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RETAIL THE TELSTRA BLUEPRINT

IT'S HOW
WE CONNECT



REVITALISING RETAIL

RISING COSTS. HIGH STAFF TURNOVER. SURGING ONLINE SHOPPING. HOW CAN RETAIL ORGANISATIONS GROW AND BE PROFITABLE IN THIS TOUGH CLIMATE?

Competition from overseas brands, young management, rapid staff turnover, tightening capital markets and change-averse attitudes are creating enormous challenges for Australia's retail economy.

TELSTRA RETAIL VISION AND BLUEPRINT

To address these mounting challenges, we have designed the Retail Blueprint – an ICT infrastructure connecting retail organisations with seamless collaboration and communication between staff, suppliers and customers – across stores, warehouses, transport and distribution networks.

The following pages show how this blueprint provides automated processes, simplified management and visibility across customers, staff, partners and inventory. And how deploying Telstra's retail solutions can help you design new shopping experiences that attract customers, facilitate impulse purchases, help you up-sell and cross-sell, as well as seamlessly integrate in-store, transactional and post-sale communications.

TAILORED TO YOUR NEEDS

One size does not fit all, so Telstra retail experts work closely with you to help you solve your specific challenges and realise this blueprint's benefits in your retail organisation. With proven whole-of-business solutions and award-winning integration services we can help you deploy game-changing technologies now and identify what you'll need down the track.

SMART PEOPLE, SMART NETWORKS

Working with Australia's most knowledgeable team and most powerful networks, you can connect store workers, mobile sales consultants, distribution teams and assets in more places. Cutting-edge wireless technology, quality of service and Application Assured Networking™ keep your people productive. Designed to 99.999% reliability on the Telstra Next IP® network and with experts monitoring your solutions 24/7/365, you can differentiate your company with compelling and reliable retail experiences both in store and online.

INTERNATIONAL PRESENCE

We provide a superior communications capability for companies to grow new business in the expanding markets of Asia and improve visibility and collaboration across international supply chains.

Through Telstra Global, our customers have the advantage of an international IP network with advanced synergies between voice and data services. We can also provide satellite services that cover two thirds of the Earth's surface.

We also have operating licences and landing rights in most major Asian markets, the US and EMEA, facilitating access to over 1,400 Points of Presence (PoP) in 230 countries and territories. Our subsidiary CSL New World is a leading mobile network operator in Hong Kong. And through REACH, we operate one of the largest and most diverse cable networks in Asia Pacific.

CLOUD CAPABILITIES

Telstra Connected Clouds provides access to our world-class infrastructure, software, applications and services across Australia's largest communications network. Your organisation benefits from secure ICT that's always up to date, as well as simple budget and resource management. You can scale software, servers and storage to meet changing requirements and only pay for what you use, freeing capital to invest in your business. Not to mention the savings in space and time you'll enjoy at store level from not having to maintain and upgrade store-based LANs. With solutions securely backed up in the cloud, your ICT is also far more resilient. Integration and migration specialists from Telstra and Accenture® work with you to help pinpoint the best solution and deploy it seamlessly.

