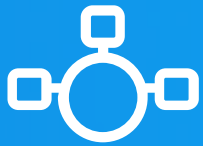
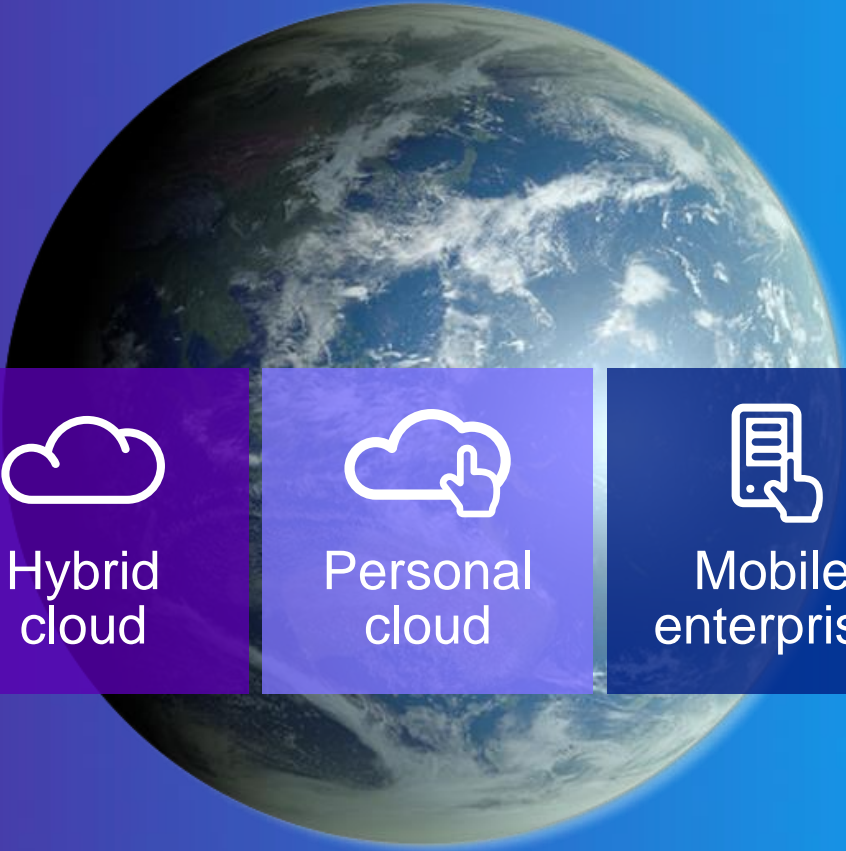


