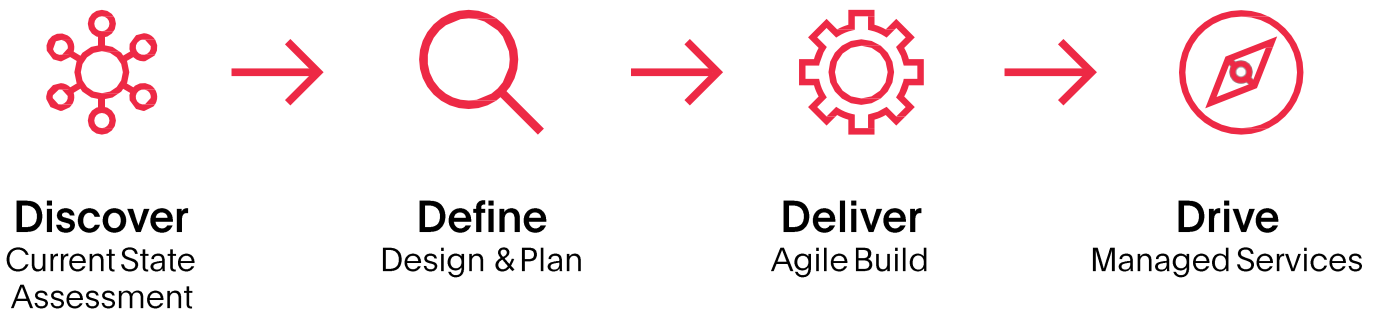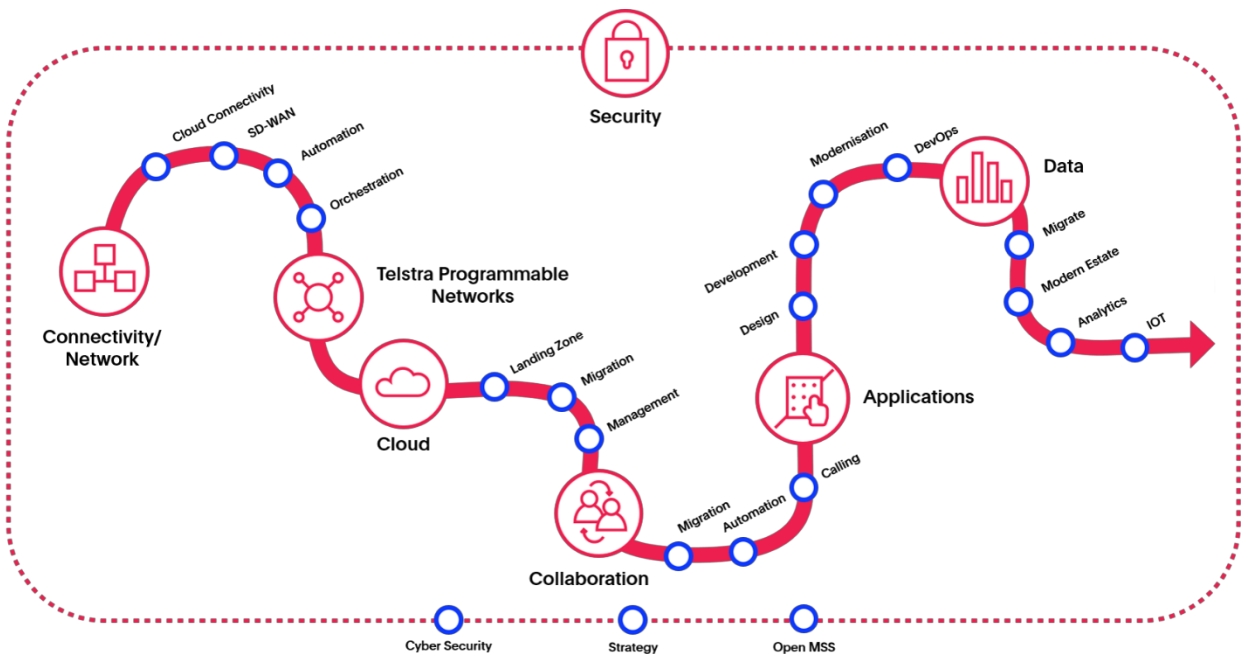**Telstra Purple**

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

Cloud Capabilities

Our aim is to reduce the burden of IT; to move from infrastructure to an invisible enabler that ultimately allows organization's focus on innovating within their core business.

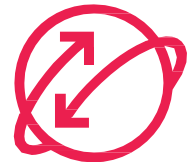## Our Cloud Capabilities

Cloud Foundation

A series of workshops is used to define a Cloud Foundation that is configured to meet security, regulatory or customer specific landing zone requirements

Migration

We ensure your workloads and business continuity are maintained through the migration process through a well proven assessment, planning and migration process
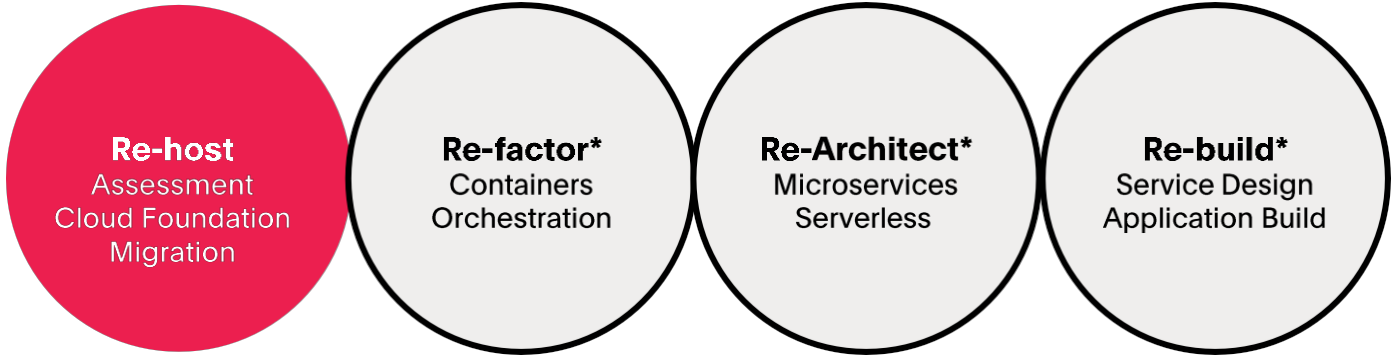