A VISION FOR THE FUTURE

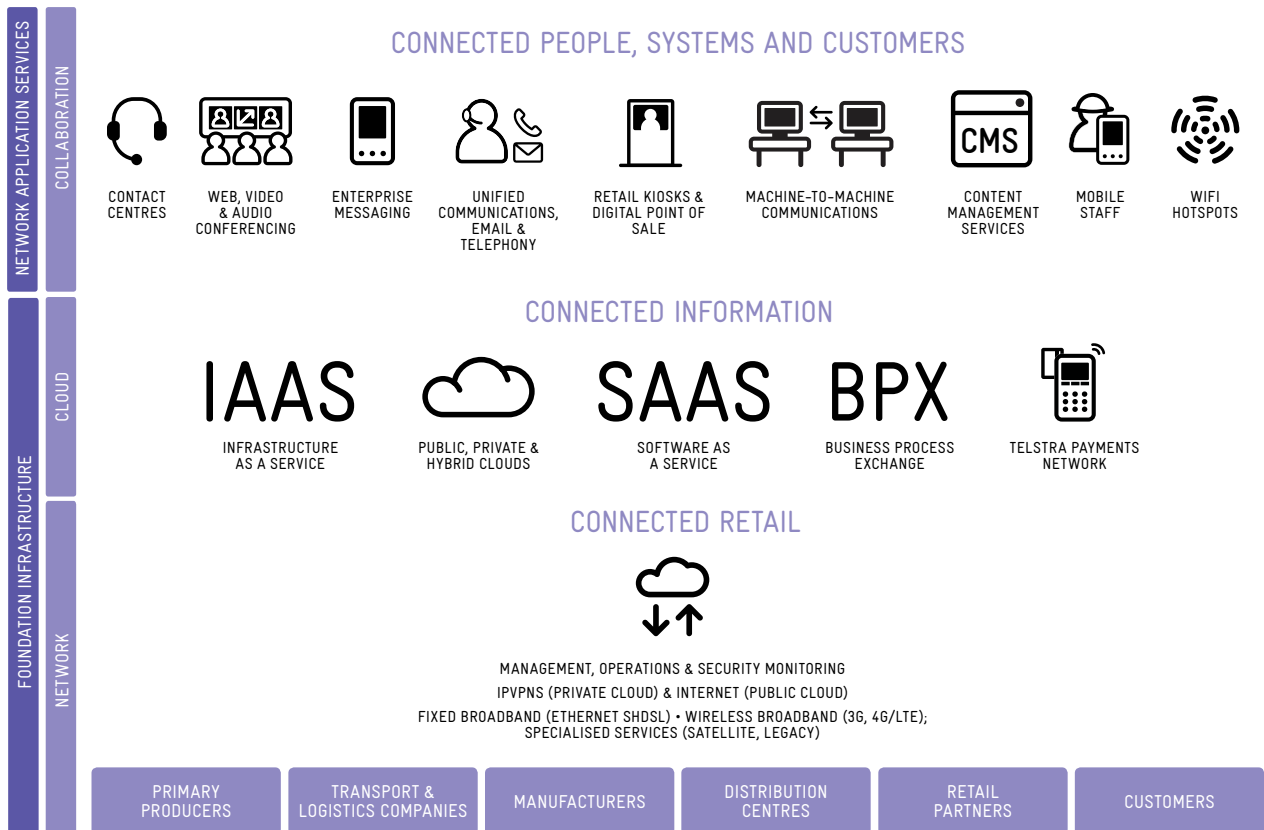
Having served the retail industry for many years, and being a retailer for ourselves, we have a vision for the retail environment. We will work with you to establish a roadmap for your organisation, to help you progressively automate processes, simplify management and improve your customer service to trim costs at every step of your operations. Together with our industry-leading partners Accenture, Cisco® and Microsoft® and M2M mobility partners, we continually innovate to keep you at the leading edge. And we rigorously test solutions in our Innovation Centre to deliver mature, proven, reliable solutions.

THE TELSTRA RETAIL BLUEPRINT

CONNECT YOUR PEOPLE, SYSTEMS AND CUSTOMERS TO ENABLE A MORE COMPELLING CUSTOMER EXPERIENCE

The Telstra Retail Blueprint shows how Telstra can connect retail organisations via a high-speed IP WAN to secure cloud services, workers, fleets and machines. The result is a holistic environment that increases visibility of your people, systems, stock and customers to help improve customer service and trim costs – right across your supply chain.

Telstra retail experts can work with your organisation to identify where service improvements and cost efficiencies can be obtained and develop a roadmap to a more connected future. With this foundation, you can build unique shopping experiences that attract customers, enable up-sell, cross-sell and impulse buys, as well as integrate and improve customer interactions.



MAINTAIN A COMPETITIVE EDGE

Friendly, tailored customer service and a memorable shopping experience are essential when customers have online alternatives.



A new shopping experience

Equip staff with tablets and smartphones so they can provide interactive demos, check stock levels and even process payments on the spot, busting queues. Shelves and displays can talk to customers – or be used to request assistance.



