



SUPPLY CHAIN THE TELSTRA BLUEPRINT

IT'S HOW
WE CONNECT



OPTIMISING SUPPLY CHAINS

COST PRESSURES. COMPETITIVE THREATS. RISING CUSTOMER EXPECTATIONS. HOW CAN COMPANIES USE THEIR SUPPLY CHAINS TO GROW AND BE PROFITABLE IN TODAY'S ENVIRONMENT?

Rising fuel costs, increasing complexity and supply chain volume, an ageing workforce and skilled labour shortages, safety compliance and the strong Australian dollar are creating challenges right across the supply chain.

TELSTRA SUPPLY CHAIN VISION AND BLUEPRINT

To address these mounting challenges, we have designed the Supply Chain Blueprint – an ICT infrastructure connecting supply chains with seamless collaboration and communication between machinery, workers, suppliers and customers.

The following pages show how this blueprint provides automated processes, remote asset monitoring and visibility across customers, suppliers and partners. And how deploying Telstra's supply chain solutions can help you establish a more collaborative, demand-driven supply chain optimised to increase uptime, reduce costs, improve asset utilisation and safety compliance.

TAILORED TO YOUR NEEDS

One size does not fit all, so Telstra supply chain experts work closely with you to help solve your specific challenges and realise this blueprint's benefits in your 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 one of Australia's most knowledgeable teams and most powerful networks, you can connect machinery, supply chain partners and mobile workers more reliably in more places. Cutting-edge wireless technology, quality of service and Application Assured Networking™ help keep your people and assets productive. Designed to 99.999% reliability on the Telstra Next IP® network and with experts monitoring your solutions 24/7/365, your supply chain is on track.

INTERNATIONAL PRESENCE

Your global supply chain is only as efficient as the network it runs on. Telstra Global gives you an international IP network with advanced synergies between voice and data services, plus satellite services that cover two thirds of the Earth's surface. We have operating licences and landing rights in most major Asian markets, the US and EMEA, and access to over 1400 Points of Presence (PoP) in 230 countries and territories. Our subsidiary CSL New World is a leading mobile network operator in Hong Kong. Through our 50% ownership interest in REACH, we operate one of Asia Pacific's largest and most diverse cable networks, providing a well-established communications capability to help you expand in the dynamic markets of China and 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 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. 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

