

MANAGED NETWORKS AND APPLICATION PERFORMANCE SERVICES

Delivering an optimal user experience through peak application performance



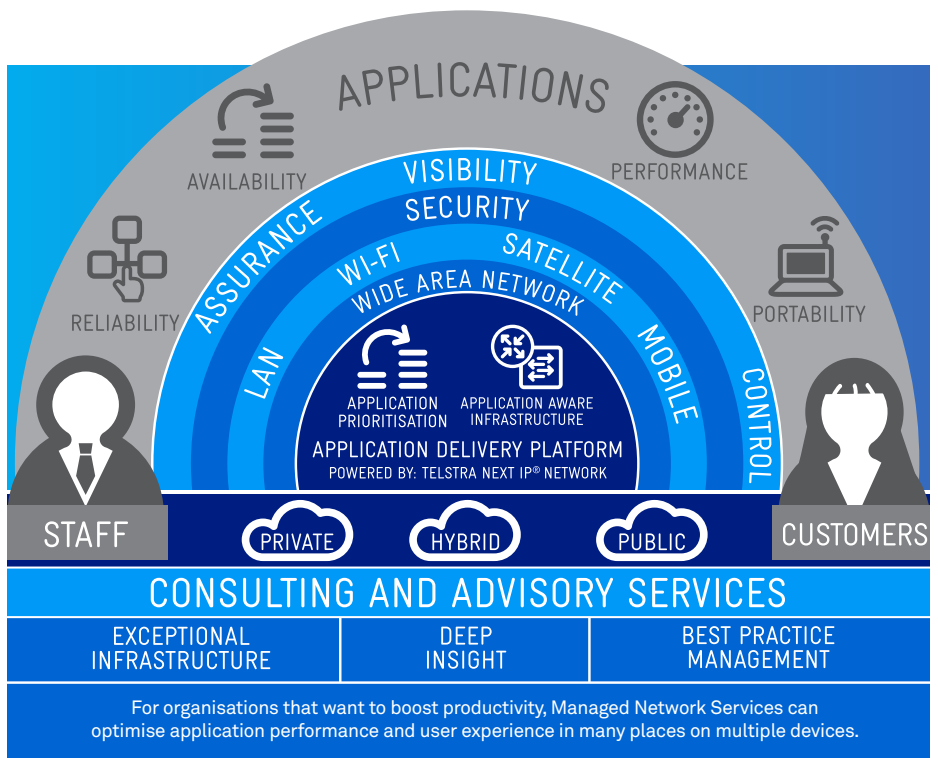
ARE YOUR APPLICATIONS SUPPORTING YOUR PEOPLE, OR SLOWING THEM DOWN?

In today's increasingly competitive environment, productive employees are a key driver of business, directly affecting performance and profitability. In turn, staff productivity depends on the applications that empower their ability to work, collaborate and provide better customer service.

While applications are revolutionising the way we do business, they've also become a victim of their own success. As newer applications deliver more powerful functions, and older applications become widespread and mobilised, maintaining performance is an overwhelming challenge.

Internal tools, processes and basic traffic prioritisation can only take you so far in managing today's complex application and network environment. To gain better performance, you need a more intelligent network along with the required expertise to maximise its capabilities.

A holistic solution is best, one that spans your networks, hardware and applications. Only then will you have the visibility and control to help provide a peak experience to your people, allowing them to deliver greater value to your business and customers.



A perfect storm is coming

The pressure on application performance is growing rapidly as applications multiply in number and complexity. Data volumes are increasing from applications like SAP, Microsoft Lync™, ERP and CRM, while data backups are growing exponentially. Data is also moving longer distances as data centres are consolidated or moved to the cloud. The problem gets worse with legacy applications that aren't designed for wide area networking. Even virtualisation is creating further problems.