2020 Vision for Cloud Services in the Enterprise

Tom Homer, Head of EMEA & Americas, Telstra

The Perfect Storm



Web –
scale IT



Hybrid
cloud



Personal
cloud



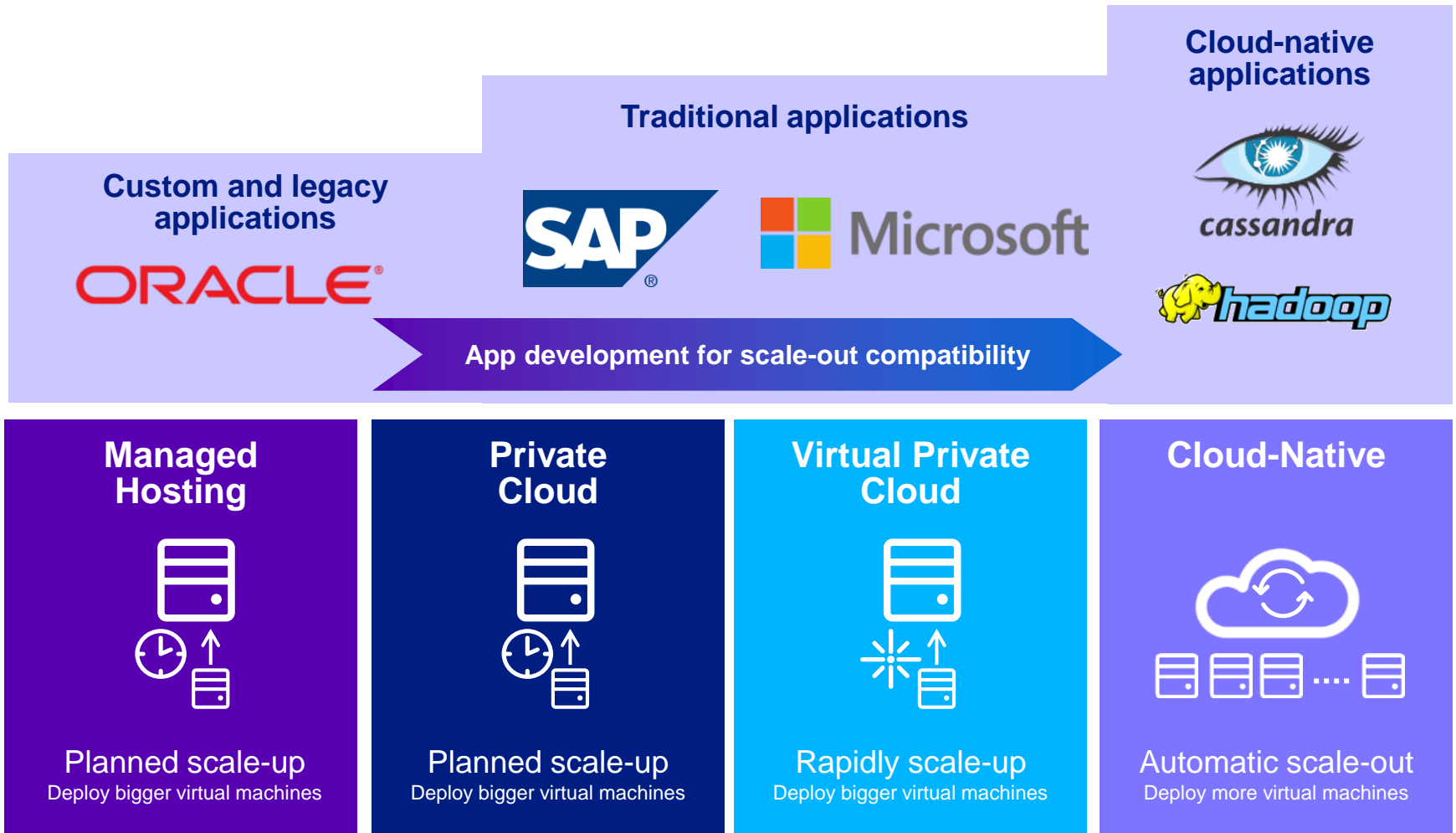
Mobile
enterprise



Internet
of things

1. Web-Scale IT

Infrastructure is led by application design

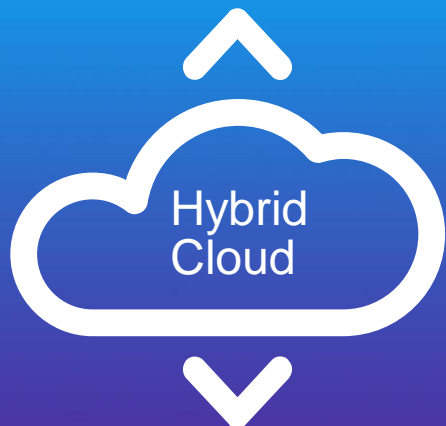


2. Hybrid Cloud

The target architecture for enterprises

Upside

Rapid Innovation
Growth
Business Confidence



