



# OPTIMISE YOUR MOBILE APPS BY PUTTING USERS FIRST

Increase your application ROI with Telstra Mobility Consulting

Developing apps for mobile devices can be a hit-and-miss process – and the more complex the application, the greater the challenge. Telstra Mobility Consulting employs a user-centric process to design highly effective apps that deliver on specific business goals.

Even better, we can take care of every stage of the process. From your blueprint to your prototype to management of your application on the Telstra Mobile Network.

IT'S HOW  
WE CONNECT



# YOU BRING THE NEED. WE'LL BRING THE KNOW-HOW

We understand that application design is ultimately about the user experience. That's why our systematic approach to application development looks at how applications work, as well as how they look. Which maximises the value of your apps to your enterprise.

## We work with the best, to give you the best

Looking for intuitive mobile applications that mesh with the way your people work? In conjunction with our mobility partners, Telstra will work closely with key leaders and staff within your organisation to design and deploy a user-focused application development strategy.

By putting the people who use them first – reflecting their needs and the way they

interact with technology – we'll help ensure your applications are intuitive. Leading to the productivity, collaboration and customer-engagement results you're looking for, along with tangible business returns well in excess of your investment.

Best of all, we'll take care of the process from start to finish. From design, prototyping and implementation through to

ongoing monitoring and management – helping ensure your mobility solutions meet KPIs and deliver on goals. You benefit from end-to-end management, plus, the confidence that comes from deploying your app across the Telstra Mobile Network., Making Telstra Mobility Consulting a complete one-stop shop for streamlined, cost-effective enterprise mobility.

## YOUR END-TO-END MOBILE APPLICATION STRATEGY

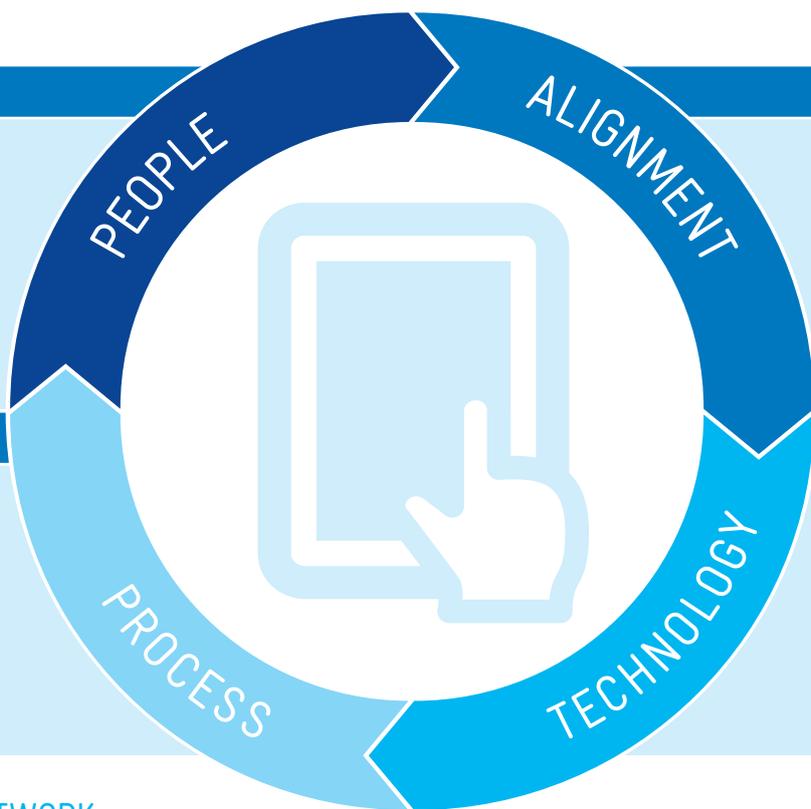
### People

How will change affect the way they work?



### Process

How will mobility impact the way you do business?



### Alignment

How can mobility strategy match business strategy?



### Technology

How will it interact with your new mobile solutions?



## TELSTRA MOBILE NETWORK

The Telstra Mobile Network is Australia's largest national wireless broadband network, giving you outstanding coverage and faster speeds in more places. It's powered by more than 7,500 coverage sites – that's more, in both the city and the country, than any other 3G and 4G networks in Australia.

To find out more, visit  
[telstra.com.au/business-enterprise/](http://telstra.com.au/business-enterprise/)

IT'S HOW  
WE CONNECT