Staff are using corporate systems outside the office and demanding a better experience. At the same time, the convergence of voice and data plus growing Wi-Fi access are straining networks. It's all creating a perfect storm to impair the way your people connect with each other, customers and information. This diminished user experience will directly impact your ability to do business – if it isn't already.

Make your applications run at the speed of business

Managed Networks and Application Performance Services can give you an integrated view to enhance your technology operations, all with the simplicity and accountability of one touch point.

Before we recommend any solutions, our consultants will perform an expert assessment of your environment. They'll help you understand your challenges, the best course of action, and deliver solutions that fit where you need them.

We can also provide complete management of your network and application environment from the server to the end user. We're able to improve user experience whether your applications are hosted on site, in the cloud, or both. It doesn't matter if they're being accessed by head office, branch sites, mobile staff or guests.

We can optimise performance and security whether they're delivered over private, public, mobile or satellite networks – across Australia or in many places across the world.

This means your applications can keep pace with the speed of business, ensuring your people can work more productively, collaborate more effectively, and get closer to your customers. There are further advantages. Using our expertise and tools can help you simplify management, lower costs and control risk. We can also create a future-ready platform so you can easily deploy new technologies or meet changing business needs. And by handing daily management responsibility over to us, you can reduce the load on internal IT resources so they can focus on high-value tasks.

Enjoy end-to-end assurance

We offer our core strengths as Australia's largest carrier and one of the leading managed services and security providers. With intelligent networks combined with intelligent management, we provide a powerful application delivery platform with end-to-end assurance. Our integrated services are underpinned by three key capabilities.

Exceptional infrastructure

The network is the foundation of application performance, and that's where we have the advantage. Our networks create Australia's largest integrated fixed and mobile IP platform, connecting you to the world and our overseas cloud facilities through our global private network. They also have built-in intelligence. Application-aware at the router level and with Dynamic Class of Service, they can prioritise critical traffic like voice and video. We can even overlay technologies like WAN Optimisation to help your applications run faster on lean bandwidth.

Deep insight

The intelligence of our networks is complemented by world-leading tools and deep packet inspection technology to give you greater insight into the performance of your networks and applications. High level and detailed

reports can provide data on traffic flows by site, application, user and time of day so you have a better understanding of your current state and the best way forward. Plus, they help you increase efficiency, plan for growth and reduce costs. If required, we can extend this visibility into your security operations to help you manage threats more effectively.

Best practice management

Your operations will be supported by sophisticated tools, Information Technology Infrastructure Library (ITIL) aligned processes and highly trained staff, all backed by 24/7 monitoring from advanced operations centres. You can also tap into our vast experience designing, managing and improving technology environments for organisations large and small across multiple industries. We can even manage all your IP enabled, compatible network devices across large, complex or hybrid environments, providing a single view of your eligible Telstra and third party solutions.

Choose the solutions you want

Managed Networks and Application Performance Services offer you the flexibility to select from a range of solutions to optimise user experience. Perhaps you want a greater understanding of your technology environment, need to investigate options or remediate problems. Maybe you'd like more insight and control of network and application performance. Or perhaps you simply want to offload the risk and complications of network management. Whatever your priority, we have a solution to help.

Our network consultants can work with you to build, improve and optimise your network environment with inbuilt, careful attention to your network security. We aim to support you with informed advice on innovative technology options that can deliver your organisation reliable operations as well as a high performance environment, day in and day out. Our consultants, supported by our architects and project managers, take a holistic view of your network operations and while focused on your desired future state, also aim to contain costs and consider your return on network infrastructure investments.



Case Study

Telstra Consulting Services created a strategy to consolidate 10 separate networks into a single, secured and fully managed network for a national Professional Services company. This has enabled an overall 30% increase in the efficiency of the company's ICT spend.

Optimise your application environment

Application Assured Networking™

Uses deep packet inspection technology fully integrated with compatible Telstra IP network services. It provides detailed visibility of your network and applications so you can better understand performance, plan for growth and gain value from your IP network. Policy control also lets you reduce or block unwanted traffic, or quickly increase bandwidth for ad-hoc or scheduled events and only pay for the bandwidth you use.