Downside

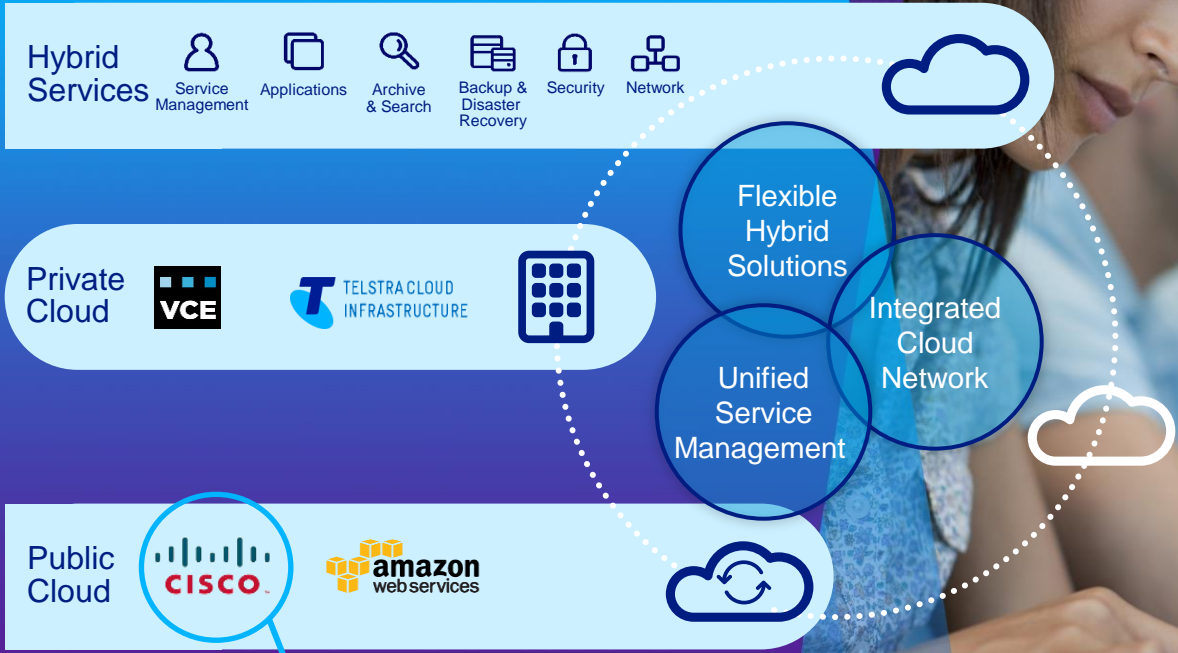
Complex management
Inflexible vendors
Integration hassles



2. Hybrid Cloud

The target architecture for enterprises

Multi Cloud Strategy



Telstra were the first partner of Cisco's Global Intercloud



3. Personal Cloud

“Consumer” apps become enterprise standard

Can you manage these?

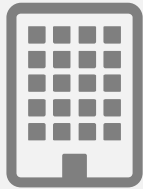
Spotify	Box
Gmail	Skype
Evernote	Facebook
Icloud	Amazon Cloud Drive
What's App	Google Docs