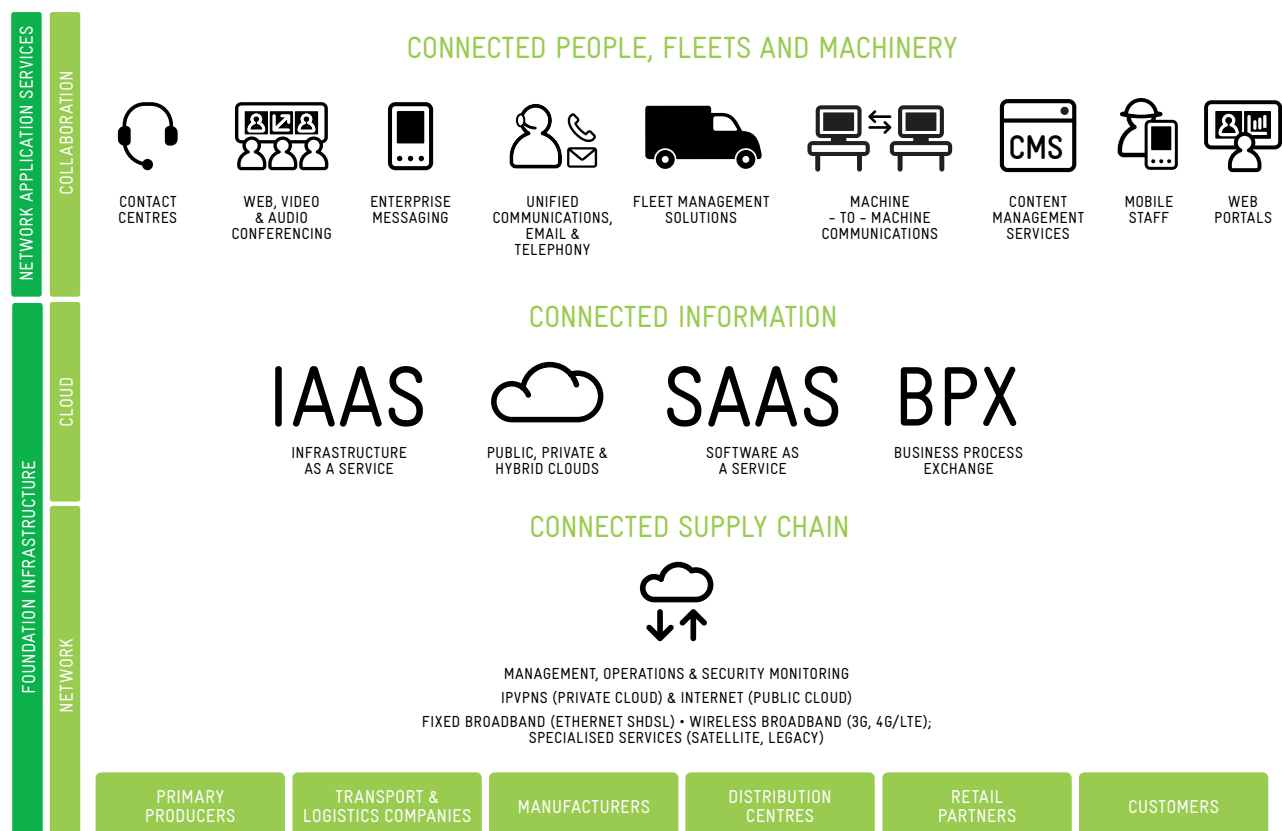
We will work with you to establish a roadmap for your organisation, to help you progressively automate processes, leverage machine-to-machine (M2M) solutions and streamline collaboration to trim costs at every step of your supply chain. Together with our industry-leading partners, Accenture®, Cisco® and Microsoft® and M2M technology companies, 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 SUPPLY CHAIN BLUEPRINT

CONNECTING STAKEHOLDERS AND CUSTOMERS TO ENABLE AN AGILE, DEMAND-DRIVEN SUPPLY CHAIN

The Telstra Supply Chain Blueprint connects partners via a high-speed IP WAN to the secure cloud services, their workers, machines and fleets. The result is a holistic environment that trims costs at every stage of the supply chain.

Telstra Supply Chain experts can work with your organisation to identify where efficiencies can be obtained and develop a roadmap to a more connected, automated future.



REDUCE COSTS AND WASTE

Managing orders and shipments precisely and efficiently is the key to trimming costs.



Accurate forecasts

With a complete view of the supply chain and external pricing factors, it's easy to capitalise on favourable market conditions and step up production, ordering and delivery to maximise sales.



Streamlined logistics

Telstra fleet management solutions let you synchronise arrival times of all modes of transport, ensuring orders are shipped efficiently and transport operatives stay productive – whilst helping to reduce fuel consumption.



Less executive travel

Minimise the impact of delays, expedite orders and negotiations with video conferencing that enables global partners to collaborate without costly and time-consuming travel.

INCREASE FUEL EFFICIENCY

With fuel costs rising, fuel efficiency is the key to competitiveness.



Optimised routes

Telstra's range of fleet management solutions provide managers with an up-to-the-minute view of vehicles, driving conditions and freight volumes so they can optimise routes and loads.

MANAGE COMPLEX SUPPLY CHAINS

The future is demand driven, requiring complete visibility across the supply chain.



Better staff rostering

Telstra fleet management and enterprise messaging solutions enable you to continually update loading dock staff on truck arrivals, making staff rostering accurate and cost efficient.



Automated processes

Telstra M2M solutions can be used to automatically order replenishment stock – straight to your systems. Predictive maintenance alerts help you avoid costly downtime. And mobile diagnostic tools guide technicians to fix service faults efficiently.



Connecting to collaborate

Using Telstra Business Process eXchange all players in the supply chain ecosystem can exchange real-time data across Telstra's cloud-based B2B integration platform, enabling you to collaborate efficiently with partners.



