

A partner community built to help customers thrive



Telstra Partner program is designed to connect channel partners in a meaningful way via the effective use of technology.

Partners can leverage Telstra's core infrastructure and service capabilities, while focusing on their strengths in specialised integration, consulting, managed services, and local knowledge. Together, we deliver unparalleled solutions and experiences to Telstra enterprise and government customers throughout Australia.

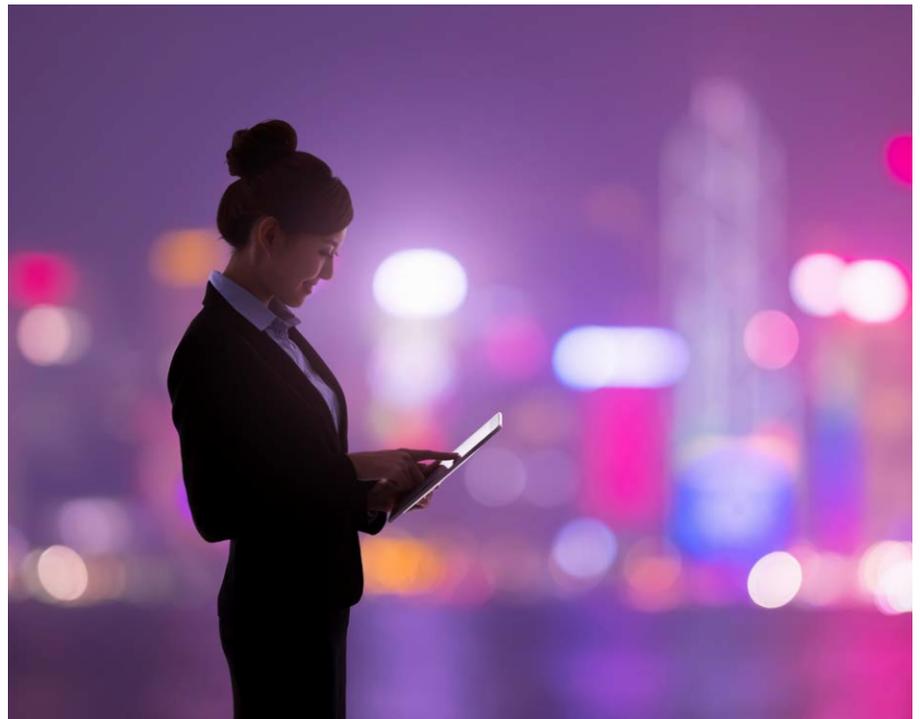
Telstra community continues to go from strength to strength, with a national partner network across Australia. This community is starting to expand across the globe with partners emerging in Asia, the US and EMEA.

“Fostering a community ethos and making it easier for our partners to work with us, are core drivers of our Telstra Partner Program. When we’re working together, we’re working better and delivering greater value to customers. This not only helps our customers grow their businesses, but our partners’ businesses too.”

Nevash Pillay,
Executive Global Partner Sales, Telstra

Digitising the partner experience

At Telstra Vantage™ last year, they announced the launch of Telstra Partner Central, an online tool based on Salesforce Partner Communities. Telstra Partner Central is a new way of collaborating with between partners and Telstra's direct sales force. Nevash says, “This gives us the platform to create and share opportunities with our direct sales teams. Our goal is to build long-lasting relationships with our partners, that’s why we continue to invest in digitising our partner experience globally.”



“We’re making it easier for partners and Telstra teams to work together through one instance of Salesforce. Partners can collaborate with our sales teams in real time to support our customers, ensuring alignment and a single source of truth on each deliverable for customers.”

Maria Tsiaplis,
Strategy Development Principal, Telstra

Accreditation program

Telstra Partner Academy – is a curriculum based learning tool to help partners expand their skillsets and capabilities. The program is built around a tiered learning development and certification program. Telstra Platinum, Gold, Silver, Partner tiers enable integrators to become experts in Telstra's solution set and as a result, trusted advisors to customers.

Partner Sales Engagement

Workshops and events have been purposefully designed to enable partners and Telstra's direct sales teams to share and address customer challenges. Doug says, “We bring our partners and our sales teams together to have meaningful conversations on how we will collectively build pipeline and achieve customer success together.”

“The Partner Program is integral to Telstra's growth and success in the Enterprise market today and into the future. We continue to invest in our Partner Sales team to support our Partners' within the ecosystem and, most importantly, enable them to focus on delivering our joint value proposition to Telstra's Enterprise customers.”

