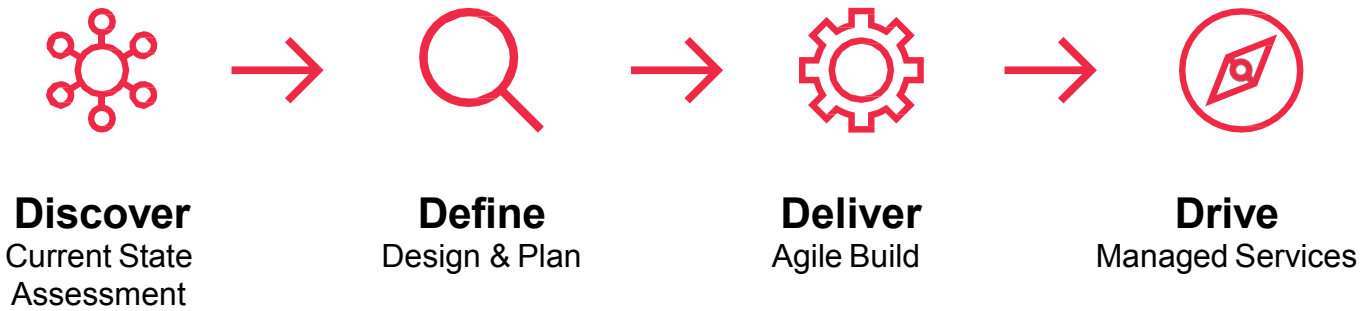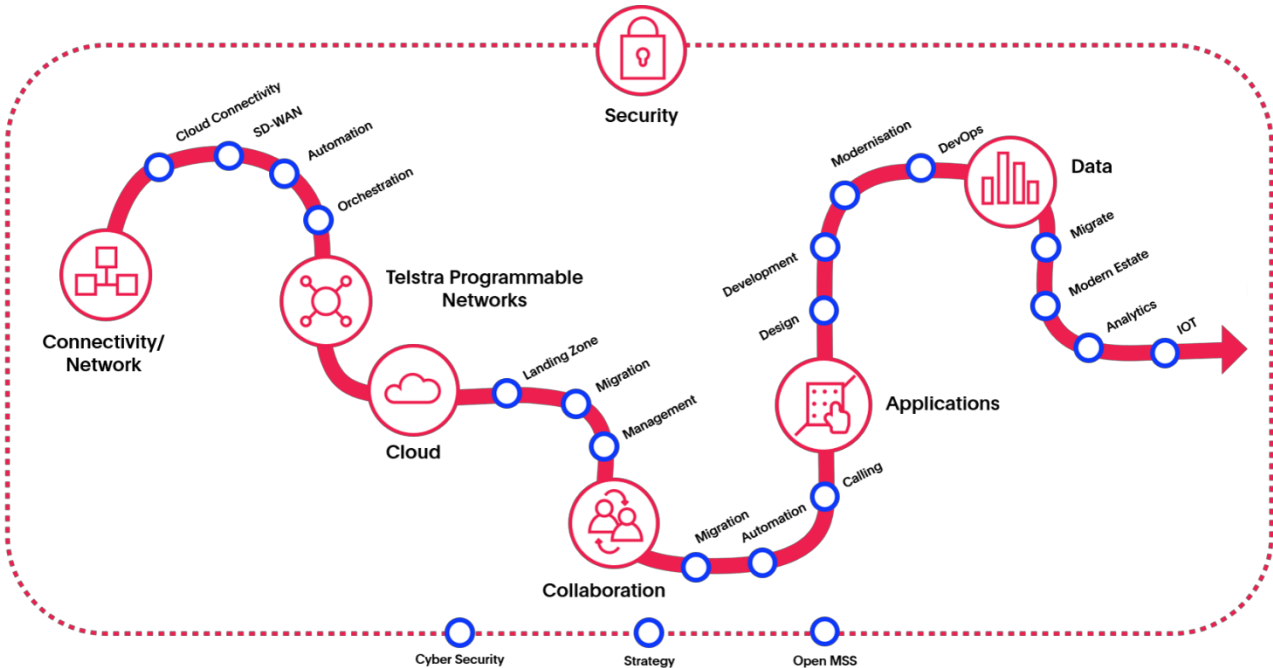**Telstra Purple**

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

Security

Cloud Connectivity
SD-WAN
Automation
Orchestration

Modernisation
DevOps
Data

Connectivity/Network

Telstra Programmable Networks

Development
Migrate
Modern Estate
Analytics
IOT

Cloud

Landing Zone
Migration
Management

Design

Applications

Calling

Collaboration

Migration
Automation

Cyber Security
Strategy
Open MSS

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.
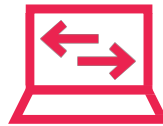
Our Applications Capabilities