Management

Our independently audited Cloud Managed Services team take on the ongoing management of your environment using best practice processes and automation

We move organisations to the cloud and keep them there. Our Cloud Adoption Framework provides the tools and process for building the initial cloud footprint, and a risk managed cloud migration process to move customers into a secure, managed, optimisation and transformation cycle which will drive long term business value.

The Purple Cloud Adoption Framework results in a governed, cost controlled and adaptive infrastructure environment, aligned to organisational and regulatory policies governed environment built to last and migration leading into high value transformation activities

Cloud Foundation, Migration, Management

Telstra Purple

Re-host
Assessment
Cloud Foundation
Migration

Re-factor*
Containers
Orchestration

Re-Architect*
Microservices
Serverless

Re-build*
Service Design
Application Build

*Application Capabilities

Benefits

Cloud best practices - Architecture
Embodies accepted industry best practices, and suggesting the optimal delivery method for specific technologies.

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

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 less rework and waste.

Case Studies

Migrate from private data centre to Azure (Cloud Foundation & Migration)

Problem: Multinational manufacturer of electronics and electrical equipment, such as printers, were nearing the end of contract period for their existing data centre hosting provider and needed to rapidly migrate to Azure

Solution: Assessment & migration of the business applications from the private data centre to Azure and build a scalable Hub & Spoke Azure Architecture

Outcomes: Cloud deployment with agility, and cloud native experience

Migrate to and adopt Azure Modern Data Platform (Cloud Migration)

Problem: Client required a scalable big data platform for data driven decisions as their existing services was located on aging infrastructure within on-prem data centres and limited

Solution: Combination of Azure IoT Edge services on-prem, end to end data platform built in Azure enabling a scalable, flexible solution to gain insights in their business in realtime

Outcomes: Cloud deployment and insights at scale, easier integration, produce reports in minutes vs months

Cloud Assessment on Azure PaaS (Cloud Assessment)

Problem: Client was looking to adopt Azure as their primary cloud vendor and understand their current application and how they would best be architected and migrated to Azure

Solution: Assessment of the client's current application environment in order to be migrated and architected to Azure

Outcomes: Reference Architecture (Recommendations for cloud migration and application modernization)

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 Programmable Network - TPN (Cloud Connectivity)
Connect to any cloud from anywhere

Telstra Programmable Network (TPN) redefines the Network Experience through a single integrated user portal by enabling virtualized network services deployments at global locations at a click of a button, connecting to private and hybrid clouds in near real-time, secure online customization of network topology.

CloudHealth from Telstra
Continuously Optimize your Cloud

Telstra is an Azure Expert MSP and Accredited AWS MSP, one of only 6 organizations worldwide who hold the highest managed services accreditation for both major public cloud providers.

CloudHealth is a leader in multicloud management on an enterprise scale with a global presence where we can then proactively work to reduce the existing cloud spend, and explore other value-added services, such as the reinvestment of subscription incentives.

Cloud Subscription through Telstra
Get cloud through Telstra

Telstra can offer the option of migrating existing AWS and Azure Cloud Subscription across to Telstra, where you would then have a single provider to work with across all elements of your cloud environment, which allows an aggregated billing model, and a partner who can act as your trusted advisor across all cloud services and industry trends.

Cost Reduction Opportunities

Offer - Rapid Cloud Assessment

Our Rapid Cloud Assessment condenses these activities into a pre-migration program of work, to gain enough insights into your current environment and cloud strategy, providing an Azure Migration Approach Report for your organization to use as a base for a cloud migration business case, or to accelerate your adoption of Public Cloud.

This migration assessment provides a better visibility and understanding for customers on true workload costs, applications & workloads options and network interconnect options.

If you struggle to articulate the value proposition of cloud to your business, then perhaps your strategy is lacking a clear vision. Telstra can help define your plan and enable a rapid transition to a hybrid cloud environment with ease.

Duration	Two (2) to four (4) weeks
Format	Workshop, Assessment
Agenda	› Deployment and Configuration of Assessment and Planning Tools › Output is analyzed via Cloud Assessment tools to provide key insights around migration options and ongoing subscription costs › Workshops with key stakeholders to understand current cloud strategy and maturity
What you'll get	› Workshops to determine infrastructure and application dependencies › Assessment report on discovered infrastructure › Cost estimate for Compute & Storage on Public Cloud › Proof of Concept migration of pre-identified on-premise server to cloud tenant (max. 2)
Benefits	**Rapid Assessment of current environment** › Simple workload discovery including usage data › Identify suitable use cases for cloud adoption **Estimated cost calculator** › Capacity and workload-based cost matrix › Understand cost of ownership and budget › Communicate accurate commercial models to finance **Understand true project costs** › Understand both the cost of migration and the ongoing running costs for compute & storage › Calculate manpower time and cost › Present an end-to-end commercial model **Data center and Interconnection Options** › Understand the interconnected data center options available to you › Calculate the cloud connectivity cost reductions available while increasing speed and performance › Understand the applications, workloads, ecosystems and security options

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