Doug Henderson,
Head of Australian Partner Sales, Telstra

Case Study

Collaboration and core expertise drives 'X factor' for Telstra partner

Outcomex is an award-winning systems integrator. Founded in 2006, Outcomex delivers agile, tailored projects to enhance customer operational efficiency. Their team is driven by strategic thinking and innovative ideas to build the bridge between business ambitions and IT infrastructure.

They became a Telstra partner in 2017, with expertise in hybrid cloud, managed services, networking, mobility, security, IP telephony, contact centre and data centres. **In 2016, they were awarded Cisco's Most Outstanding Security Partner for ANZ 2016. Then in 2018 were awarded Cisco's Digital Transformation Partner of the Year, and in 2019 once again awarded as Cisco's Most Outstanding Security Partner of the Year.**

Driving customer value through expertise and agile delivery is at the heart of the Outcomex business. Key to delivery is collaboration. Success is not just about the Outcomex business – It's the entire ecosystem that surrounds it. This is the core essence of what's made Outcomex a success story over the last few years.

Collaborative mindset

Since becoming a Telstra partner, Outcomex has sought to drive a collaborative mentality in the Telstra partner ecosystem. The phrase, 'the whole is greater than the sum of its parts' certainly rings true as David Naylor, Telstra Alliance Manager at Outcomex explains,

"We don't view other Telstra partners as competitors. If we're all going to succeed in delivering better outcomes for our customers and growing our business, working together is essential. The sharing of information and even in some cases, customer deals, combined with best practice and each other's skills, results in all of us becoming stronger, together."

David Naylor
Telstra Alliance Manager, Outcomex

And, this is what ultimately helps partners' businesses grow. Remaining true to your core capabilities and working with experts is a major part of Outcomex's growth.

David continues, "Our preference is to work with a key set of partners. We don't want to be everything to everyone, we're not that type of system integrator. Having an extremely high level of expertise in the fields that we work in, is fundamental to our growth."

One of those fields is software-defined environments and software-defined WANs. Outcomex takes advantage of market trends and while the team has a rich spread of expertise, they need great products and services. Thus, a partnership with Telstra was born.

Complementary skills

Being able to combine different, yet complementary skillsets has seen Outcomex become one of Telstra's most successful partners to date.

"Our overall end-to-end delivery really helps Telstra account teams deliver for their customers. In simple terms, we take ownership. We'll work with all the different bits and pieces through Telstra to make that happen. That's where the customer sees the value of the partnership and the different skills on offer," adds David.

Outcomex is also the only Cisco partner in Australia and New Zealand with a master specialisation in Cisco security. A certification notoriously hard to obtain, and one that places Outcomex in a prime position for working with specific Telstra customers. On the flipside, Telstra can connect Outcomex with other partners and enable them to reach customers and opportunities they previously did not have access to.

David says, "In the last 12 months, we've done some significant deals that's elevated our position in the market. This is why it's good to partner with Telstra, you get a seat at some rather large tables. I can only see our business continuing to grow hugely over the next 12 to 24 months. It's an exciting time for us."

Expertise for brilliant customer delivery

Being an expert not only helps build a better ecosystem, it's fundamental to customer delivery. David's advice is to not be all things to everyone. Simply focus on what you're great at and deliver it flawlessly. Stop, pause, listen. Take your customer on a journey and deliver what you say you will.

It's a philosophy the Outcomex business implemented from day one. "If you do something with a customer and it's not done right, does that customer use you again for anything? They don't. But if you keep to what you're good at doing, the customer normally will never leave you. It's only when you create a reason for change, they change. So, if you remain within your ballpark and always deliver, you never lose customers."

This rings true for a range of digital transformation projects. More and more, customers are focused on a new digital first approach. They want to reengineer their businesses to ensure they capture the workforce of the future.

"Right from the start, we adopt a very focused approach to customers during these kinds of engagements – gathering the best brains from across both businesses. This keeps the core team small, nimble and agile to respond to the customer's business needs."

David Naylor
Telstra Alliance Manager, Outcomex

As well as sticking to core areas of expertise, Outcomex takes customers on a journey. Mapping out the various challenges they have, working together to provide solutions that would best fit their business. The important thing is that throughout the entire process, the core team remains present.

The Outcomex business model combines core expertise with speed and agility. The partnership provides a great example of how a large and smaller business can work well together. We provide the stability, strength and reputation of a long-term established business and Outcomex has the agility and cutting edge industry know-how to get it done. David adds, "If we focus on precise delivery at speed, customers don't leave us, we make it easy for them."

