TELSTRA SERVICE MANAGEMENT FRAMEWORK
Your assurance of first-class network support
Superior Service Management by design

Providing exceptional network support depends on the astute combination of people, processes and technology. Telstra achieves this through its Service Management Framework, a set of processes forged in ITIL v3 best practice and tempered by its experience from multiple customer engagements. The Service Management Framework delivers a comprehensive, integrated capability underpinned by Telstra’s solutions and a focus on continuous improvement. It helps us understand your goals, work closely with you at all levels, and consistently achieve our service commitments to you.

Encompassing strategy, design, operation and transition, the Service Management Framework comprises the following key elements:

Consulting, Architecture and Design

Enterprise and Government customers are able to leverage the recommendations from our consulting experts when defining plans for solution deployment. Telstra’s Consulting Service possesses deep technical expertise and extensive industry experience. The service provides your organisation with capabilities ranging from developing strategic roadmaps tailored to your requirements, through to detailed solution designs to meet your specific business outcomes.

Telstra’s depth and breadth of capability, combined with its strategic alliances, enables you to take advantage of best-value, low-risk utilisation of emerging technologies to optimise your ICT environment.

Telstra bases its methodologies and processes on internationally recognised standards.

These include:

• The Information Technology Infrastructure Library (ITIL)
• Cisco’s PPDIOO model, comprising six key areas for structured program delivery (prepare, plan, design, implement, operate and optimise)
• Control Objectives for Information and related Technology (COBIT)
• ISO 27001, the international standard of information security best practice, provides advice and guidance to private and public sectors on design and implementation of an Information Security Management System (ISMS)
• AS/NZS 4360:2004 Risk Management Standard provides a guide for managing risk using a seven-step process
• Sherwood Applied Business Security Architecture (SABSA) framework is a best-practice method for delivering cohesive information security solutions to enterprises.
Exceptional network support achieved through a set of processes forged in ITIL v3 best practice and tempered by our experience from multiple customer engagements.

Program and Project Management
Telstra uses a well-defined Project Engagement framework spanning the project life cycle, from project scoping and definition to delivery, to help you achieve your business goals.

Telstra has Program Managers experienced in managing large and complex multi-project programs who can be deployed for large transition and transformation assignments.

We will further leverage our Project Management Office capability to provide governance over all projects and large programmes of change to ensure projects are delivered on time and follow quality processes.

Our Project Managers use project management processes and practices according to industry standard methodologies, including PMBoK (PMI) and PRINCE2. They provide risk management and governance, so that your network solutions are successfully integrated into your business. Skilled, experienced and well-supported Program and Project Managers will steer your business through all phases of the project life cycle. We specialise in end-to-end project delivery, including requirements development, quoting, design management and implementation management.

Our Project Management team draws on a range of repeatable disciplines to manage each phase effectively. These include:

- Governance – defines the structure of the project; identifies specific resources, their roles and responsibilities
- Organisation Change Management – communicates and coordinates change to stakeholders
- Stakeholder Management – identifies and communicates to key people in the required timeframes and formats
- Risk and Issues Management – identifies, quantifies, monitors and mitigates risks
- Quality Management – designed to ensure customer satisfaction by defining and meeting expectations
- Status Reporting – provides regular updates on milestones, budget, risks and other issues.

To meet these requirements, a close liaison with customers is needed to raise project forecasts in sufficient time for planning and resourcing.

The project phases include:

Initiation
Telstra's Project Managers ensure that the scope, stakeholders, deliverables, exclusions, pricing and resources are clearly defined. This includes identifying potential risks, security impacts and service readiness requirements.
Planning
Telstra’s Project Manager maintains appropriate levels of knowledge of your industry and the unique needs of your business to provide support and recommendations for projects. The Project Manager is involved in preparing proposals and plans for projects as requested by you in accordance with your processes. The proposal requests can be in the form of High Level Assessments (HLA) and/or a Statement of Work (SOW).

Execution and control
The Project Manager ensures the completion of the work defined by the Initiation and Planning phases. During this phase, the Project Manager will monitor and analyse the project’s progress and manage the activities to ensure they perform to the agreed scope, schedule and budget, including managing internal resources and third-party suppliers. Any deviations from the plan are recorded and approved.

Closure
Telstra’s Project Manager ensures that projects are billed correctly and handed over to you for normal operations. The Project Manager will also evaluate the results in terms of project execution, its successes and challenges. Additionally, a Customer Satisfaction Survey is given to you to further measure the performance of the project.

Deployment and Integration
Telstra can help you develop a detailed design to implement network solutions successfully. We provide integration across your network and applications as well as Telstra’s networks to make sure the solution performs at peak, and that any migration is smooth. This key function provides the bridge between project and build environments into production, and sets the standards for acceptance into the production environment. Its aim is to minimise risk while maximising throughput, to ensure that ever-changing business requirements are met. The key processes are:

Testing and Certification
Telstra ensures that all proposed changes are tested and certified. Each release and deployment is planned, so that we can assemble and position all aspects of the new or changed services into production and ensure their usage is effective.

