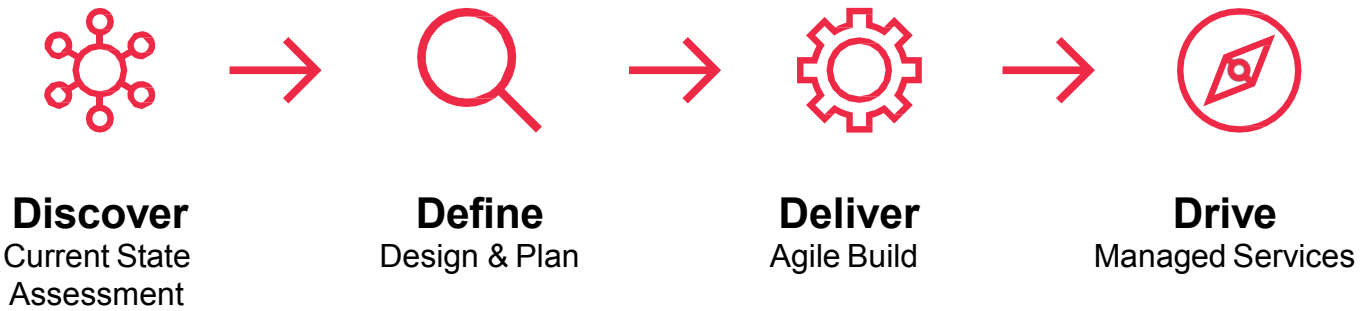


Purple Asia Overview

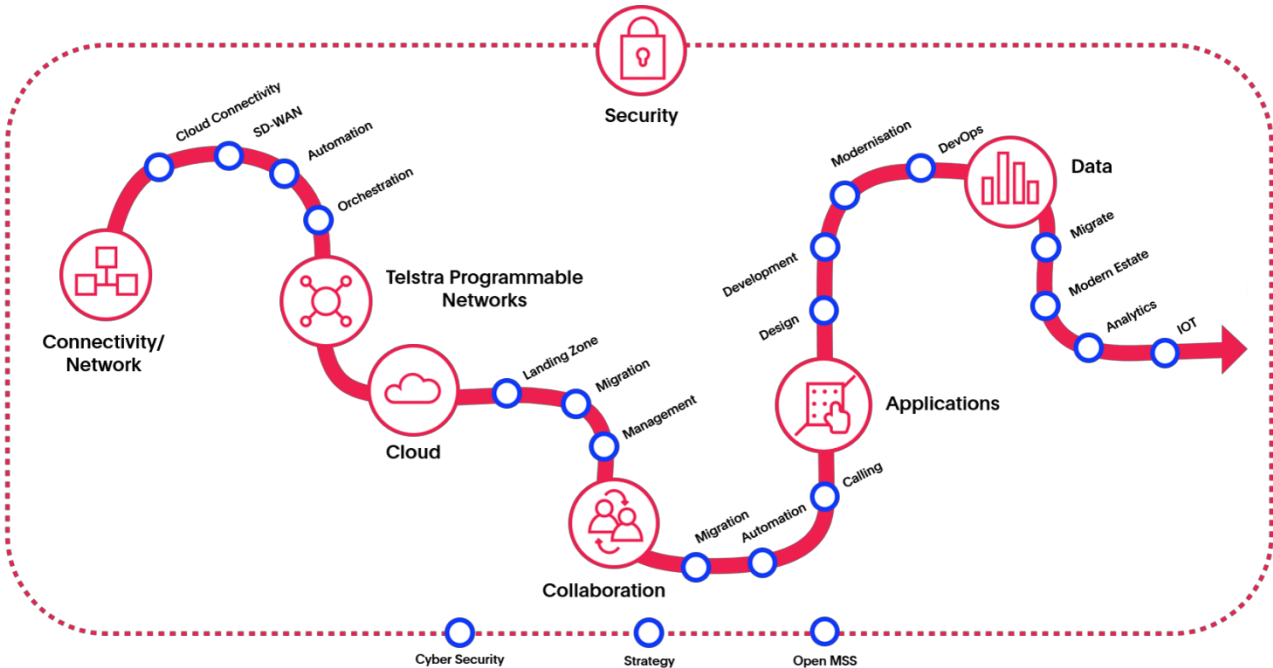
Technology that inspires. Purposefully delivered by experts.

