



# Telstra Purple Workplace Services



# Empower your workforce with Telstra Purple

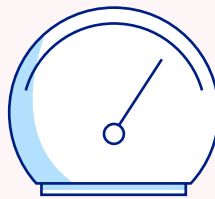
**Changing times call for a change in your workforce approach that protects your people and your productivity**

The future of work has been fast-tracked with 88% of companies now supporting hybrid working<sup>1</sup>, and many employees want to retain this flexibility. Businesses have to continually provide the right tools and adapt the culture to support a hybrid workforce.

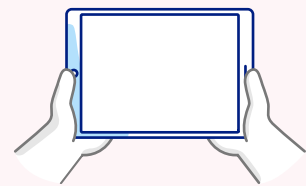
Provide a personalised, intelligent, secure, and modern workplace experience to foster collaboration and productivity on any device, anytime, and anywhere.



**78% of employees want to work remotely some of the work week<sup>2</sup>**



**95% of companies need new ways to engage customers<sup>3</sup>**



**60% of companies still have not brought digital initiatives to scale 100% using trad tech in a new way<sup>4</sup>**

1. Accenture, Sky High Hopes: Navigating the Barriers to Maximizing Cloud Value, 2020

2. Flexera, State of the Cloud Report, 2020

3. Gartner, ReimagineHR Employee Survey, May 2020

4. Gartner, Digitalization strategy for Business Transformation, 2020



## Empower your workforce in a hybrid world



### Hybrid working essentials

- Understand the needs of a hybrid workforce
- Simplify collaboration inside and outside of the organisation
- Enable workplace flexibility
- Maintain strong security
- Safely and effectively transform necessary apps
- Reimagine the office experience
- Integrate business applications
- Equal and inclusive experience for all employees

### Challenges

- Changes in workforce location and mix
- Help employees work effectively remotely
- Demonstrate responsible business practices
- Legacy technology
- Budget constraints
- Improve ability to meet customer demand
- Have better data quality
- Capture actionable insights from data
- Improve brand performance
- Reducing the time it takes to resolve customer issues



# Realise the possibilities with Workplace Services with Telstra Purple

We can help you to evolve and accelerate business value.

## Workplace expertise

When we rethink work, everything we do when designing projects and solutions is to help you optimise your infrastructure in a scalable way to support your future workplace.

We design your working experience around what you want to achieve, seamless work.

Our holistic approach, powered by Telstra's advanced network and adaptive capabilities, means we can integrate connectivity, mobile, devices, collaboration, and security to deliver a trusted, tailored workplace, wherever you are.



When you work with us, we'll provoke change and inspire transformation. To foster understanding and coordinate action. To persuade with purpose and humanise technology so you can:



### **Improve productivity**

Keep people productive with the right digital tools, applications, and processes such as real-time digital workflows to save time from repetitive processes and reduce human error. Visualise work through mixed reality to change the way people interact, enhance working and learning experiences, and connect with data in a meaningful way. Deliver a next-level employee experience and provide the tools to leverage millions of data insights.



### **Work flexibility**

Transform business through mobility to enable connectivity, integration, visibility, and protection at scale.



### **Enhanced collaboration**

Enhance collaboration for hybrid working so employees can adopt a mix of home and office working long-term and enable people to communicate with each other through voice, video, and web conferencing as well as traditional unified communications.



### **Secure workplaces**

Provide a strong and consistent security, compliance, and governance framework for the modern way of working.



# Empower your workforce with Telstra Purple

Knowing how to empower your people to work securely and productively from their home offices, in the office, or on the go can be complex, especially if it's not driven strategically with a partner who can then follow through with end-to-end capabilities.

That's where Telstra Purple comes in.

## 6 key capabilities Telstra Purple offers



**1. Hybrid Work  
Discovery & Design**



**2. Unified Communications  
Professional Services**



**3. Mobility Assessment**



**4. Managed Collaboration  
and Mobility Services**



**5. Application Integration**



**6. Application Development**



# Hybrid Work Discovery & Design

Whatever challenge you're facing, we can help you move forward with confidence. We combine strategy, technology, design, and consulting to empower your people. We help reimagine how people, business, and technology work together to unlock new value in the workplace.

## **Surfacing the existing themes/challenges**

What are the problems, challenges, or inefficiencies identified?

## **Articulating the current context**

How do they currently solve that problem?