4. Mobile Enterprise

Communication Without Borders

The workplace of the future: it is not a place – it is a data set



Head Office



Home Office



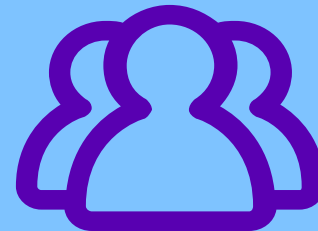
Coffee Shop



Customer Office

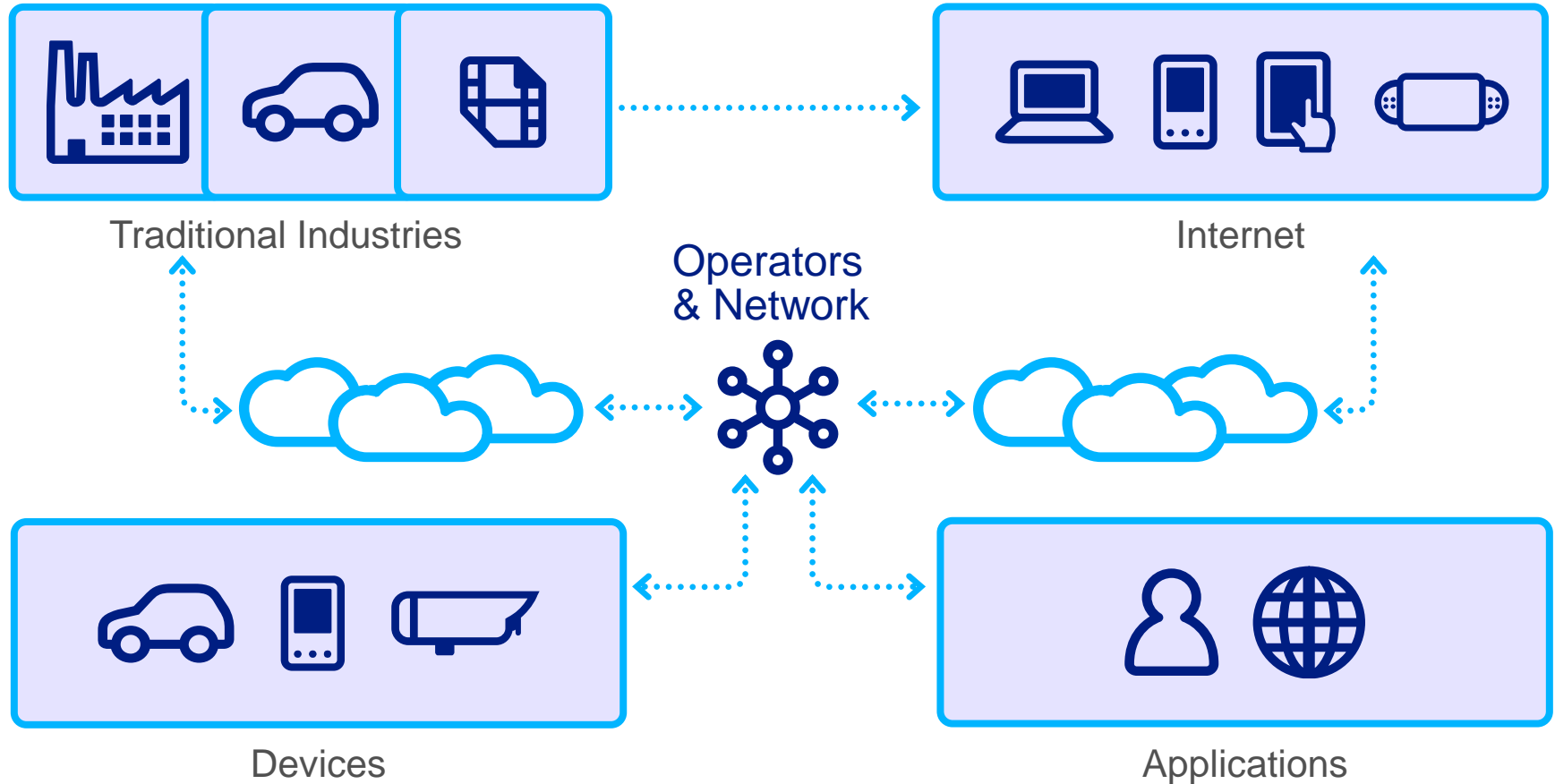


The organisation of the future:
it is not an organisation
it is a collaboration



5. Internet of Things

