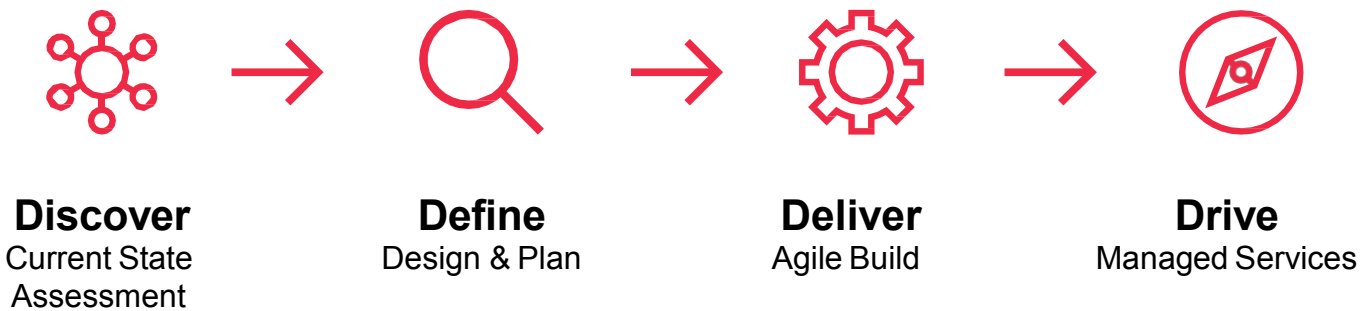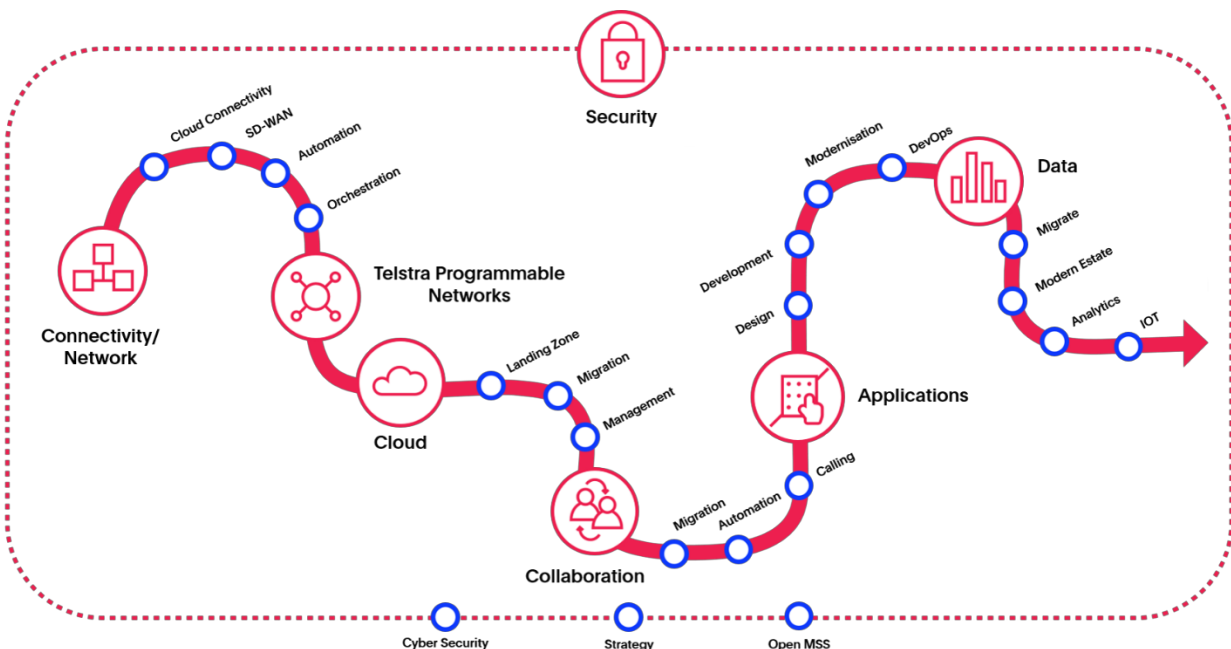![Telstra Purple logo]

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

Telstra Programmable Networks

Connectivity/ Network

Landing Zone
Migration
Management

Cloud

Collaboration

Modernisation
DevOps
Data

Development

Design

Migrate
Modern Estate
Analytics
IOT

Applications

Calling

Migration
Automation

Cyber Security
Strategy
Open MSS

Telstra Purple

Data & Analytics Capabilities

Unlock the business potential of your data, break the silos and move to intelligent cloud services. Empower your business to help make data driven decisions, visualising in near real-time to provide intelligence to your planning and customer service.