## **Surfacing the ideal state**

What does your ideal state look like?

## **Prioritising the uplifts**

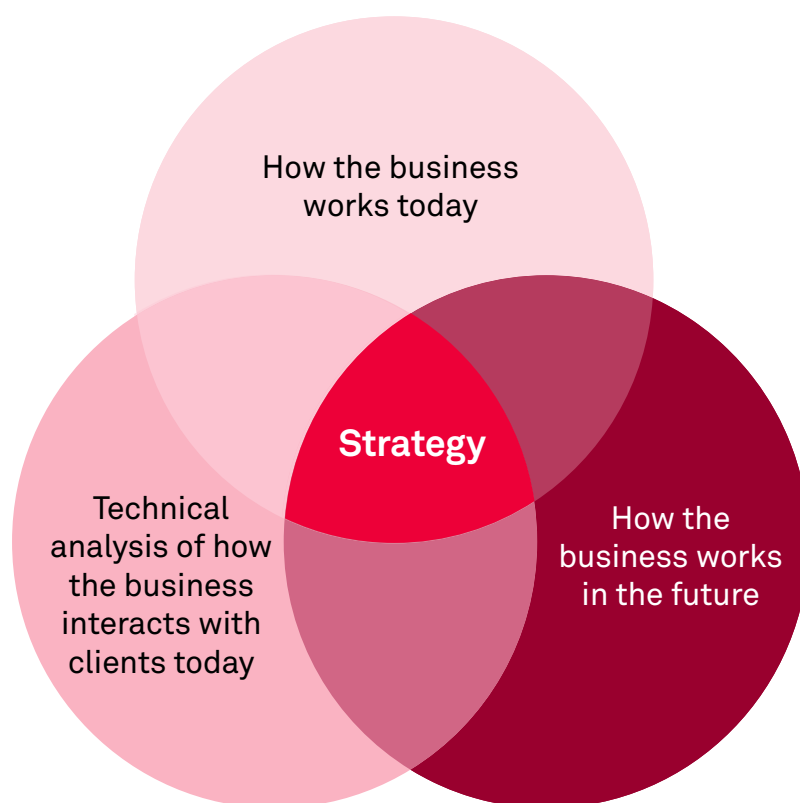
What should we be focusing on to make the most impact in as little time as possible?

# Unified Communications Professional Services

Great programs of work require strong Change and Adoption, something which is core to every engagement we undertake.

With the rapid pace of change, we provide professional services which allow our customers to assess what they have today and how that aligns with their strategy. We look at all aspects of the Workplace and provide guidance on adoption, integration, or optimisation to achieve the required workplace experience. We provide modernisation expertise to review current platforms and provide a path to optimisation. Leveraging existing infrastructure and investments, we can help you develop a path to the cloud.

We partner with leading cloud providers to simplify, integrate, and deliver applications on any platform including TIPT and Webex, TCO365, and Avaya.



**Collaboration solutions health check**

How the business interacts with clients today and processes client information.



