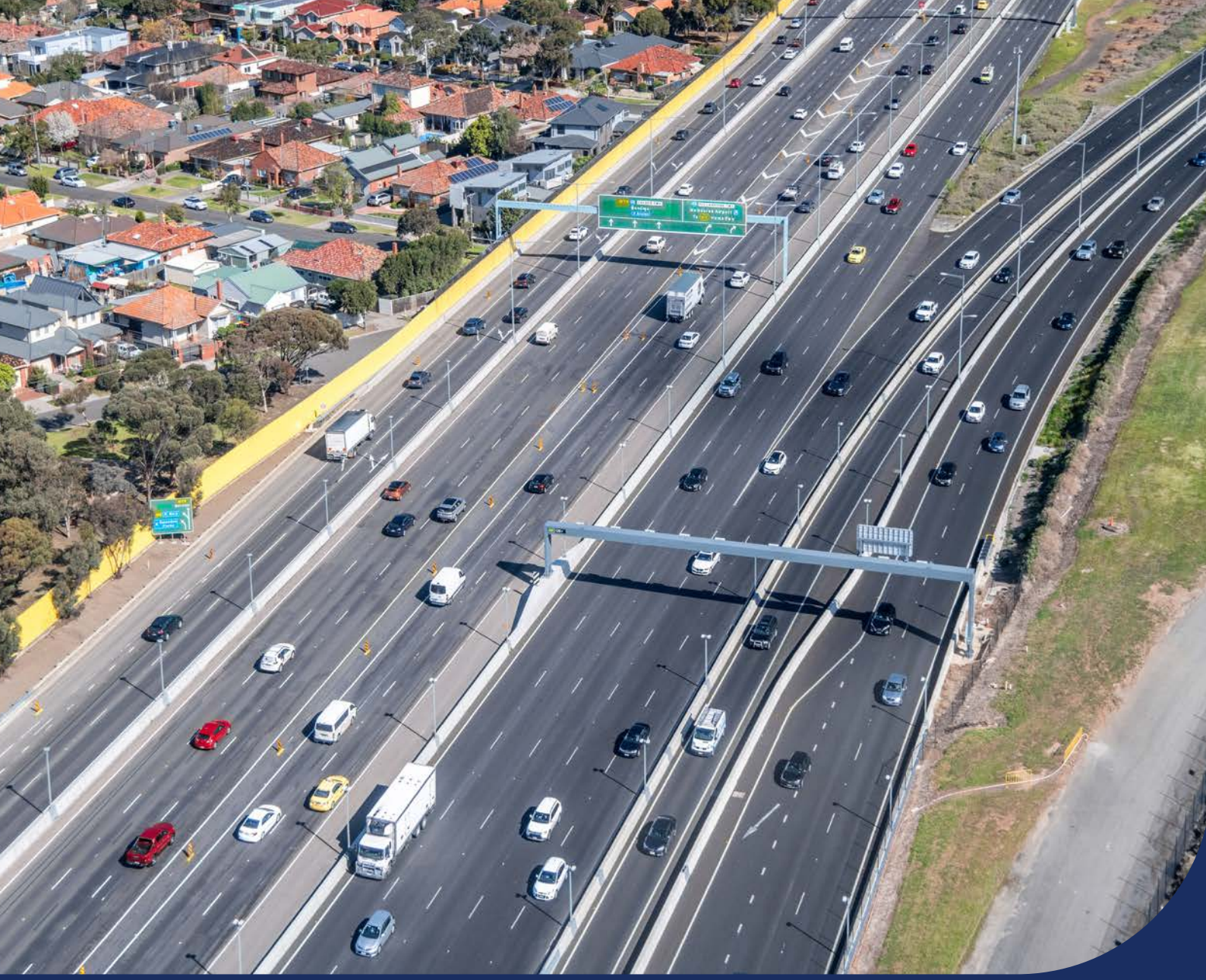


Smart transport across Australia

Imagine a future where your transport operations are not only run at peak efficiency, but are also safer, more sustainable and inclusive.

By addressing challenges and embracing emerging trends, Australia's transport providers and policy makers can create a safer, more efficient, sustainable and inclusive transport system for the future.