Release and Deployment Management
Telstra’s ITIL-aligned Release and Deployment Management process controls the planning, scheduling and movement of releases to both test and live environments. It ensures that correct components are released and resolves operational issues after deployment to maintain the integrity of your live environment.

The Service Management framework delivers a comprehensive, integrated capability underpinned by Telstra’s solutions and its focus on continuous improvement.

Knowledge Management
Telstra’s Knowledge Management process ensures that release and deployment information (such as network designs, capacity requirements, operational instructions, user education, etc.) is packaged and made available to all service personnel. The process also leverages Telstra’s broad network experience and vendor alliances to make certain that knowledge repositories are comprehensive and current.

Change Management
Telstra’s ITIL-aligned Change Management process enables easy integration into your Change Management process to provide appropriate governance over both Telstra’s and your own change activities. This helps ensure minimal adverse business impact as a result of change activities.
An astute combination of people, processes and technology to work closely with you at all levels, understand your goals and consistently meet our service commitments to you.

Service Desk
Telstra’s 24/7 Service Desk offers a single point of contact for support services and service request fulfilment. The Service Desk supplies the following functions:

‘How To’ support
Telstra can provide ‘How To’ support across its delivered services to help you enhance productivity and user experience.

Incident Management
Using an ITIL-aligned Incident Management process, the Service Desk focuses on restoring normal service as quickly as possible and maintaining high solved-on-first-contact rates. The Service Desk will escalate all incidents to the technical support teams, technically and functionally, according to agreed service levels. Throughout the duration of an incident, Telstra will keep you informed of progress. Alternatively, you can access the web portal to log and track incidents, or to see ‘Frequently Asked Questions’ and use other self-service tools.

Service Request Management
All service requests are managed via the Service Desk from initial contact through to fulfilment. The Service Desk will orchestrate all Telstra or third-party resources to provide the requested service.

Major Incident Management
Telstra employs a Major Incident Management process to complement its normal Incident Management procedure. It gives higher priority to major incidents for technical resolution and communicating progress. This helps to ensure these incidents are resolved with the greatest urgency, minimising impact to your business operations.

Service Operations
Service Operations encompasses all of the daily technical support, maintenance, monitoring and management required to keep your networks, applications and services performing at peak levels. Telstra provides regular maintenance on associated equipment, along with advice on replacing end-of-life equipment. This includes both remote and on-site support, plus management of third-party vendors where necessary.

The core functions of Service Operations are:

Service Monitoring
Telstra’s 24/7 Managed Network Operations Centre and Global Operations Centre have full visibility of your network, applications and services, and respond speedily to disruptions or potential disruptions. Service Monitoring monitors all services for availability, capacity threshold alerts or disruptions and records service-level performance.

Event Management
Event Management correlates all alarms and alerts detected by Service Monitoring. It distils them into actions and notifications to ensure potential failures are addressed prior to service impacts to minimise disruptions.

Security Management
Security Management manages all network security operations – for example, access control, denial of service prevention and intruder alarming – to maintain the integrity of the underlying infrastructure. It ensures the services are provided in the solution design and are managed in accordance with the agreed security levels.
Technical Support and Maintenance

Technical Support and Maintenance provides all second- and third-level support expertise including equipment and service maintenance activities. This covers many daily system administration tasks such as IP numbering, and extends to conducting and participating in disaster recovery and BCP tests.

Capacity Management

The Capacity Management process ensures that all services are able to meet the capacity requirements of your business. Telstra proactively forecasts and implements capacity upgrades in accordance with agreed service levels to optimise performance and help mitigate the risk of capacity-related business impacts.

Service Asset and Configuration Management

Service Asset and Configuration Management controls the asset life cycle of all Telstra managed resources, from procurement to retirement. This includes managing licences, ensuring technical currency and maintaining a view of the services each asset supports and its interdependencies with other assets in your infrastructure.

Service Improvement and Reporting

Telstra has dedicated, proactive service-reporting personnel using world-class performance tools to guide your network planning, resourcing, investment and service improvement. They also provide comprehensive reporting on performance, activity and service utilisation. This information is fed into Telstra’s Problem Management and Service Improvement Planning processes to maintain constant service improvement. Service Improvement and Reporting consists of:

- Performance and Capacity Reporting
- Compliance and Quality Management
- Problem Management

- Service Level Management
- Service Improvement Planning
- Cost Management.

All service monitoring inputs, incidents and feedback are synthesised and analysed into meaningful reports to identify opportunities for improvement. These opportunities are scoped, budgeted and prioritised in consultation with you, and then submitted to the Change Management process for investment approval (if required) and scheduling. This function also provides Telstra’s Service Delivery Managers with Performance and Capacity reports and Service Level reports. In addition, Telstra’s Cost Management provides cost transparency at a consumption level, to identify cost drivers.
Why Telstra?

Telstra’s Enterprise and Government customers are looking for more than a network. They want a strategic business partner who understands their goals and has the insight, technology and expertise to deliver the right network foundation to support new ways of working.

By bringing together people and capabilities into a single service delivery organisation, our customers have the best of all worlds – the extensive skills of our best people and a rich portfolio of Telstra Next Generation Services™, all delivered by our world-leading Telstra Next IP™ Network and Telstra Next G™ Network.