**Business and technical requirements analysis and identification of constraints**



**Platform migrations to cloud-roadmaps, architecture design, and migration dial plans**



**Existing platform optimisation and solution delivery**

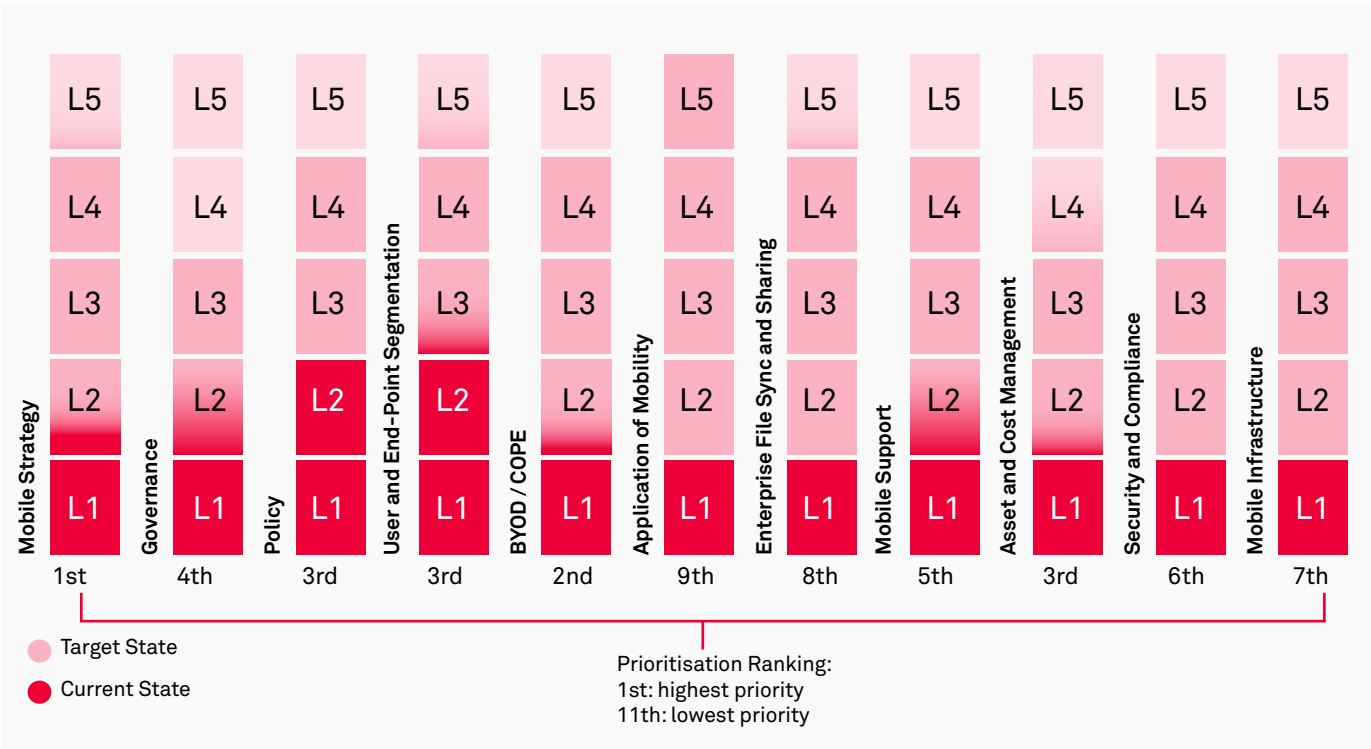
# Mobility Assessment

Mobility plays a crucial role in delivering users' Workplace experience.

The Mobile Maturity Assessment is a rapid and comprehensive strategic evaluation of an organisation's mobility characteristics across eleven interrelated strategic, enabling, and technical/control capabilities. We assess across 11 interrelated areas of focus to identify areas to grow to better serve your organisation and its people.

## MMA Current and Target State

Our framework recognises different priority levels across all capabilities, providing the foundation required for your company to draft a boarder enterprise mobility roadmap.



**Assess**  
Mobility environment through structured one to two-hour workshop

**Report**  
Ranking 11 key elements of how you leverage mobility today

**Agree**  
Target state for each category that's right for your organisation

**Plan**  
Outline of how to reach outcomes within your expected timeframes and budgets

**Deliver**  
Each of agreed initiatives to enhance your organisation through mobility

# Managed Collaboration and Mobility Services

Bringing together all components of a hybrid workplace requires a service management partner who can deliver event to end, from security and compliance on devices to user centred collaborations and productivity support, to bespoke application and integration management. Telstra Purple provide this service all while ensuring that the network and connectivity to our customer and their data is maintained whether at home, in the cloud, or at the customer premises. We provide the best network experience with mobile device and fleet management.