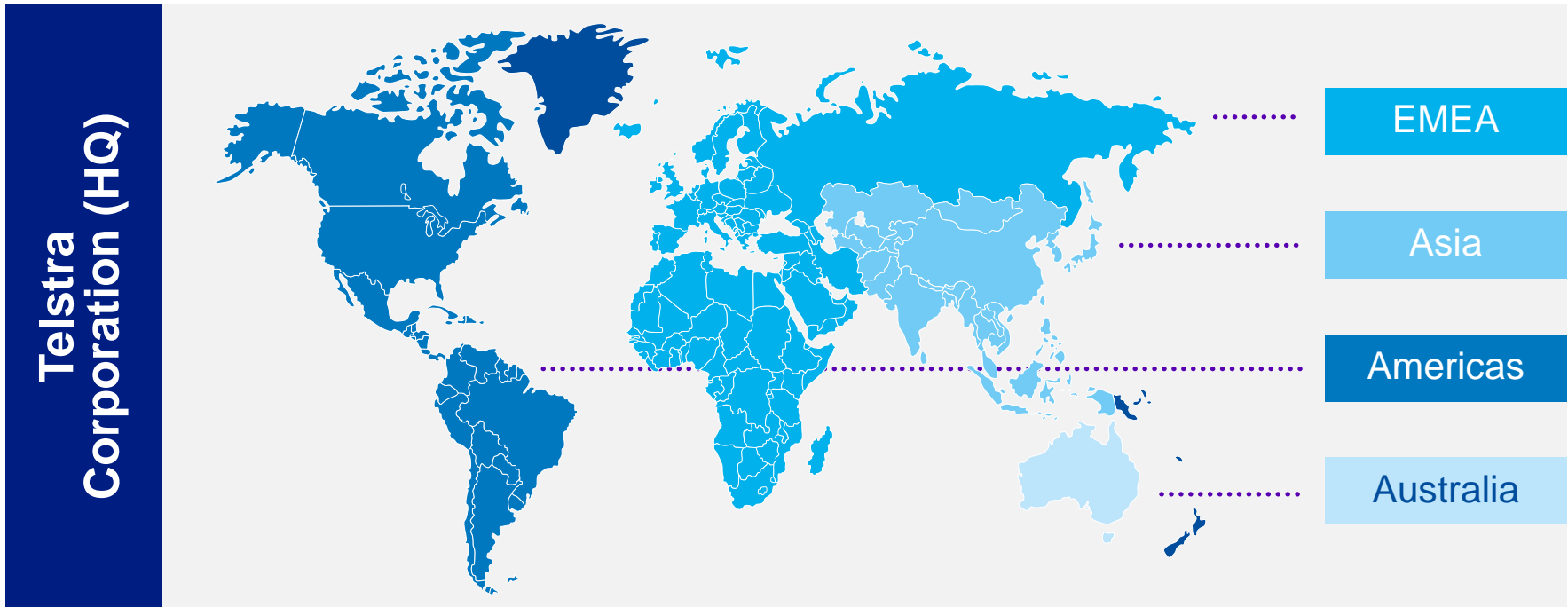
Digitalisation of Industries



Cloud at Telstra

Our Story

Telstra's Journey with Cloud



No single view
of customer information

Core business functions
operating in regional 'siloes'



Lack of collaboration
between employees

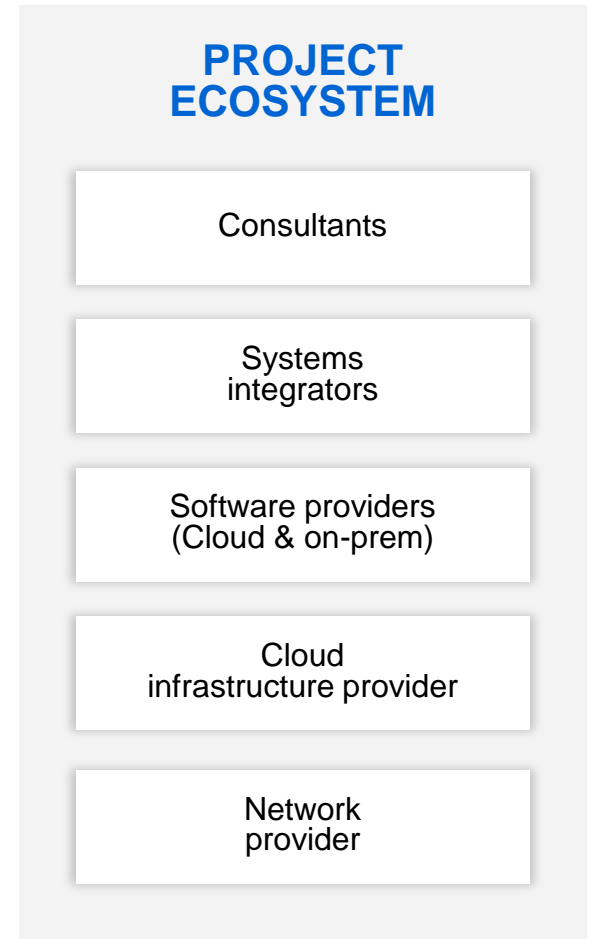
Legacy applications
reaching 'end of life'