Updated content and signage

Telstra's Content Delivery Network (CDN) lets you send web, video and on-demand content to customers through a robust channel that can handle viewer spikes and large traffic volumes. This includes digital signage, so you can instantly change the look and feel of your stores.



Improve store navigation

Greet customers with kiosks – impressive touchscreen displays that help them find exactly what they're looking for, together with relevant offers or similar products. Customers can check if stock is available, learn more about product features and even video chat with experts.



Free Wi-Fi in store

Free Wi-Fi is a great way to enhance your customers' shopping experience and reward them for their support. It can also help you learn more about the way they shop, and allow you to send them targeted in-store offers before they buy.

SUPPORT YOUR STAFF

Unified communications, collaboration tools and automated tasks help lighten the load for workers and managers.



Simplified workflows

Eliminate paper trails with online portals for staff schedules and time sheets. Standardised workflows with automatic prompts make work and training easier – and customer service the best in its class.



Automated inventory

With integrated systems that track product levels and sales, stock shortages can be prevented and replenishment can be better managed – even to remote locations like pop-up shops and vending machines.



Self-paced training

Offer self-paced training on smartphones, with video and audio tutorials to improve product knowledge and service. Stream changes and company information directly so everyone's up to date with new procedures and safety regulations.



Accurate forecasts

With a complete view of your stock, warehouse inventory and supplier information, it is easy to capitalise on favourable market conditions. And with Telstra Business Process eXchange, suppliers, warehouses, staff and partners can all collaborate efficiently.

INCREASE YOUR AGILITY

Scalable infrastructure helps you quickly adapt to changing markets, reduce risk, target customers and edge out competition.



Easily expand or contract

For a predictable monthly cost, you can connect any number of stores, offices and warehouses to the same high-security, high-speed network and provide staff with wireless access. Quickly seize opportunities with new stores or pop-up locations, or temporarily dial down your services during quiet periods.



Omnichannel retailing

Move with your customers. Let them buy in store, via mobile devices, PCs, televisions, catalogues and more. Track customers across all channels and use this holistic view of their buying patterns to deliver targeted marketing.



Central, consolidated data

Web portals leveraging Telstra Business Process eXchange can aggregate systems in the cloud. This lets you set up web portals where staff can view a snapshot of daily operations and monitor sales, stocks and prices.



More effective communication

With all your people operating on a single network, you can reduce the cost of routine communications and make the most of intuitive video, web and voice conferencing to save on business travel and conference costs.

MOVING IN THE RIGHT DIRECTION

THE TELSTRA RETAIL BLUEPRINT SHOWS HOW TELSTRA HELPS INTEGRATE YOUR PARTNERS, INFORMATION, PEOPLE, SYSTEMS AND COMMUNICATIONS

1. CONNECTED PARTNERS

A unified IP network forms the foundation of the retail blueprint. To simplify the exchange of services and information between partners, customers and suppliers, Telstra proposes a single converged IP Wide Area Network (IP WAN) across your organisation. This provides wired and wireless broadband access, as well as public Internet giving your people and partners secure connections to each other, their work and their customers. Plus, Application Assured Networking™ ensures a great experience whether they're working from a remote office or flagship store.

2. CONNECTED INFORMATION

Telstra Business Process eXchange B2B integration platform

This integrates you and your partners' systems and processes in the cloud enabling you to collate real-time data that is automatically factored into variables – from pricing to delivery dates, supply volumes and stock availability – without manual input.

Telstra Connected Clouds

Our comprehensive suite of cloud services provides fast access to servers, storage, software and applications, so you can size ICT to changing business needs on a pay-for-use basis.

3. CONNECTED PEOPLE, SYSTEMS AND COMMUNICATIONS

To improve collaboration across your organisation, Telstra offers ICT services, including:

Machine-to-Machine (M2M) solutions

Telstra allows you to monitor the wireless services in connected assets online through the Wireless M2M Control Centre platform. Sensors enable your assets to be tracked, monitored and controlled through M2M technology, which enable data transmission from machines 24/7 via the Next G® network – helping to increase uptime and ensure productive asset utilisation.

