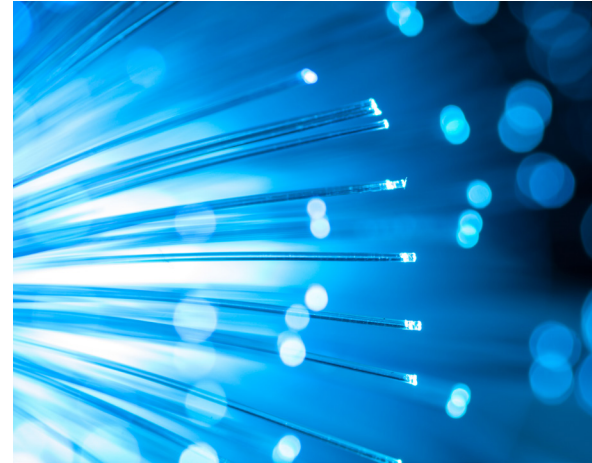


TELSTRA

Building a Secure and Connected Future

Telstra is a leading telecommunications and technology company with a proudly Australian heritage and a long-standing, growing international business. Today, it operates in over 35 countries outside of Australia, providing services to thousands of business, government, carrier and OTT customers. Telstra's services are underpinned by its subsea cable network, one of the largest in the Asia Pacific region, with licences in Asia, Europe and the Americas, and access to more than 2,000 Points-of-Presence around the world. Its global network stretches over 400,000km across the globe and carries over a third of the internet traffic in Asia.

Telstra Purple, Telstra's professional and managed services business, brings together people and innovative solutions to define and deliver a clear vision of customers' transformation journey, network foundation, and the protection they need to thrive.



TRANSFORMATIVE DIGITALISATION PROJECTS IN SINGAPORE AND ASEAN

Healthcare

Telstra is assisting a healthcare provider in Singapore to streamline and digitise its HR system by setting up and configuring a Power Platform and SharePoint Online Architecture. This will feature an account approval workflow feature to automate data extraction, approval workflow with notification, and data purging.

With this system in place, the healthcare provider's HR system will be able to pull new joiners' data from the HR management platform, prompt its Heads of Department to fill in access information for new joiners, send approval to various system owners, and purge records older than the stipulated time period.

Real Estate

Telstra provided a one-stop service for a leading global real estate services firm in Singapore that wanted its employees to be able to access voice and collaboration tools in one workspace on any device. Apart from a future-proof unified communications experience in adopting new technology and enhancing productivity, the business was looking to offload its IT management to reduce costs and the hassles of managing disparate systems and hardware.

Telstra's customer-centric approach gave it the flexibility and agility to complete the implementation of the Telstra Calling for Microsoft Teams solution for this firm within a tight timeline. By combining their expertise in voice, networks, cloud, and professional services with Microsoft's proficiency in cloud, collaboration, and productivity, Telstra collaborated to create innovative solutions to support the customer's digital transformation journey.

Retail

Telstra has been supporting a global retailer which needed a technology partner to conduct a deep-dive assessment, review its on-premises IT infrastructure and applications, and recommend a consolidation and centralisation to Azure Cloud.

As part of the customer's Cloud Readiness Assessment, Telstra will be assessing its IT landscape in Singapore and extrapolating the findings to synthesise a consolidated view across other operating countries. This will enable the client to achieve higher consistency, security, optimisation, and cost-effectiveness.

DIGITAL TRANSFORMATION GOALS

Telstra launched its T22 transformation strategy in 2018 to fundamentally transform and radically simplify and digitise the company. Under this strategy, Telstra sought to

transform and improve the core business while investing in new technologies, therefore simplifying its systems and removing customer pain points.

The T22 program – which concluded in June last year – has been a clear success and Telstra today is a much simpler, more agile, more customer-focused and more digitally-enabled business.

The organisation's T25 program is a strategy focused on growth by leveraging the capabilities built under T22. It is built around four key strategic pillars:

1. Provide an exceptional customer experience
2. Provide the leading network and technology solutions that deliver the future to customers
3. Create sustained growth and value for shareholders
4. Be the place that people want to work

ENHANCING DIGITALISATION THROUGH SPECIFIC INITIATIVES

Cloud Computing

Telstra accelerates digitalisation by maintaining data residency and governance at



Cross-border data flows

Telstra’s wholesale connectivity strategy is to accelerate its core and create new business. It will achieve this by uplifting its leading intra-Asian network with capacity investment, swaps and technological optimisation. The company also plans to accelerate its managed Submarine Cable Network Services and uplift its cable landing stations’ footprint. In terms of new investment, Telstra is planning on investing in new strategic cables and routes, like from the Philippines to the USA, and to advance its investment in new growing markets. It also intends to diversify its offerings by investing into terrestrial cable infrastructure in Asia.

its core. The company hosts data in secure data centres that are compliant with international data centre standards. Through Telstra Hybrid Cloud, customers get a fully managed service that combines the best of both worlds – amalgamating the visibility and management of both public and private cloud environments. Telstra’s Public Cloud services help migrate, modernise, and build new cloud-native applications and data platforms for customers to solve business needs, accelerate growth, and enable data-driven organisations.

Cybersecurity

Telstra helps protect businesses from cyberattacks, whether they’re introduced by people, through the network, or via external operating environments. It does this through four main avenues: posture, people, network, and environment.

1. Posture → Transforming security capabilities to respond to escalating threats
2. People → Protecting entry points to enable a secure, modern workplace, through identity management and end-point protection

3. Network → Establishing the resiliency, connectivity and security of data transactions and communications

4. Environment → Building a strong layered defence to secure business operations



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