The Silver Lining
Doing business in the cloud. With Confidence.
Telstra Managed Public Cloud
Contents

Context of business challenges

The role of managed cloud services

The offer: Managed Public Cloud

Reasons to Believe

Next Steps
Today's top business challenges

Flexera Global Survey 2020 – multicloud adoption challenges

- Security: 81%
- Managing cloud spend: 79%
- Governance: 77%
- Lack of resources/expertise: 77%
- Compliance: 74%
- Managing BYOL: 73%
- Managing multi-cloud: 68%
- Cloud migration: 66%

The ingredients to help address these challenges

Let's unpack how Telstra can get you there...

A good foundation is the bedrock for your business continuity

Telstra's core of Adaptive Networks gives you a world class underlay of connectivity and SD-WAN capabilities, critical to running cloud environments with business-critical applications. Innovative Cloud connectivity solutions provide means to leverage our network.

Well-integrated cloud and networks solutions are essential for optimal application performance and operational efficiency, thus creating and maintaining your competitive advantage.

This is a world of strategic partnerships

Strong partnerships with industry leaders in cloud like Microsoft and Amazon Web Services. We have one of the largest O365 customer bases.

Strategic alliances with network and SD-WAN leaders like Ericsson, Cisco and Velocloud make it easier to integrate with, and consume network services.

And we're on the transformation journey to be your trusted advisor

We have transformed our own business to a digital, cloud-based environment. We know what it takes to be here and continue digital transformation.

We have successfully helped businesses, enterprises and governments in their transformation journey. With our expertise through Telstra Purple, we can help you in your cloud transformation.

The heritage and experience of a full service provider to provide end-to-end services underpinned by our world class network. This becomes the basis to have peace of mind, while you focus on your core business objectives.
Managed Services are an enabler to give you the intended business outcome.

- Customer experience focused with end-user goals in mind.
- Trusted relationships to depend on when help is needed.
- Data and insights driven with full visibility of information & processes.
- Speed and repeatability with APIs and automation to accelerate innovation.
- Proactive services with recommendations and cost optimisation.
- Business & solution outcomes which are scalable and transparent in value.
What does Managed Public Cloud (Essential) deliver?

- Security & Compliance Monitoring
- Performance & Availability Management
- Cost Optimisation recommendations
- Insights Through Reporting
## Offer Details: Managed Public Cloud - Essential

<table>
<thead>
<tr>
<th>Included</th>
<th>Scoped and priced separately</th>
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</thead>
<tbody>
<tr>
<td>Managing the virtual machine (min 15)</td>
<td>Custom reporting</td>
</tr>
<tr>
<td>Virtual server – service requests</td>
<td>Creating virtual server templates</td>
</tr>
<tr>
<td>Virtual server templated provisioning</td>
<td>Deleting virtual servers</td>
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<tr>
<td>Standard monthly reporting</td>
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</table>
Security & Compliance Monitoring
Managed Public Cloud

What’s included?

• Maintain and manage configuration drifts in your eligible public cloud with diligence
• Have the following activities covered:
  • 24x7 Monitoring of infrastructure against industry standards
  • Monthly Reporting based on the compliance tools or activities provided in your eligible public cloud environment compliance
  • Monthly Security recommendations based on the security you have in place or built-in to your eligible public cloud environment
  • Providing of recommendations and customised remediation activities, and
  • Tracking the implementation of agreed (remediation) actions

Benefits for your business

• Have access to historical evidence of compliance tasks and actions taken
• Acquire supporting evidence of your cloud’s security maintenance
• Operate locally and internationally with a trusted partner
Performance & Availability Management
Managed Public Cloud

What’s included?

- We offer tailored advice and recommendations to improve the availability and performance of your cloud.
- Have the following activities covered:
  - 24/7 Monitoring and Event Management
  - Incident Response and Resolution
  - Customised remediation advice
  - Tracking of agreed action implementations
  - Manage your backup, restoration verification of managed VMs which you have in place for your eligible public cloud
  - Software / OS patch management (security patch and Software / OS upgrades)

Benefits for your business

- Gain access to a team of technology experts
- Feel supported in keeping your environment robust and consistently updated
Cost Optimisation Recommendations
Managed Public Cloud

What’s included?

• We offer recommendations which you can use to help you optimise your cloud budget
• Have the following activities covered:
  • Provisioning right-sized infrastructure to the relevant cloud’s best practices
  • Monitoring of cost consumption
  • Providing cost optimisation recommendations
  • Providing customised remediation advice
  • Tracking the implementation of agreed actions

Benefits for your business

• Have the support needed to be aligned with your Public Cloud best practices
• Perform continuous optimisation tasks through automation
• Enable your staff to focus on mission-critical functions
Insights Through Reporting
Managed Public Cloud

What’s included?