Smart new services

Telstra's Content Management Services (CMS) let you manage large volumes of video, photos and other digital assets efficiently across multiple platforms. Staff can easily access files, reports and training videos.

MEET CUSTOMER NEEDS

Just-in-time supply chains require close collaboration to keep goods moving smoothly.



Automated updates

Telstra M2M solutions can automatically notify your systems as shipments leave the production line, enter the warehouse and so on, automatically notifying customers and supply chain partners.



Improved customer communications

With automated inventory updates and multichannel communications, contact centre agents have full visibility of customer orders and can advise them via email, SMS, instant message or voice alert.



Driver safety

Telstra's range of fleet management solutions can help monitor time at the wheel, distance and speed. They also alert you when speed limits are exceeded or a vehicle crosses geofencing borders, so you can help manage issues such as driver fatigue.



Better worker satisfaction

Attract workers by providing the latest unified communications and mobile solutions that make it easier for them to work effectively. And connect long-haul workers to entertainment to improve their work-life balance.

MOVING IN THE RIGHT DIRECTION

THE SUPPLY CHAIN BLUEPRINT INTEGRATES SUPPLY CHAIN PARTNERS, INFORMATION, PEOPLE, FLEETS AND MACHINERY

1. CONNECTED SUPPLY CHAIN PARTNERS

A unified IP network forms the foundation of the 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 the supply chain. This provides wired and wireless broadband access, as well as public Internet giving supply chain partners secure connections to each other, their work and their customers. And Application Assured Networking™ ensures a great experience when they're working in Australia, from a remote primary production site or in an urban factory.

2. CONNECTED INFORMATION

Telstra Business Process eXchange B2B integration platform

Integrates supply chain 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 precisely to changing business needs on a pay-for-use basis.

3. CONNECTED PEOPLE, FLEETS & MACHINERY

To improve collaboration across the supply chain, 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 can transmit data from machines 24/7 via the Next G® network to trigger events – from order restocks to predictive maintenance – increasing uptime and ensuring productive asset utilisation.

Telstra Fleet Management Solutions

Telstra's Mobility Partner Program brings together market leading telematics and fleet management providers who deliver solutions that can track vehicles and products, estimate arrival times, and provide wireless time and date stamping, eliminating manual data entry. With near real-time visibility of vehicles via GPS satellites and the Next G® network, managers can monitor driver speed and rest stops, enabling them to comply with health and safety requirements.

Enterprise Messaging

Telstra Integrated Messaging (TIM) can enable trading partners to coordinate logistics more smoothly, with the ability to send automatic SMS messages and updated schedules to drivers' mobiles.

Telstra Collaboration and Communication

To improve supply chain 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 as they adjust supply chain variables.

Telstra Contact Centre

Our innovative Web Contact Centre solutions enable agents to track the status of orders 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.

Telstra Mobility Solutions

Workers can connect securely to your systems from a wide variety of locations, letting them order stock remotely and track orders in real time. We can also connect salespeople and asset inspectors to forms, stock, pricing and order data.

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 media and repurpose for use across multiple platforms and applications.



THE TELSTRA ADVANTAGE

When you work with Telstra, you have the benefit of experts who know the manufacturing, transport, freight and logistics industries inside out.

Your dedicated enterprise account management team can help address your specific business challenges and provide a solution roadmap tailored to your company. This team is fully supported by supply chain 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. We're also a proud member of the Australian Logistics Council.

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 business strategy.

Delivered by accredited professionals using best practice methodologies, your service is backed by one of Australia's largest and most qualified field and technical workforces. We have 2500 communication technicians, over 700 maintenance technicians and 1600 field technicians Australia-wide enabling us to manage your solutions across the complete ICT lifecycle.

LESS RISK, STRONG GOVERNANCE

With Telstra, your organisation is 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 proven deployment models helping to reduce risk, and ongoing expert consultancy help keep your ICT efficient and effective. We're one of the few organisations that has selected IP products and associated security processes certified to ISO 27001 and the AS/NZS 13000:2009 Risk Management Standard. 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 supply chain will operate over Telstra core networks 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. 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 to support your supply chain expansion into 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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telstra.com/enterprise