**Roadmap and Strategy.**  
Readiness and assessment of networks, sites, and environment.

**Service optimisation.**  
Installation, deployment, and configuration.

**End-to-end management and monitoring of hybrid workplace.** Secure and seamless employee device and fleet management.

**Measurement and continuous service improvement**

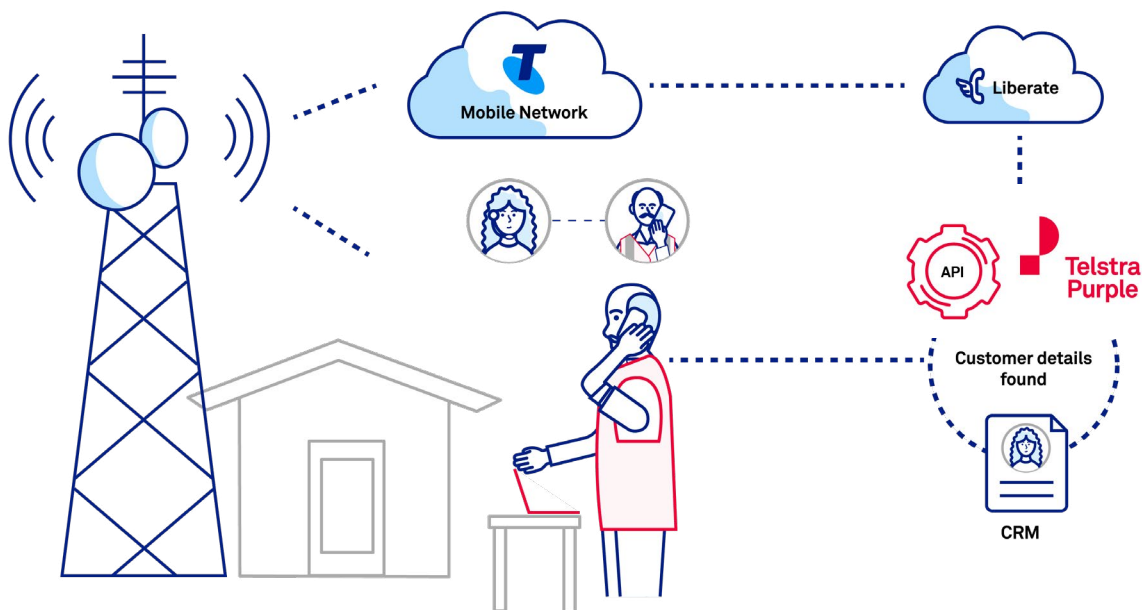
# Application Integration

The shift to hybrid working has created challenges with communication flows as more employees rely on their mobiles for work calls.

Discover the possibilities of digitally integrating the mobile phone call with the business applications you use every day.

We build integrations between your business applications such as Salesforce, Dynamics, and billing applications and our mobile network.

We can deliver benefits for workload scheduling, sales management, and protecting your staff identity so that you can capture more customer interactions and improve employee experiences.