• Receive formal monthly reports on the health of your service
• Obtain personalised recommendations for the optimisation of your cloud
• Access a team of technology experts to help manage your service

Benefits for your business

• Draw on the expertise of a highly-trained and motivated technical workforce
• Be more aware of your cloud environment activities with monthly reporting updates
• Contact your dedicated team any time you need help
• Work with a dedicated team to approve improvements and implement recommendations to your environment
Service Level Agreements

We will complete Service Requests in the order in which they are received and we will address incidents based on their priority ranking.

The table below describes our Service Level Agreements for response times to service requests.

<table>
<thead>
<tr>
<th>Priority</th>
<th>Response time</th>
<th>Service Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Priority 1 - URGENT</td>
<td>1 business hour</td>
<td>95%</td>
</tr>
<tr>
<td>Priority 2 - HIGH</td>
<td>4 business hours</td>
<td>95%</td>
</tr>
<tr>
<td>Priority 3 - MEDIUM</td>
<td>8 business hours</td>
<td>95%</td>
</tr>
<tr>
<td>Priority 4 - LOW</td>
<td>16 business hours</td>
<td>95%</td>
</tr>
<tr>
<td>Priority 5 – VERY LOW</td>
<td>32 business hours</td>
<td>95%</td>
</tr>
</tbody>
</table>

For details on the priority rankings, please refer to your Managed Public Cloud contract or service schedule.
What you get on a monthly basis...

These reports pack in more than the native dashboards, for example—details of service request reporting, status of recommendations / actions and easier to consume visualisation.
What you get on a monthly basis (continued)

Security Recommendations

- Total Security Recommendations: 204

Compliance reports

Cost report

Potential Yearly Savings: $5,244 AUD

These reports pack in more than the native dashboards, for example – details of service request reporting, status of recommendations / actions and easier to consume visualisation.
So what’s different in Managed Public Cloud?
We’ve gone from complex, custom and bespoke to:

**Simple to consume, predictable to budget for**
- Simple, per-VM model, single-billed on your Telstra invoice
- Predictable consumption-based offer, no upfront charges.
- Tenancy agnostic – BYO Azure or AWS if not with Telstra

**Ease of delivery through our new Digital Managed Services platform**
- Digital, automated and self-healing processes
- No limits to accessing native (AWS and Azure) portals
- Talk to the experts sooner (L2: domain expert)

**Leveraging our world class capability and partner ecosystems**
- Rich ecosystem of Adaptive Network Connectivity, public cloud tenancies & connectivity solutions, Security, IoT, Edge Compute and more
- Microsoft (Azure Expert MSP), AWS MSP

**Underpinned by our market-leading Cloud Domain Expertise**
- Access to a team of over 1700 experts from Telstra Purple to help you on your cloud transformation journey
- A range of complementary offers and services to get you the business outcomes you need.
Benefits for your business

**Reduced administration**, allowing you to potentially reassign resources.

**No Lock In**, flexible month to month contract, pay as you go model

**Peace of mind**, as management activities are undertaken care of using Telstra's extensive compliance, governance and security controls.

**Access to Cloud skills**, with your issues addressed by the experts in cloud, Telstra Purple.

**Greater insight**, as you will receive regular reports on your cloud environment and management activities.

**A Cloud partnership**, with Telstra able to provide a range of innovative cloud services that can drive desired business outcomes. You can manage your business, we manage your Cloud!
Where to from here?
Build your cloud journey by partnering with Telstra

- **Adopt / migrate and consume the cloud in a dynamic market**
- **Be confident in doing business in a multi-cloud environment over a hybrid network**
- **Create and maintain competitive differentiation in the market**
- **Modernise your applications and digitise your customer experience**
- **Be in control of your multicloud environment**
- **Help maintain business continuity - manage, monitor and adapt to control costs, enhance performance and ensure compliance**
- **Optimise business outcomes and help future-proof your cloud**
- **Continuous refinement to enable new business outcomes – for you and your customers**

- **Cloud Foundation**
- **Cloud Migration Assessments**
- **Well Architected Review**

**Discover**
**Define**
**Deliver**
**Drive**
Assisted by Telstra Purple’s “Cloud Adoption Framework”
In summary: Why Telstra?

**Expertise**

- Deep domain experts to get you the business outcomes you need
- Cloud tech together with network, collaboration and devices
- Best of breed Hyperscaler partnerships and interconnects

...with smooth end-to-end experience, and single billed

https://purple.telstra.com/microsoft-azure
https://purple.telstra.com/aws
What’s next?

Talk to us about your intended business outcomes and specific challenges with the cloud

Reach out to your Telstra Client Executive to progress this conversation further