, Telstra bundled Internet into the solution for improved systems performance. Telstra was also able to improve Renishaw's business agility by offering options to easily increase global capacity according to business demand.

"Now with Telstra's improved reporting we can actually see the traffic that is traversing the network," explained Gavin. "The future of technology at Renishaw is cloud-based. There are very few systems in the next 10 years that will be on premise, so having a wide area network with almost 100 per cent uptime is critical to the business."

Renishaw is redesigning the network to help the company connect critical departments, with a view to maximising business productivity and performance. With a reliable delivery model, Renishaw's network will strongly position the business to thrive amidst future challenges.



Transformation can start in many places. But it shines when we use technology with the purpose of meeting the needs of people. We believe that people bring purpose to technology and that purposeful technology inspires people.

### **Bringing together people and technology for you to thrive**

Telstra Purple is our new professional and managed services business, focused on helping our customers bring purpose to technology. We bring together people and innovative solutions to define and deliver a clear vision of your transformation journey, network foundation, and the protection you need to thrive.

Our broad capability consists of more than 1,500 experts across four regions, specialising in network, cloud, security, collaboration, mobility, software, data and analytics, and design. So far, we've helped create impact for over 1,600 organisations around the world.

Telstra Purple's creative, consultative approach treats your challenges with solutions tailored just for you. That's because we have longstanding experience and expertise in-market, in many places you do business.





## Case study

# LONDON CITY AIRPORT

At Telstra Purple, we'd prefer not just to tell you what we do. We'd prefer to show you. Just look at London City Airport. Big technology changes have even bigger risks at airports. There's no margin for error because that means delays, missed flights, and severe impact on the daily lives of customers.

Yet, transforming processes, people and technology was essential to continue to improve the experience of travellers. And it's central to keeping the promises the Airport made to reduce how long it takes to get from the entrance to your gate to just 20 minutes, and from touchdown to leaving the airport to 15 minutes.

Telstra Purple delivers that sort of purposeful change by sharing our experience and expertise seeing transformations from inception and planning to delivery and success.

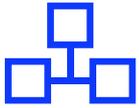
At London City Airport that meant working together on business case development, technical architecture, service management, business continuity, and security strategy. And then, together we implemented data centre migration, the transition of core applications and services into managed co-location, and a full refresh of the LAN.

Despite the scale of the project, "Most of our staff would not have even noticed that fundamental change was happening around them. The project team were able to continue to deliver day to day IT improvements simultaneously," said Patrick Burrows, CFO of London City Airport.

Through strategic partnership and expertise, we were able to create an IT infrastructure ready for the future of air travel – and meet London City Airport's promises while doing it.

## How Telstra Purple can help

Telstra Purple offers experience and expertise across a range of specialist areas to help you through your entire digital transformation journey:



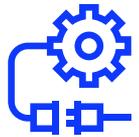
### Networks

We make your networks work harder through our know-how in designing, delivering and managing your global infrastructure. And we have the skills to connect you to new markets and software-defined innovation.



### Cloud

Build the future of your business through cloud innovation. Wherever you are on your cloud journey, we provide industry-leading expertise tailored to your unique needs.



### Digitisation

Turbocharge the modernisation of your business applications, integrate DevOps methodologies, and feel the benefit of our expertise in emerging data platforms, analytics, and big data.



### Workplace

Empower your people as they work and deliver results for your business, while attracting and retaining the next generation of talent, through new, collaborative ways of working and innovative emerging technologies.



### Security

Sleep safe in the knowledge that what matters to you and your customers is secure and private. We assess, architect, and implement an end-to-end strategy so that you can boost your security posture.

# Partners in your growth

Telstra works with the industry's best partner organisations, complementing each other's strengths so customers benefit from a powerful technology ecosystem.

We offer a range of innovative partner programs to help you drive new customers, expand your suite of offerings, and increase new revenues. Work in the way that suits your organisation, and benefit from our focus on partner experience and outcomes.

Our Partner Central online portal offers our partners a one-stop tool to search for business-related information, collaborate with our channel managers, and access our full range of product capabilities and marketing collateral.



## Telstra Agent Program

Join Telstra's industry-leading agent program to realise new international opportunities, competitive incentives, and benefit from expert support.

- In-region Partner Manager support to assist your business development
- Competitive commission scheme
- Leading global footprint



## Telstra Resellers Program

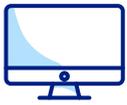
Our reseller program is designed to support your business as it delivers unique services to your end-customers. We offer a team of dedicated experts, a full suite of enablement tools, and the largest subsea fibre network across Asia Pacific.