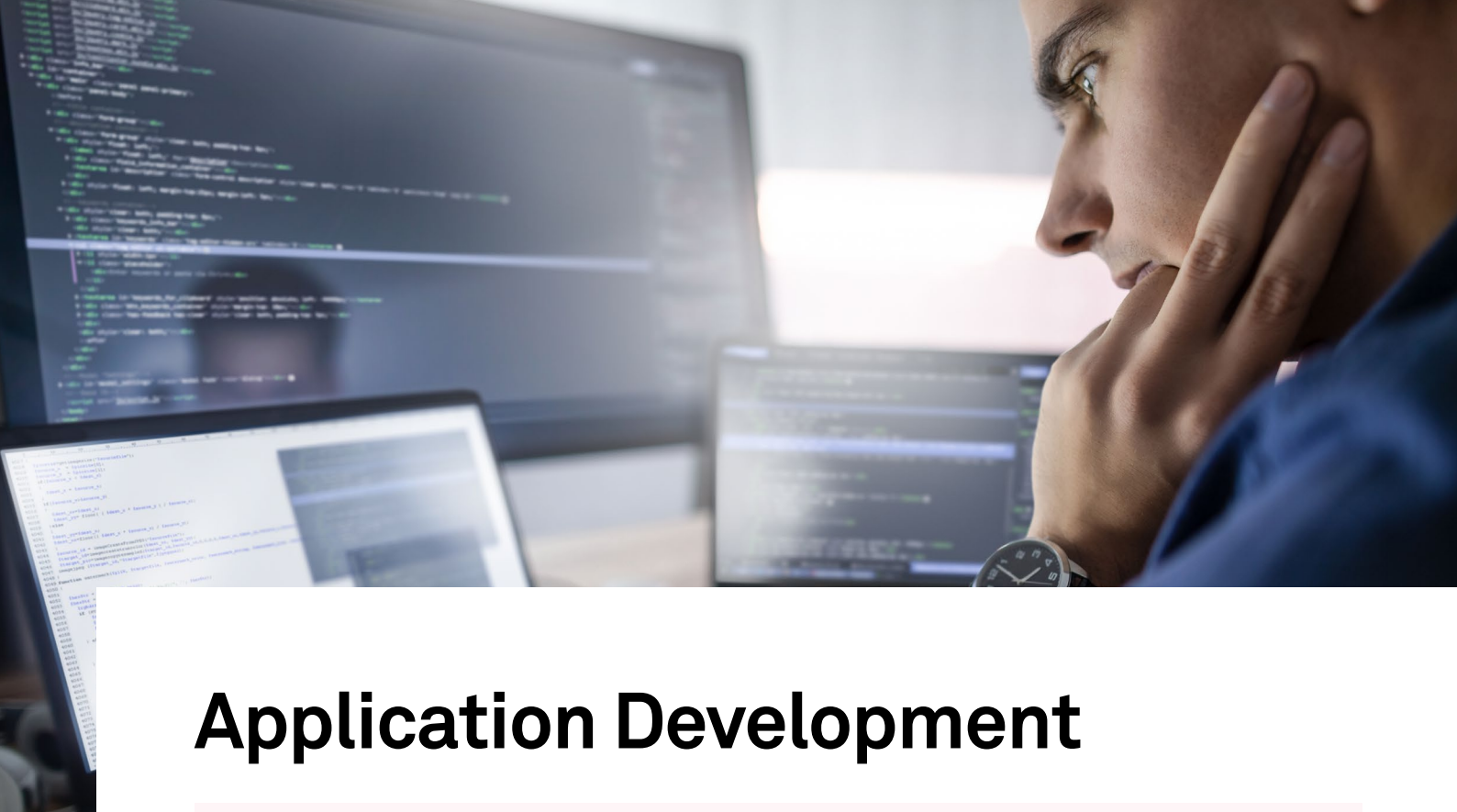


**Application integration discovery**

**API build**  
Using APIs from Telstra Mobile platform to build application integration

**API management - version upgrades**

**Awareness of new APIs and constant evolution and new capabilities**



# Application Development

With 220+ dedicated software developers across a wide range of technologies, we can help you achieve your digital innovation goals. We use the best of web, AR/VR, mobile, and IoT to create scalable secure solutions built on a solid foundation of disciplined agile software delivery processes, practices, and tools.

We'll work together in cross-functional product teams to design and deliver impactful solutions using technologies that are fit for your unique problem or opportunity.



## Innovate

Create new revenue streams and product offerings to ensure long-term success for your business.



## Respond to change

Improve operational efficiency and agility to respond to ever-changing customer and market needs.



## Streamline experiences

Streamline customer and end-user experiences to uplift touch points across both manual and digital interactions.



## Assess technology

Assess the value of new technologies and verify how they could be used to solve challenges or open up new opportunities before investing in it.



## Vantage Offer

# Hybrid Work Discovery and Design Consultation Offer

### Telstra Purple Workplace Services

Our workplace services have been helping organisations achieve enterprise-wide transformation. With comprehensive assessments, cost-benefits analysis, expert guidance, and more, we can help you unlock collaboration innovation.

Hybrid Work Discovery and Design two-hour consultation for 20 Vantage Hybrid Calling attendees from a Purple expert

Whether you're looking to get started or ready to move to the next phase of transition from legacy communication systems to a modern workplace collaboration and/or Unified Comms platform.

This two-hour consultation will uncover your requirements and helps outline your next steps to a more scalable collaboration architecture, great customer and user experiences, flexibility, and productivity gains.

**This offer is limited to the first 20 eligible and qualified customers.**



## Vantage Offer

# Mobility Assessment Offer

### Telstra Purple Workplace Services

Our workplace services have been helping organisations achieve enterprise-wide transformation. With comprehensive assessments, cost-benefits analysis, expert guidance, and more, we can help you unlock collaboration innovation.

Mobility Assessment 1 to 2-hour workshop for 20 Vantage Hybrid Calling attendees from a Purple expert

This one to two-hour assessment will deliver a report ranking your mobility fleet across 11 key strategic, enabling, technical, and control characteristics.

It will outline how you could reach your desired mobility outcomes within your expected timeframes and budgets and help you to build a mobility business case within your organisation.

**This offer is limited to the first 20 eligible and qualified customers.**

# Start your Workplace journey today.

Let one of our Telstra Purple experts contact you today.  
We'll help you get evolve and accelerate your  
Hybrid workplace.



## **Request a call back**

Leave us your details and one of our experts  
will call you back at a time that works for you.



## **Visit our website**

[purple.telstra.com/contact-us](https://purple.telstra.com/contact-us)

# Why Telstra Purple

Holistic workplace modernisation for  
true digital innovation