Telstra Retail Kiosks

We can help connect impressive touchscreen displays in your stores, with intuitive floor guides and product search, so your customers can find what they need right away. You can also integrate their search results with special offers, incentivising the sale. All of this could be rapidly downloaded to a smart phone, giving the customer a mobile guide. Kiosks can also advertise other offers or campaigns when not in use.

Telstra Content Management Services (CMS)

Telstra CMS provides intelligent content management and automated workflow to help you easily manage large volumes of video, photos and other digital evidence and repurpose it for use across multiple platforms and applications.

IP Surveillance

Telstra Managed IP video surveillance lets you monitor your stores and warehouses in real-time. Surveillance footage can be synced with high-risk transactions, such as voids and refunds, for additional protection.

Telstra Collaboration and Communication

To improve collaboration Telstra offers IP telephony, unified communications, audio, video and web conferencing. Executives can coordinate a response and brief direct reports via Web, video and teleconferencing.

Telstra Contact Centre

Our innovative Web Contact Centre solutions enable agents to track order status and see real-time supply chain data. They can also set up skills-based routing and provide multi-channel support via phone, email, fax, live web chat and web call-back. This is useful for customers who want to ask a question or check the status of their order.

Telstra Mobility Solutions

Our Mobility Partner Program connects you with a wide range of technology leaders, application developers, system integrators and device manufacturers who can help you mobilise your business. Our world-class practitioners can design applications to help you connect better with your customers, while the tools our partners provide are optimised for use on our Next G® network.



THE TELSTRA ADVANTAGE

RETAIL EXPERTS WORKING FOR YOU

When you work with Telstra, you have the benefit of dealing with an experienced retailer, as well as industry experts who know retail inside out.

Your dedicated account management team can help address your specific business challenges and provide a solutions roadmap tailored to your organisation. This team is fully supported by retail technology experts who will rigorously scope, define and design the solutions you require, helping you achieve your goals on time, within budget and with less risk.

LOCAL KNOWLEDGE, GLOBAL EXPERTISE

Telstra Network Applications and Services combine skilled professionals, cutting-edge capabilities and Telstra's smart networks to help you evolve your ICT so it supports your retail strategy.

Delivered by accredited professionals using best practice methods and tailored to your specific needs, your service is backed by one of Australia's largest and most qualified field and technical workforces. With over 400 technology leaders, application developers, integrators and device manufacturers on board, we can manage your solutions across the complete ICT lifecycle.

LESS RISK, STRONG GOVERNANCE

With Telstra, your organisation will be in safe hands. We have one of the lowest risk profiles in the Australian telecommunications market. Our experienced consultants can help you navigate smoothly to the future, with industry standard methodologies and proven deployment models helping to reduce risk, and ongoing expert consultancy help keep your ICT efficient and effective. We also work collaboratively to shared governance processes.

WORLD CLASS CUSTOMER SERVICE

Our customer service standards specify what you can expect from us. They're so exacting we've earned the prestigious International Customer Service Standard certification at the highest level. We listen closely to your feedback – and act on it.

RELIABILITY, COVERAGE AND REACH

Your retail business will operate over the Telstra IP network, designed to 99.999% availability. Carrying thousands of customer private networks, we provide redundancy with sub-second failover and recovery for your mission-critical services, whether at point of sale or in your warehouse. We protect your business continuity 24/7 with advanced systems, monitoring and maintenance from dedicated centres.

Recognised as market-leading by Gartner and Ovum, Telstra's international multiprotocol (MPLS) platform enables you to deploy new technologies rapidly. Combined with the Telstra Next IP® network, it provides extensive international coverage and reach and fast, resilient services across 45 countries, supporting expansion to new locations.

AN INVESTMENT IN THE FUTURE

We continue to invest substantially in new technology so you don't have to risk your own investment to keep your network and organisation at the leading edge.

Call 1300 TELSTRA
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