- Obtain and integrate Telstra services into your solution set
- In-region Partner Manager support complemented with a team of experts
- Service enablement tools
- Leading global footprint





## Telstra Products



# Products and solutions

Enabled by our people, technology and partnerships, Telstra continues to innovate to meet our customers' changing needs. With smarter networks that create value above the connectivity layer, we've enabled smarter clouds that offer scalability and flexibility, as well as introduced smarter security to support workplaces where edge and device computing have become commonplace.



## Adaptive Networks

Telstra provides secure, resilient and high-performing Internet connectivity to build your core network, flexible software-defined solutions to support your digital transformation, and a subsea cable network of over 400,000 km to connect you to new opportunities around the world.



## Data Centre & Cloud Transformation

Our expert end-to-end cloud services will help you choose the right public, private, or hybrid cloud solution for your needs, underpinned by our flexible network.



## Security

Protect, detect and respond to threats with our range of security solutions that combine data, analytics and intelligence, managed services, cyber protection, and security consultation.



## Modern Workplace

Transform your people and workplace with a full suite of integrated collaboration, cloud, and connectivity solutions that boost productivity and connect them to teams, partners, and customers around the world.

## What the industry analysts say

Telstra Global - Business Services Asia Report (2020)

“Telstra has a resilient network which enables it to offer an ‘always on’ service guarantee and low-latency routes. Ongoing investments (Indigo, PLCN, and HKA) will further strengthen network performance.”

**Roger Malcolm**

Senior Analyst, GlobalData

“Building on its 2016-2017 announcements to invest AUD3 billion on the digitization of its business, Telstra announced ... a three-year strategy, Telstra 2022 (T22), aimed at rebuilding its brand and competitive edge in the hypercompetitive telecom market .... With key priorities such as the simplification and digitization of its business, operational cost reduction, and driving profitable growth in its NAS and international portfolio, the carrier is executing well on its ambition to deliver a superior customer and employee experience. All of this has enabled Telstra to break into the leader's segment.”

**Nikhil Batra**

Senior Research Manager, IDC



# Telstra innovation

Over the years, Telstra has broken new ground in delivering solutions – the first automatic restoration service on Asia’s busiest subsea routes, and the world’s first international software-defined network.



## **‘Always On’ - High Resiliency for Private Lines**

Winner – Carriers World Awards 2019  
Best Network Automation initiative

We expect to be able to connect anywhere at any time – whether it’s watching Netflix, connecting with friends and family on Facebook or shopping online.

Despite the expectation of continuous connectivity, the subsea cables that provide that connection run through some of the most challenging places in the world. From earthquakes and typhoon to cable cuts due to shipping, repairs can take weeks, or even months, to fix.

That’s why Telstra introduced a redundancy guarantee for our busiest subsea cable routes – between Hong Kong, Singapore and Japan. Our ‘Always On’ service guarantee uses Telstra’s scale in Asia and market-leading subsea cable network to guarantee connectivity even in the event of a cable cut or damage due to a natural disaster.



## **Telstra Programmable Network**

With almost every organisation using cloud at some level, public and private cloud adoption is set to grow. Software-defined networking (SDN) is a critical way to deliver consistent, high-quality application performance to customers, partners, and their employees across clouds. The SDN market is worth more than US\$8 billion and is expected to grow by 40 per cent annually.

The Telstra Programmable Network (TPN) optimises the performance and efficiency of your network through a self-service, SDN platform to improve end-user experiences and business results.

TPN adapts quickly, improves intuitively and evolves with your organisation, improving the efficiency, flexibility, and speed of managing your network services and infrastructure. It offers significant bandwidth flexibility with a range of network, managed services, security, cloud and application services that can be self-provisioned in minutes, and managed via a customer portal.

Empower your business’ agility and adapt to changing demands with TPN, the industry’s first globally connected on-demand networking platform.

# Connecting International Businesses to Asia, and Asia to the World

Enabled by our people, innovative technology and partnerships



## Adaptive Networks

- SD-WAN
- Virtual Private Networks
- Internet
- Telstra Programmable Network
- Private Lines
- Managed Network Services
- Satellite



## Data Centre & Cloud Transformation

- Colocation
- Cloud Infrastructure
- Public Cloud
- CloudHealth from Telstra
- Apps & Data



## Modern Workplace

- Telstra Calling for MS Teams
- Telstra Collaboration with Cisco
- Telstra Contact Centre Genesys Cloud
- SIP Connect
- Global VoIP

## Security

- Security and Threat Assessment
- Managed Detection and Response
- DDoS Protection
- Zero Trust Networking
- Managed Defence

## Service Accelerators



- SD-WAN Discovery & Adoption Workshop
- Secure Landing Zone
- Telstra Calling for MS Teams - Rapid Deploy
- Security & Threat Assessment

## Alliances



## Industry Solutions



- Financial Services
- Technology & Media
- Manufacturing
- Professional Services
- Government

## Telstra offices

Regional office headquarters:

### Asia

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### EMEA

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