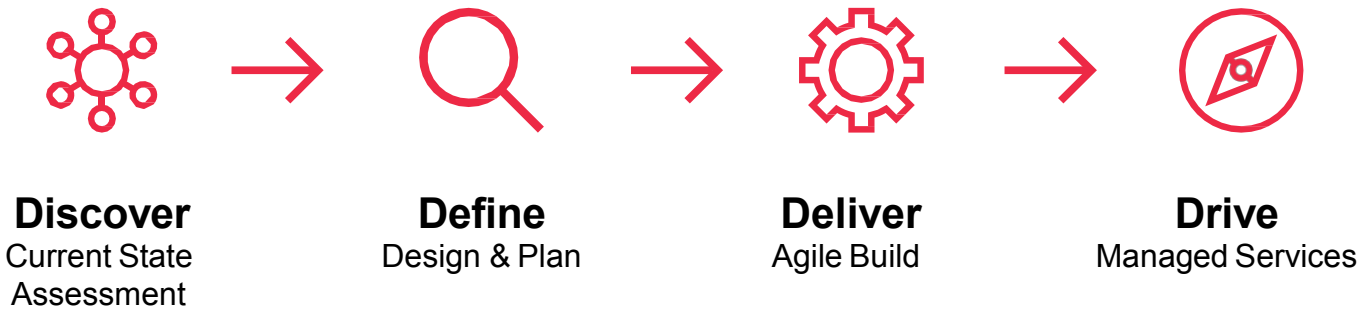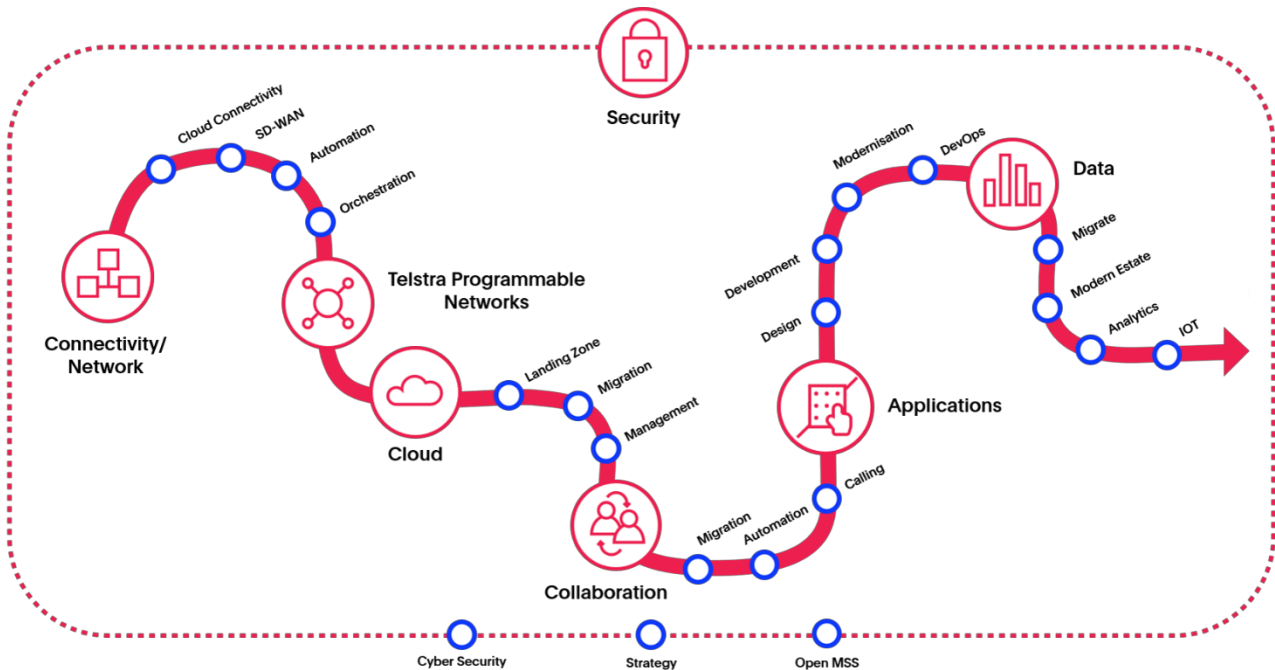**Telstra Purple**

Purple Asia Overview

Technology that inspires. Purposefully delivered by experts.