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



Your Transformation Journey



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.

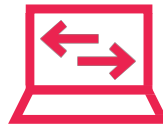
Our Applications Capabilities



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.

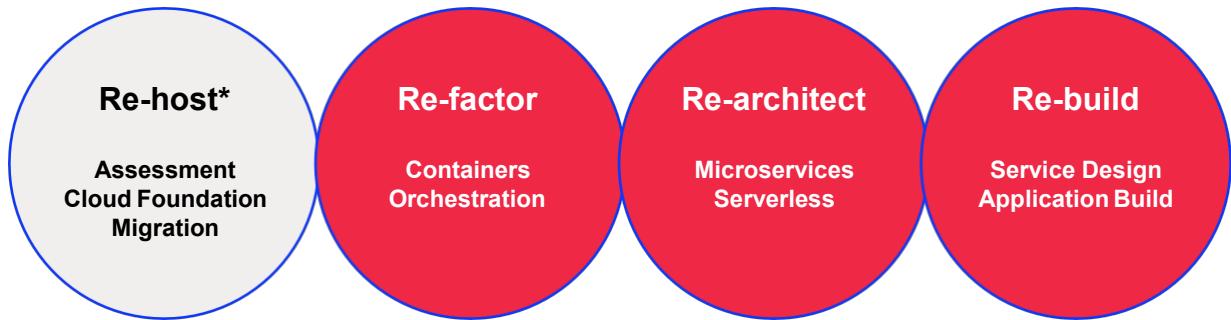


DevOps

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



*Cloud Capability

Benefits



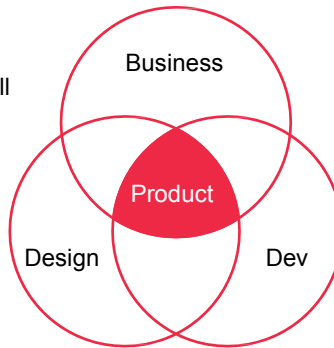
Agile Delivery with Multi-disciplined teams


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




Scalable

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



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

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



Lower Infrastructure Cost and Help Enhance Performance




Offer – DevOps Kickstart







Make complete culture transformation to maximise the business benefits from your DevOps journey with our **DevOps Kickstart** offering. We will help with providing a better understanding of how you can leverage automation and DevOps for improved agility, development, and resilience for more efficient operations.

Our team of experts will spend three weeks to provide training on what is DevOps, the importance of it to the business and build CI/CD (Continuous Integration/Continuous Deployment) pipeline to help automate steps in the process.

 Duration	Three (3) weeks
 Format	Workshop
 Agenda	<p>Discovery (Week 1)</p> <ul style="list-style-type: none">› Identify Business Outcomes and ‘what’s in it for me’ for each group aligned to business outcome› Identify user stories for the Business Outcomes› Process map to the user stories <p>Define and Deliver (Week 2 -3)</p> <ul style="list-style-type: none">› Optimise the process maps› Identify, automation, integration, and tool-chain requirements› Roadmap› GIT provider› Lay out CI/CD Strategy› Setting up CI/CD pipelines

 What you'll get	<ul style="list-style-type: none"> › Build a high-level recommendation report that identifies the roadmap for your organisation to advice on the DevOps initiative, and includes high-level solution options and key decisions › Identify two key projects for or a key application that is using manual deployment to build out and implement a DevOps strategy › Operating model capabilities target › Brief rationale and supporting high-level details for recommended solution › A roadmap with recommendations tied to project pipeline demand › DevOps Roadmap — People, Process, Technology — delivering business transformation › Process map analysis with recommendations to achieve business benefits including a high-level build request
 Benefits	<ul style="list-style-type: none"> › A DevOps process that enables accelerated application deployment › Reduction in issues from deployments › Increased satisfaction for your 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 organisation together 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