Business Outcomes

Migration

Move your disparate databases to the cloud, to help leverage cost efficiencies, scale and business continuity efficiencies.

Modernisation

Access massive scale and functionality, to help derive value from your data and data sources

Visualisation

Provide business insight from your data, past present and future using advanced Machine Learning techniques

Welcome to the "world's data cloud", a global, secure, diverse, and intelligent cloud database service.

" Building a data-driven enterprise is not just about encouraging the use of data in decision making. Data and analytics leaders must lead development of the appropriate competencies and align work to be consistent with their enterprise's ambitions for generating information value. "

Gartner, "Build a Data-Driven Enterprise", published 4 March 2020.

Migration, Modernisation, Analytics & Visualisation

Data & Analytics Capabilities

Telstra Purple

Cloud data platforms combines global storage, compute and database services, that can be leveraged by advanced visualisation and analytics services, to help truly modernize your data estate, and make your organization data driven.

Benefits

Global Reach
Access from offices in different countries around the world cost effectively and allowing global access and business continuity to business applications for you and your customers

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

Massive scale
Auto-scale databases into the peta-bytes, eliminating the need to pre-provisioned storage. Serverless databases remove need to manage app scaling

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

On-premises to Cloud Data platform (Migration)

Problem: Client had accumulated vast amounts of data stored across a wide range of source system databases

Solution: Implemented a modern cloud-storage solutions (Data Lake and SQL Database) which catered for Business Intelligence and Data Science workloads

Outcomes: Created a cohesive data solution for the client that enabled insightful information to be produced with a high level of visibility throughout the organisation of what information was being brought in

Data Lake (Modernisation)

Problem: Disparate data sources (Internet of Things, databases), yet client aimed to be at the forefront of the industry's digital transformation. Client wanted to harness these sources and become a digital utility where critical decisions are based on data and insights

Solution: Unlocked data from data silos, cleaned and moved to modern data warehouse

Outcomes: Massive parallel compute, fast performance to obtain insights in one-third the time at scale, increasing velocity to market and competitiveness

Targeted visualisation (Analytics & Visualisation)

Problem: Client's high speed of production, quality issues and subsequent machine downtime led to product waster, costing the business several millions of dollars a year

Solution: Build a Data & Analytics solution that creates near real-time insights into the performance of the production line