Wasted ICT expenditure
& duplicated systems

Lack of globalised
processes

Telstra's Journey with Cloud

PREVIOUS CHALLENGE 	BUSINESS BENEFIT 
No single view of customer information	<ul style="list-style-type: none"> • Global Account Management • Single CRM and marketing platforms
Lack of collaboration	<ul style="list-style-type: none"> • Global mind-set and culture' • Employee engagement improvements
Wasted ICT expenditure & duplicated systems	<ul style="list-style-type: none"> • Legacy systems phased-out • Significant ICT cost savings
Core business functions operating in regional 'siloes'	<ul style="list-style-type: none"> • Agile product development cycle • Products to market in record time
Lack of globalised processes	<ul style="list-style-type: none"> • Global service management • Significantly improved NPS score



Responding to Market Demands

Creating a Brilliant & Connected Future

Realising the Vision for Cloud Services in the Enterprise

Making better things

Making things better

Making things work

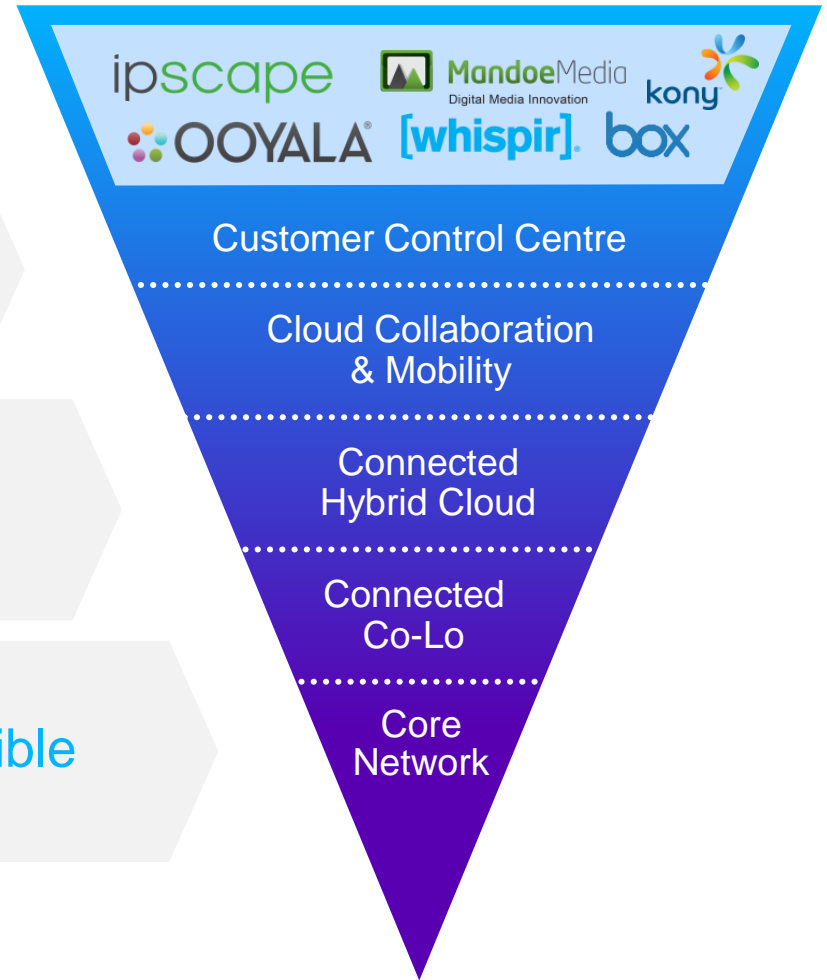
Creating a Brilliant & Connected Future

Vision for Cloud Services in the Enterprise

Customers **decide** the role services providers play

All solutions are **designed** on the network or in the cloud

All services are fully **scalable and flexible**



Telstra Cloud Analyst Recognition



Cloud Provider Partner of the Year
Cisco Partner Summit 2014



Cloud Service Provider of the Year
EMC Partner Summit 2014



Telecom Cloud Service Provider of the Year
2014 Frost & Sullivan Asia Pacific ICT Awards



Recognised as a Challenger in Gartner Magic
Quadrant for Cloud-Enabled Managed Hosting
in Asia/Pacific



Recognised as champions in the APAC
Collaboration Services Market Frost IQ matrix



Thank you