

# How Connected Workplace simplifies and boosts your business



The way we work is rapidly changing as new technologies continue to roll out and businesses become more and more reliant on connectivity between multiple sites and remote workers.

“Companies that are highly connected,” a [2018 Harvard Business Review survey](#) found, “are more than twice as likely to report a favorable market position relative to their peers.”

It’s more important than ever, then, to stay in control of operational issues and technology needs, but, these changes create many challenges. Workers want to communicate and collaborate easily and quickly with their colleagues and customers but enabling them to do so takes investment in reliable and fit-for-purpose IT infrastructure.



## The cost of bad ICT

If the technology mix is not implemented well, Harvard Business Review found, the solutions end up causing more productivity problems than they solve. Nearly **two in five** survey respondents said their organisation’s current technology systems make it time-consuming to access core business data and applications or to collaborate with others.

Worse, cloud backup firm Zetta [estimates](#) that small businesses lose around **\$8,000**, and mid-sized companies lose **\$74,000**, per hour of IT system downtime. It’s critical that businesses choose a fast and reliable connectivity solution (and also a secure one).

[Telstra research](#) has found that nearly a **third of** Australian businesses experience ransomware attacks on at least a quarterly basis, and altogether Australian businesses lose over **\$1 billion** a year to cybercrime — be it through downtime as a result of cyberattacks or loss of trust, stolen data or reputational damage.

All of this adds up to a complex technology ecosystem that’s tightly-interwoven with an organisation’s productivity, cost visibility and operational decision making. That kind of complexity makes it hard to think bigger — because without whole IT departments or enterprise-level ICT networking solutions, they’re left grappling with the logistics of working better across multiple sites rather than focusing on the big decisions that drive their business forward.



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## An all-in-one solution

Telstra's Connected Workplace aims to fix this problem and simplify business operations with an all-in-one voice, collaboration, connectivity and security solution, developed in consultation with existing Telstra customers, that replaces a mass of separate technology products.

“That is its biggest appeal”, stated **Car Craft Accident Repair Centres General Manager and National Coordinator Peter McMahon**, who added that it was also important to future-proof Car Craft's 113-site business with Connected Workplace's video conferencing support and managed private network.



## Best-of-breed technology

Connected Workplace provides best-of-breed voice, video and data, with a consistent user experience across different devices and multiple locations. It's simple, scalable and reliable using Telstra's superior and secure network infrastructure.

The solution also includes proactive web and email traffic monitoring, powered by Cisco Talos, to catch **85 percent** of spam messages using machine-learning filters, and to analyse your web traffic against **1.1 million** malicious software samples every day.



## Work smoother, faster

This means that, with Connected Workplace, not only will business IT managers have peace of mind that their data is secure, but they will be able to stop fielding staff queries about why the office network is slow — or otherwise wasting large portions of the day just to keep the business' IT systems running as usual.

And workers, meanwhile, can benefit from the simpler collaboration it enables, with instant messaging and enough bandwidth to make and receive video calls from any location — for better, more productive meetings.

“It makes getting online easier and faster,” said Mr McMahon. “And it gives us the ability for people to work smoothly, with no downtime. Every minute saved is important.”



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## Better cost visibility

The time savings also extend to business finances. Where before a business might have had to deal with separate invoices for a labyrinthine collection of individual ICT products, now you have a single bill which can be customised by site, allowing you to easily reconcile your accounts.

And what's even better, Connected Workplace is provided at a fixed fee per user per site each month. There is complete transparency of your monthly IT spend to help you maintain control and plan for growth.

Furthermore, Connected Workplace is scalable, so it can expand and contract as business needs change. You can easily add extra bandwidth and additional sites or seats on demand.

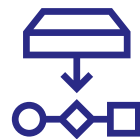


## Future proofing

Soon Telstra customers will also have the option to add mobile capability, managed workplace Wi-Fi, productivity applications and more, to give both business leaders and workers complete control over how they work and collaborate — with room to grow.

“We are future proofing our business to go to the next step,” said McMahon. With Connected Workplace, he can imagine a future for Car Craft where a technician plugs a laptop into a car to get data for diagnostics, which then gets beamed over to the smash repairer, and assessors can video conference to determine the work required and its cost.

Because now that they don't have to waste time dealing with slow or unreliable technology, they can build towards a future where the technology works for them — the way they want to work.



## Take back control

It all comes back to control. Connected Workplace restores the control — over operations, budgets, decisions, connectivity, and communications — that the rapid pace of digital disruption takes away from a business.