Efficient movement of goods, better passenger experience, optimal security, improved safety conditions, reduced service disruptions, optimisation of budgets, assets and operational efficiency. These are some of the considerations facing transport providers, regulators and policymakers.

Infrastructure: the planning and balancing of short and long term investment strategy

Congestion: Anticipated to cost the Australian economy up to $39.8 billion by 2031 without continued infrastructure investment

Sustainability: Reducing environmental impact towards Net Zero 2050

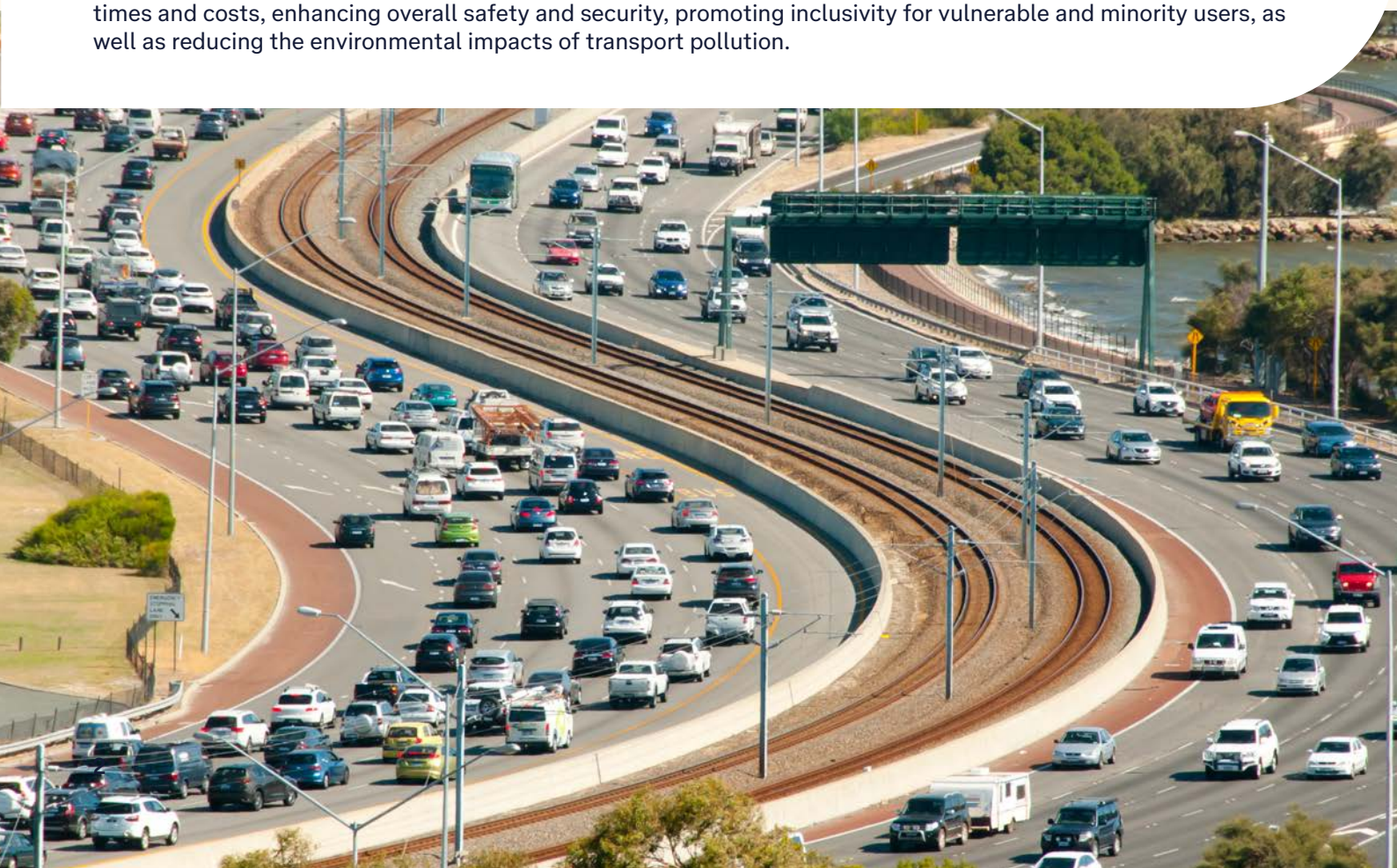
Safety: Reducing road fatalities across all Australian transportation services

Regulation: Aligning to relevant international standards and harmonising policy, legislation, and regulatory frameworks across state borders.