Managed WAN Optimisation

Uses leading technologies to accelerate application and network performance by reducing redundant WAN traffic.

Managed Data Centre Optimisation

Uses the latest high-speed switching and load balancing technologies to improve application performance when consolidating server and storage networks. Our managed service can simplify administration and deliver significant cost savings.

Mobility enablement

Managed Wi-Fi

Provides secure Wi-Fi access for staff, guests and visitors along with location tracking and analytics to increase productivity, understand and engage with your visitors and monetise services. Delivered from the Telstra cloud or on premise, it suits both large, complex environments or multi-site environments that require simple, cost-effective connectivity.

Wireless WAN

One of the few, seamless and ready-to-go managed solutions providing wireless access to your corporate systems and applications. It can be used as primary access or as a backup.

Core network management

Managed Router

The core offering of our network management services provides configuration flexibility and tight integration with our data networks for optimal wide area network performance.

Managed Switch

Extends the management of your LAN for improved visibility and control, vital when implementing new collaboration and communications technologies such as MS Lync™, Telstra IP Telephony or Cisco Jabber.

Network equipment

Network Care Plus

Network Care Plus is a Telstra maintenance service offering extra support for Cisco network equipment. It is provided through one point of contact for carriage faults or hardware replacement. We'll manage your maintenance and you maintain control of your infrastructure.

Equipment purchase and rental

We are one of the few Australian providers to fully test and accredit equipment on our networks. Our buying power provides competitive pricing on equipment and maintenance from leading vendors such as Cisco, Juniper and Riverbed. The equipment can be delivered to your door across Australia without needing any management services. If you already have a managed service from us, you have the option to rent your managed equipment.

Additional services

Proactive Secure

A highly secure Managed Router and/or Switch service where your services are delivered by staff with Defence Signals Directorate clearance, working from ASIO T4-compliant facilities.

Integrated Service Desk

Provides a single touch point to streamline support for multiple technology domains. You can have your service requests and incidents addressed quickly and consistently across all your agreed Telstra and third party products and services.

SLA Premium Service

SLA Premium encompasses a range of optional enhanced service levels for your business critical on premise equipment, networks and data carriage across a selected group of data and voice products. It gives you added assurance that any loss of data services can be restored in as little as 2 hours getting your business back on line.

Integrated Operations Management

This is an enterprise-grade service ideal for large, complex or hybrid technology environments requiring ITIL compliant processes. We combine people, processes and tools to manage all your IP enabled network devices and carriage. It is designed to proactively respond to issues, simplify management, increase control of your eligible Telstra or third party solutions, and help ensure peak application performance from one touch point.

Security Consulting Services

Our security experts can work with you to deliver the right strategy, architecture or solution and services for your environment. Security consulting balances risk and their potential effects with appropriate preventative measures. Our advisory services can deliver the appropriate levels of protection for your assets now and into the future.

Managed Security Services

A range of managed security and end-point solutions to protect your infrastructure and information from internet and network based attacks. They provide proactive 24/7 monitoring and management, both through the cloud and/or your on-site equipment. The services can be used on their own or to complement the efforts of your IT team.

About Telstra

We provide network services and solutions to more than 200 of the world's top 500 companies. They rely on us to do business across 240 countries and territories and to enable greater productivity, efficiency and growth.

Our solutions offer the best of all worlds – skilled people and a rich portfolio of services delivered on our world-class Telstra Next IP® network and Telstra Next G® network. To ensure reliable performance, they're monitored and maintained from our dedicated centres using advanced management and operational systems. And they're backed by Telstra Enterprise-grade Customer Service® and one of Australia's largest and most qualified field and technical workforce.

Things you need to know

Network and application management services are only available with a Telstra supplied IP network service.

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