And what does the future hold? More customers working with Telstra if David has anything to do with it. "We are growing at a rapid rate currently, and that's down in part to the relationship we have with Telstra. This allows us to expand our network and contacts not just with customers, but with other partners too. Being a Telstra partner has truly done wonders for our business."

Case Study

Agile, customer-centric approach delivers for Telstra emerging partner

Virtual IT Services (VITS) is a premium IT managed services provider to small and medium sized enterprises (SMEs).

They partner with clients to make technology a key business enabler, not an operational headache. They provide complete IT support, supplementing existing teams, project services or strategic planning and advice. The team boast a breadth of technical experience, industry certifications and a deep understanding on the importance of the customer experience. They were awarded the Telstra emerging partner of the year award in 2018.

Customer-centric approach

VITS are one of Telstra's newest partners and they have certainly hit the ground running. The team takes a highly proactive approach to working with Telstra and customers.

"Not only are we a new Telstra partner, but the business is just four years old too. We're keen, eager and ready to show customers that things can be done with a different mindset," says Daniel Garcia, CEO at Virtual IT Services.

Daniel believes in compete flexibility when working with customers. Be that operational, commercial or technical arrangements.

"Rather than operating a specific model, forcing customers down a particular route, we tailor solutions that meet specific customer needs. This differentiates us in the market and is proven by the significant volume of work we're doing right now," says Daniel.

"Where we don't have the skill set or the capability, we love to work with other Telstra partners to deliver better customer outcomes. Similarly, we also talk to other partners about our successes and the challenges we face too. This not only makes us stronger, but it helps build a better ecosystem all round."

Daniel Garcia
CEO, Virtual IT Services

This approach has seen VITS quadruple their sales pipeline over the last 12 months, to become one of our fastest growing partners based on a mutually beneficial partnership where information and leads flow between both organisations.

The complete partner program value proposition

For any successful partnership to thrive, two-way communication and collaboration is key, and the VITS and Telstra partnership is no different.

"I've worked with partners in the past that simply sit back and wait for leads to filter through. Complacency simply cannot exist if you're serious about growing your business and doing the best job you can for customer," adds Daniel.

This means taking advantage of all the benefits that are on offer through the partner program. Customer incentive programs and the technology fund aligned with it, provides value for the customer they wouldn't have access to directly. "It's something that adds a lot of value to engagement when working with Telstra," Daniel adds.

"The partner programs have helped us gain a lot of success in converting our internal customers across to Telstra – pushing customers the other way. We show them the value of working with Telstra, and what we could do with some of those funds to help deliver better outcomes for their business. It's been a real winner for us."

"We're the first to admit that we're perhaps not as high profile as some of the other Telstra partner businesses out there. Thus, the extra value Telstra provides with partner programs helps us to expand our network, not just with customer, but other partners too. Aligning with Telstra's long-standing reputation and superior network helps us deliver transformative solutions to our customers," says Daniel.

Customer delivery – Agility at the core

And it's the ability to use platforms like Telstra Partner Central, which means partners can work with Telstra to gain greater customer opportunities.

"When we get involved at that early stage, not only do we find that we're highly successful, but we broaden the opportunity too."

Daniel Garcia
CEO, Virtual IT Services

This is precisely what happened with one of VITS' customers. Initially running managed services through a non-Telstra partner, the customer suffered a security breach. Their lack of demarcation in roles and responsibilities, meant that the breach wasn't dealt with in a satisfactory manner. Telstra approached VITS given their past performances with other customers, and managed to find a solution that ultimately led to more favourable outcomes.

"We took a holistic approach, customising recommendations that included a clear delineation of who's responsible for these sorts of incidences. They took our advice and we've resolved a lot of the security incidents."

That confidence has led to other areas in which VITS has made positive changes to customer's business.

"The customer also used Telstra's TIPT solution, but weren't using it effectively. At times, they'd have up to 600 people on call waiting. Yet, through reworking their call flow procedures and utilising the skills sets of TIPT experts, we've reduced that number down to around 50. It's made a significant difference to their business and the customer experience," adds Daniel.

Moving ahead, Daniel says the goal is to get all of his customers across to Telstra, such is the confidence he has in working with Telstra account teams. And already the benefits are in his sights: "Our business is growing extremely fast as a result of coming on board to the Telstra partner program – the future is bright."

To find out more about the Telstra Channel Partner program and opportunities that are available to partners

 telstra.com.au/channelpartners