Successful policy for these outcomes, including planning for the introduction of innovations such as autonomous vehicles, electric mobility and smart infrastructure, is largely predicated on the ability to weave a single strand of actionable intelligence from immense streams of data and sources.

For this to occur, the infrastructure needs to function as a whole; secure, resilient communications networks and the smart solutions that collect and analyse vast amounts of data which can then be utilised in planning, tendering, construction/building, and finally maintenance and monitoring.

Done successfully, Intelligent Transport Systems (ITS) can help to optimise transport networks by reducing travel times and costs, enhancing overall safety and security, promoting inclusivity for vulnerable and minority users, as well as reducing the environmental impacts of transport pollution.



How we can help

Telstra's Transport solutions can modernise and automate your transport operations and deploy powerful AI technologies to boost productivity and reduce costs.

Unify your operations on Australia's reliable networks

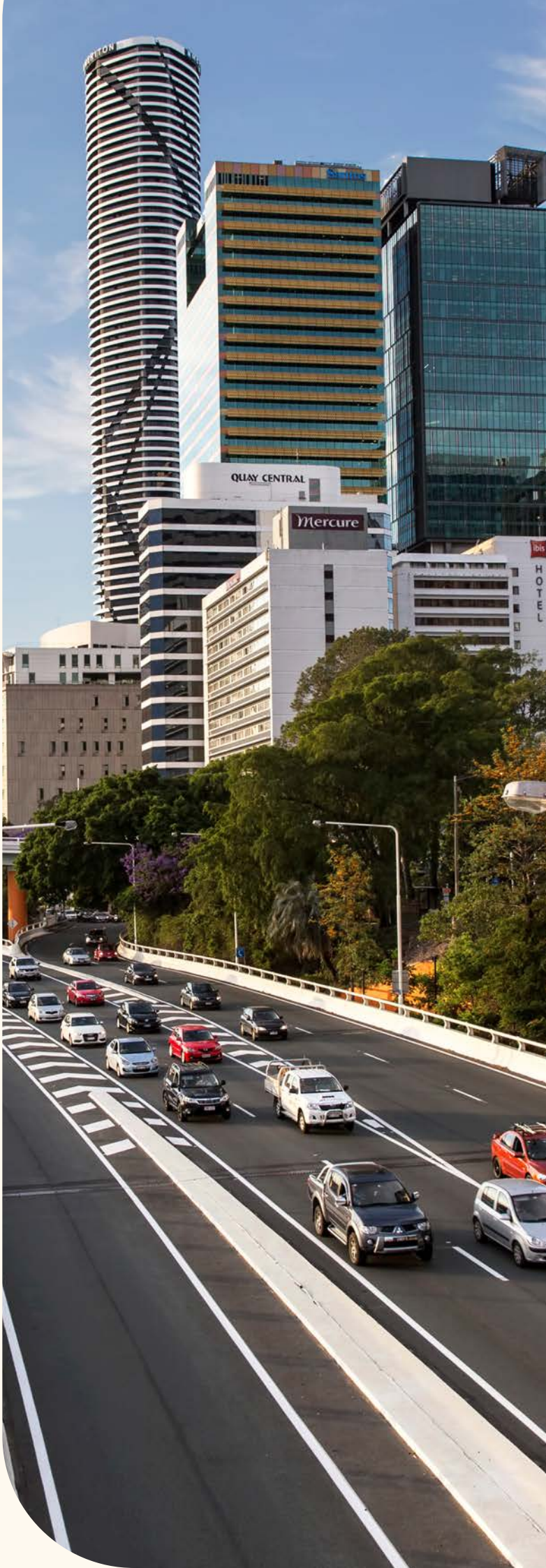
In today's dynamic transport sector, reliable connectivity is paramount. Telstra empowers you to achieve operational excellence with flexible, resilient networks.