Your business needs are unique - so the solution you need to achieve outcomes is, too. Our experts orchestrate technology into a solution that's purpose-built for your requirements. We believe leadership starts by putting people and purpose at the centre. Bring together your experts with ours and harness the power of technology across the spectrum.

Our Approach

Discover
Current State Assessment

Define
Design & Plan

Deliver
Agile Build

Drive
Managed Services

Your Transformation Journey

Telstra Purple

Applications Capabilities

Our goal is to develop working software, that meets the customer, users' & business's needs, developed professionally; and in an effective & scalable manner. Clearer. Faster. Simpler.
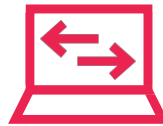
Our Applications Capabilities

Application Modernisation

An approach designed to create new business values from aging applications by updating them with modern features.

By migrating into a modern architecture, you get the latest functionalities that better align with unique business needs

Digital Transformation / New Applications

The journey starts by discovering the digital transformation opportunities via design thinking workshops and user research. Then we define and design the service to meet the user needs. Interactive prototypes are built in interaction design phase and put in-front of users for testing. These are the foundation to the rebuild or new build of an application.
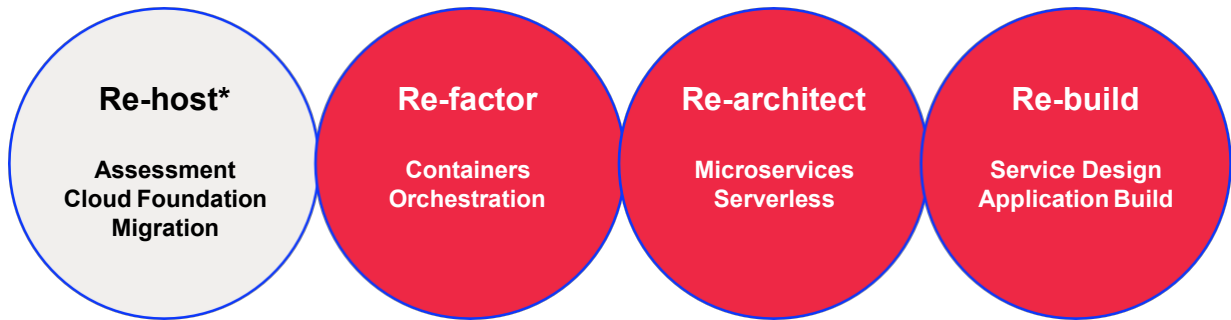
DevOps

DevOps is a mindset shift involving the union of people, process and products to enable continuous delivery of value to end users.

Digitise the critical, revenue generating business processes that are the heartbeat of the business

Application Modernisation, Digital Transformation, DevOps

Application Capabilities

Re-host*

Assessment
Cloud Foundation
Migration

Re-factor

Containers
Orchestration

Re-architect

Microservices
Serverless

Re-build

Service Design
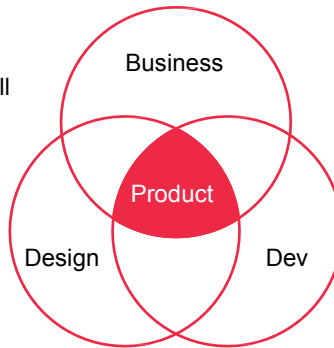Application Build

***Cloud Capability**

Benefits

Agile Delivery with Multi-disciplined teams
Enable multiple teams to contribute and enhance the user journey and overall experience to push changes quickly to production enabling innovation and speed to market

Cloud Native
Cloud based approach and delivery lets the technology do the heavy lifting and improve the accessibility

Business

Product

Design   Dev

Scalable
The capability to automatically scale based on the business requirements leading to a flexible way of delivering

Cost Efficiency
Able to deliver and do more with less and faster time to gain business value with improved release cycles, less rework and waste

Case Studies

Adopt secure and cloud-based DevOps framework (DevOps)

Problem: Client needed a cloud-based solution that allowed them to connect to real live data, ensure it was secure, have a framework of governance around it and could be done quickly at minimal expense

Solution: Provided pre-sales consulting ahead of our engagement that provided the client with "best practice" DevOps adoption and governance processes for both Azure and AWS platforms.