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.
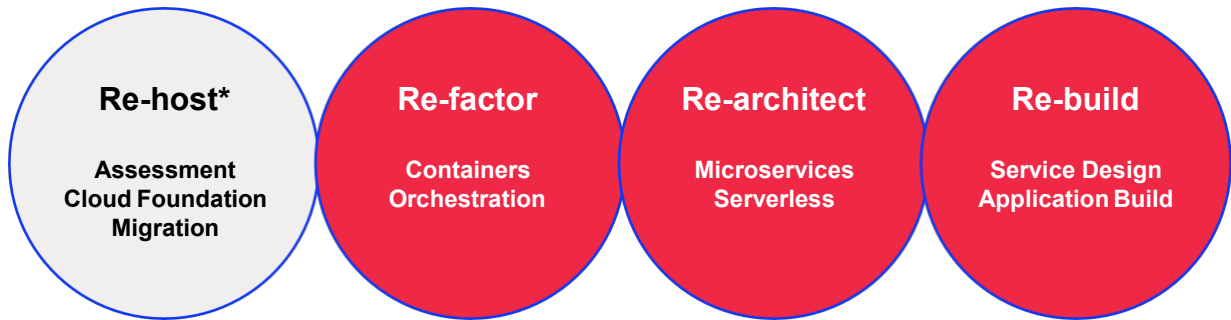
DevOps

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
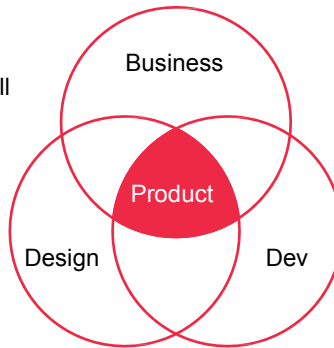Application Build

*****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

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

Business

Product

Design   Dev

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

Optimisation Opportunities

Offer – Digital Transformation and Application Strategy

There's a world of benefits and possibilities that digital transformation can bring your organisation but getting started is always the hardest part. You might have legacy or complex systems and multiple business units. Or there's uncertainty around your current state and what possibilities you can explore, or when you just need help to get things sorted and ready.

Our team of experts will spend from two to four weeks with your organisation, looking into one or more application, or problem statement(s), and help build a technical roadmap including tasks like DevOps and migration strategy to guide you through your Cloud journey.

⏰ **Duration**	Up to four (4) weeks (depending on size and complexity)
🖼️ **Format**	Workshop, consultation and showcase

📋 **Agenda**	**Research (Phase 1 -Week 1)**
	
	❯ Design Thinking Workshop facilitated by Telstra Purple
	
	❯ Defining current opportunities within your organisation
	
	❯ Mapping out possibilities through interviews with business and applications owners
	
	❯ Technical Workshop
	
	  − Review of current architecture/infrastructure tech stack
	
	  − Review of functional and non-functional technical requirements
	
	  −Review of third-party integrations speciation
	
	❯ Market analysis

📋	**Agenda**	**Define(Phase 1 - Week 2)**
		
		❭ Workshop and key outcomes synthesis
		
		❭ Current implementation synthesis
		
		❭ Identified risks and GAP analysis
		
		❭ Challenge statements
		
		❭ Definition of functional and non-functional requirements
		
		❭ Third-party integration capabilities and limitations
		
		Showcase 1
		
		❭ Presentation of findings
		
		❭ Walkthrough of next two weeks
		
		Concept and Deliver (Phase 2 –Weeks 3 and 4)
		
		❭ Co-Technical Design Session
		
		❭ Proposed high-level architectures
		
		❭ Data structures and mapping
		
		❭ Types of services conceptualization
		
		❭ Overall Technical Roadmap
		
		  − Technical spikes to run (if applicable)
		
		  − Tech stack changes to make
		
		  − DevOps Strategy
		
		  − 4Rs Strategy (Rehost, Refactor, Re-architect, Rebuild)
		
		Showcase 2
		
		❭ Presentation of findings
		
		❭ Next steps

♡	**What you'll get**	Current State Report ❭ Diagram of current application architecture ❭ Availability of architecture components for remodelling ❭ What practices and processes are in place? ❭ Do you have a DevOps/deployment strategy? ❭ How much automation is in place? ❭ Do you have a roll-back strategy? ❭ What is not working?

♡ **What you'll get**	❭ Where is there technical debt?
	❭ Are there applications in the cloud?
	❭ Are applications cloud-ready?
	❭ What are these applications developed in? Do they need to be modernised?
	Enhancements and Documentation
	❭ Technical roadmap
	− How would we implement the changes suggested in this phase?
	− Rehost, Refactor, Re-architect, Rebuild—and when?
	− What improvements can be put into place?
	− Future features to add into the application(s)
	− What DevOps processes can be introduced for practice?
	− Pilot modernization
	• If applicable, a look at modernisinga small part of the application(s)
	−Which Tech Spikes should be run?
	❭ Next Steps
	Overall
	❭ Problem statement
	❭ Defined and validated digital transformation opportunity
	❭ Evolve the customer/user journey
	❭ High-level product backlog
	❭ Leads into list of user stories based on user needs
	❭ Current Architecture
	❭ Current pain points
	❭ Technical Roadmap
	− Application built or ModernisationStrategy
	− DevOps Strategy
	−Future high-level Technical Architecture
	❭ High-level Digital Transformation Plan
⊃ **Benefits**	❭ Cost out the build phase with a proper understanding of cost and strategy rather than a high-level estimate
	❭ Quick, affordable way to start your digital transformation journey
	❭ Our experts come in to help guide you in shaping ways to modernise and grow

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.

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purple.telstra.com

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