Navigate safety, security and compliance with confidence

We know breaches in transport can have deadly consequences. From core to cloud, we work to protect our network and your operations with cutting-edge threat detection and AI-powered monitoring that helps proactively defend against cyberthreats.

Modernise and innovate supported by our know-how and expertise

Our world-class partner ecosystem, including Telstra Purple professional services, gets you up and running faster and unlocks the power of responsible AI, connected technologies and data insights to help you transform your operations.



Department of Transport Victoria

The Department of Transport (DoT) Victoria plans, builds and operates an integrated, sustainable and safe transport system that's designed to meet the diverse needs of the state's people and businesses.

While planning the largest timetable overhaul in nearly 40 years, DoT called on Telstra to help it transition to a more modern and maintainable public cloud-based platform. The goal was to gain internal control over the software and the resulting data that comes from processing these timetables.

Working closely with AWS and DoT, Telstra Purple delivered the Rail Operations Performance Project (ROPP) solution based on event-driven serverless architecture on AWS, backed by .Net Core-based Lambdas and orchestrated by AWS Step Functions.

The AWS-based system provides DoT with new functionality, reaping the advantages of the public cloud and serverless architecture. The system is faster, more scalable and secure, and data is easily accessible to the entire business.

Linfox

For Linfox, one of Australia's largest logistics companies, the role of data is critical. According to Linfox CEO, Mark Mazurek: "Linfox has a significant fleet and warehouse network. Data is central to keeping our business compliant, safe, efficient, profitable, and most of all, connected." Mazurek also sees the benefit for Linfox's customers. "Data – and better presentation of it – is enabling greater transparency and visibility in our operations. This, in turn, is allowing us to better meet our customers' needs, making their operations more responsive. In time, this will allow us to provide services and add value further up the supply chain," he says.

The confidence brought by MTData's expertise in delivering IoT solutions for the heavy vehicle industry, coupled with the coverage and capability of the Telstra mobile network, created a compelling solution for Linfox.

Linfox partnered with Telstra and MTData to upgrade its FoxTrax system by implementing an advanced telematics and management solution. The Internet of Things (IoT) technology delivers advanced transport and logistics data and quality benchmarking information to enhance public and driver safety on Australian roads. The solution also includes tablets mounted into Linfox heavy vehicles so drivers can access logbooks and complete safety checklists, with some having the capability for in-cabin recording of road safety incidents.

"Heavy vehicle safety is a key issue within the logistics industry and the community. Partnering with Telstra and MTData allows us to better monitor and measure safety compliance throughout our fleet, coordinate our vehicles efficiently, reduce congestion on the roads and ensure a higher level of safety for the community", says Mazurek.

SRT Logistics

Starting with just a few trucks and a small team, SRT Logistics has grown to become one of Tasmania's leading transport providers, with over 150 trucks and 380+ employees servicing every town in the state, with additional operations in Melbourne and plans to expand into Sydney.

To support its rapid growth, SRT partnered with Telstra and subsidiary MTData to implement a robust telematics strategy for tracking its fleet and navigating compliance requirements. That included full high-resolution GPS vehicle tracking, Engine Control Management (ECM) modules for tracking engine data (such as oil pressure and fuel consumption) in real-time and the deployment of MTData's in-vehicle driver tablet system, called Talon.

SRT Logistics took things a step further by integrating its MTData telematics platform with the Freight 2020 fleet management system, which is used to build and manage full fleet manifests, including key driver, vehicle, and cargo information. This allowed the organisation to create a unified digital workflow, creating operational efficiencies and a simplified user experience across multiple core business processes. SRT Logistics' latest 'real-time connect' integration project has taken its telematics capability to the next level, as the organisation moves towards becoming fully paperless.

"With all of the information automatically sent to Freight 2020, when the fleet manager creates a service report all of the faults that have been logged as non-urgent come up on the service report for action," says SRT Logistics Manager of Information Technology, Michael Brown. "It has streamlined the whole fault management process whilst improving safety and compliance."

To read the full customer stories, please visit: www.telstra.com.au

Getting started

Bring us your ideas or business goals and we'll work with you to develop a smart solution. Our experienced professionals can help you digitise and automate everything from complex paperwork to safety and environmental management.

Contact your Telstra account representative for more details.