

# Data Visualisation QuickStart

Use visualisations to gain valuable  
insight and Business Intelligence.

**Fact Sheet**





## Benefits

- Run your business with a clear vision of all your organisation's data.
- Simplify the complex information in your data and make smarter decisions.
- Interact with your data and gain actionable insights.
- Identify patterns and key business trends and take swifter actions.
- Enhance communication in your business using a data-driven approach.
- Encourage innovation and agility by facilitating access to data.



## Why Telstra Purple

We have several years of experience in delivering real business transformation across small, medium, and large enterprises. In the Data Visualisation domain, we have a team of certified professionals for Tableau, PowerBI, and Microsoft Business Intelligence.

Our team of consultants deliver enterprise-scale projects with high-quality reports and dashboards for senior management clients. Our partnership with Tableau and Microsoft enables us to maximise the value that our clients can derive from these products.

Our expert mix of Data Platform Engineers, Enterprise Architects, Cloud Solution Architects, and Data Scientists combine to provide a complete end-to-end service, from advice and strategy to implementing data integration flows.



## How does it Work?

Telstra Purple's Data Visualisation QuickStart lets businesses quickly see how they can benefit from a modern BI dashboard service.

This is executed through a comprehensive 10-day dashboard development process to deliver functioning prototypes tailored to your data and business priorities.



## Approach

Our repeatable approach covers stakeholder engagement and rapid delivery in a single package:

- 1 **Discover** – Kick-off workshop, identify requirements, data sources, and data types.
- 2 **Define** – Confirm approach and output.
- 3 **Deliver** – Rapid prototype of dashboards with interim agile review cycles.
- 4 **Drive** – Final workshop to demonstrate dashboards and share roadmap for enterprise roll-out.



## Recent Examples

Telstra Purple has supported customers' business transformation across various industries through our data visualisation capabilities. The examples below outline the types of sectors and how we helped them.

**Bioinformatics** – Organisation-wide IT cost and service desk operations reporting for senior leadership team.

**Insurance** – Interactive security vulnerability tracking dashboard and web portal for a global insurer.

**Non-Profit** – Dashboard development for a charity's anti-virus compliance, security vulnerability, and email security audit.



## Telstra Purple

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