Outcomes: Adoption & governance, scalability, cloud based

Modernise legacy open source applications (Application Modernisation and DevOps)

Problem: Client was already familiar with Public Cloud, and engaged with Telstra to modernise this legacy open source application, migrate it to the Southeast Asia Region

Solution: Containerized all the applications, and implement the CI/CD pipelines for each application using Azure DevOps tool

Outcomes: Cost efficiencies, streamlined processes, scalable cloud presence

Manual, paper-based process to fully digitized application (Digital Transformation and new Application Build)

Problem: The government agency client engaged Telstra Purple to digitize their manual, paper-based process for bail reporting across their jurisdiction

Solution: By defining and designing the digital application built for iPads at the agency's front counters enabling bailees to report and sign digitally

Outcomes: Reduce risk by notifying when a bailee fails to report, view reports easily, save time

Book a call with one of our experts

Book a 15-minute call with **our experts** to understand how our services can help you

Telstra Purple

Lower Infrastructure Cost and Help Enhance Performance

Offer – Azure Application Modernisation Quick Start

Azure Application Modernisation Quick Start is designed for organisations that want to take full advantage of the cloud's elasticity and consumption-based billing model. Microsoft Azure offers true Platform as a Service (PaaS) capabilities, that can deliver direct cost benefits for your business.

This Quick Start offering is ideal if you:

❯ Have a willingness to adopt cloud services, particularly Azure;

❯ Have existing Microsoft investments, such as Windows Server, SQL Server, and customer .net application development; or

❯ Have existing on-premise applications that you plan to migrate to the cloud. Application modernisation can also directly benefit on-premise deployment, and make it easier to move those workloads into the cloud at a later date.

🕐 **Duration**	Four (4) weeks (depending on size and complexity)
🖥 **Format**	Assessment and Pilot Run
📋 **Agenda**	**Assessment Phase (Weeks 1 and 2)** We will assess up to three (3) of your applications using a combination of code-examining tools and consulting, and then identify/produce the following for you: ❯ Target applications that are Azure-ready with minimal refactoring required ❯ Target applications that are not Azure-ready, but could be refactored (and how much refactoring is required) ❯ Target applications that are Azure-ready, but require hybrid configuration ❯ Target applications that are not suitable for Azure ❯ Cost required for refactoring applications

Agenda	❯ Estimated cost of Azure subscription and connectivity (if required)
	❯ Target Platform as a Service solutions in Azure for each application
	❯ Cloud adoption roadmap
	Pilot Phase (Weeks 3 and 4)
	We'll go through the assessment list and pick an application with high reward-vs-risk ratio. We'll either rebuild the application in a cloud-native format if required, or migrate components of the application 'as-is' into an appropriate Azure PaaS solution. License cost of the selected application will be covered.
	Azure is a fast-moving and evolving platform, but in the time of this writing the following are supported:
	❯ Azure Service Fabric (standalone and managed)
	❯ Azure Container Services
	❯ Azure Managed Kubernetes
	❯ Azure App Services
	❯ Azure Functions
	❯ Cognitive Services
	❯ Azure Managed Databases (Cosmos, SQL, MySQL)
	❯ Azure Data Platforms (Data Lake, Data Factory, HDInsights, PowerBI)
What you'll get	❯ Assessment of three (3) applications, including results and report
	❯ Pilot application –modernization of one (1) application
Benefits	❯ Reduced cost of cloud consumption per 1:1 unit
	❯ Leveraging PaaS services instead of IaaS to help deliver reduced operational costs (back-ups, management, resourcing, deployment, provisioning, etc.)
	❯ Improved scalability and maintainability of your applications
	❯ Application Modernisationserves as a building block for implementing DevOps for significantly faster innovation for your business, people, and customers

Why Telstra Purple?

Largest Australian-owned team of technology services professionals – 1500 experts across four countries specialising in network, cloud, security, collaboration, mobility, software, data and analytics, and design.

We're committed to collaboration. We bring the best people across our organisationtogether with yours to design, build and deliver outcome based solutions.

Built on a foundation of acquisitions we are a powerhouse of demonstrable experience and expertise.

We've built strong partnerships with industry leaders including Microsoft (Gold), Cisco (Gold), AWS, Fortinet and more.

Telstra Purple orchestrates purpose-built solutions, with people at the centre. Bring us your opportunity. We're standing by to build and manage the solution.

Book a call with one of our experts

Book a 15-minute call with **our experts** to understand how our services can help you