Outcomes: Allows factory staff to quickly understand and address the root causes of waste.
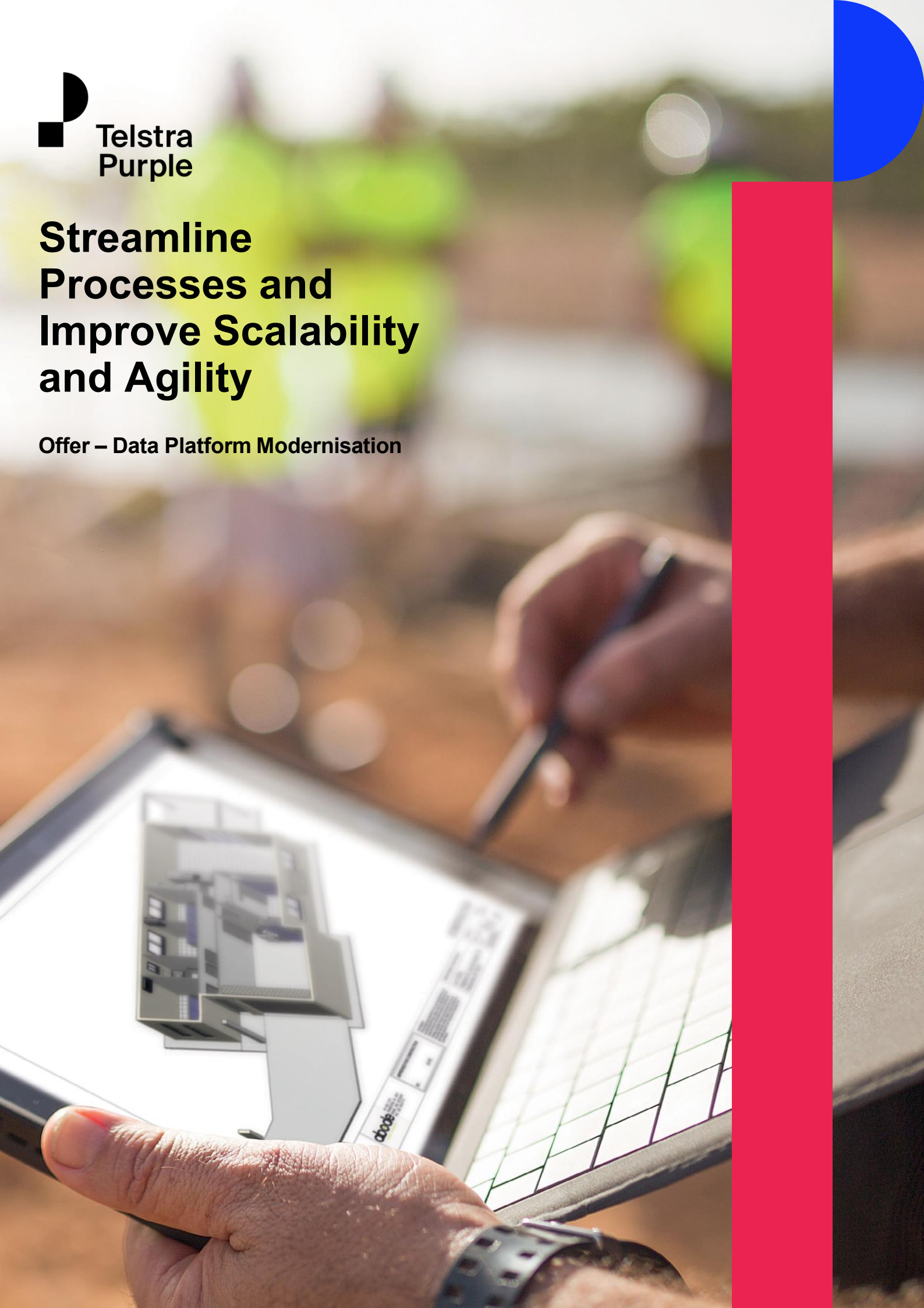
Book a call with one of our experts

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

Telstra Purple

Streamline Processes and Improve Scalability and Agility

Offer – Data Platform Modernisation

This offer is for organisations looking to modernise their Data Platform in the cloud. It allows you to provision, configure and operate an end-to-end data platform in a matter of weeks. It sets you up with best practice infrastructure to form a basis for a Data Lake and the key components needed to create end-to-end ingestion, ETL and visualisation pipelines. It deploys this as a secure, scalable, automated solution.

Duration	Five (5) weeks (depending on size and complexity)
Format	Discovery, Dev Test and Migration

Agenda	**Discovery Phase (Week 1)**
	
	Telstra Purple will facilitate a discovery session to validate assumptions with project owners and derive an agreed approach. This includes:
	
	❭ Technical Workshop
	
	  − Review of current state architecture/infrastructure data and tech stack
	
	  − Review of requirements (cost, policy, high availability, disaster recovery, security and networking)
	
	  − Identification of mitigation risks
	
	  − Development of migration plan
	
	Design and Build Phase (Weeks 2 and 3)
	
	The solution will be built in the development environment. This will likely include the following components:
	
	❭ Azure Data Factory
	
	❭ Azure Data Lake
	
	❭ Azure SQL Database Staging Area

Agenda	› Delta Identification Engine › Web User Interface Note that in some cases your organisation may choose to have the solution integrated with existing services if they have already been deployed. **Migration** (Week 4 & 5) › Migration of data to production environment › Demonstration to technical stakeholders › Next steps on solution extension and leveraging data assets of the business
What you'll get	› A central configuration database allowing data pipelines to be configured › A suite of generic connectors that orchestrate data movements through the Modern Data Platform Foundation › A secure, user-friendly front-end web application to make it easy to configure the solution › Built-in monitoring and reporting of data operations through the Modern Data Platform Foundation › As-built documentation detailing the deployed configuration
Benefits	› Code free configuration that is easy to use as the solution comes with the Portal that can be used to add, remove or modify data ingestion pipelines › Accelerated implementation from pre-defined architectures and pre-built collateral that greatly improves delivery timelines › Field tested best practices & architectures and the pre-scope engagements reduce scope related project risks

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

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