Telstra Purple

Digital Architecture Accelerator

A faster and smarter way to get to your digital journey destination.

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Fact Sheet

Being on a digital journey can be challenging – especially when you do it on your own. You may spend significant time and expenses to define the destination, without knowing how close you are to success.

No matter where you are on your digital journey, our team of transformation experts can help you achieve your ambitions faster and more efficiently. Telstra Purple can partner with your business to offer insights, advice, roadmaps, and analyses relevant to the current market.

We combine deep domain expertise with our 4D Methodology, a consulting-led approach, which achieves predictable, repeatable outcomes for IT change. This lets you cut through complexity, overcome blockers, and avoid common pitfalls.

What you get

- We'll evaluate how well your digital strategy lines up with what drives your business, so you know what to focus on for best returns and greatest agility.
- Our assessments are led by your requirements, rather than focused on implementing changes based on trends. We highlight the strengths and weaknesses of your current digital strategy and the technology that underpins it and provide actionable recommendations to improve and evolve your strategy.
- We'll work alongside you to validate the vision for your future digital architecture and a roadmap outlining the key milestones needed to deliver it. We'll help you prioritise your technology investments and build out transformation plans and business cases.

As a partner on your journey, we'll help you improve the digital culture within your business by driving consensus across key stakeholders and teams to deliver a common set of digital objectives, underpinned by coherent strategy and technology architecture.

Why Purple?

- Our ARCH methodology, which stands for Architecture, Risks, Complexity and Holistic Vision, helps you plan for change by identifying the gap between your current and future desired state and provides a flexible, standards-based framework.
- Ourglobal network of 1,500 certified experts bring awealth of hands-on digital transformation experience from different industries, use-cases, and geographies. Our experts orchestrate your technology into a solution that's purpose-built for your requirements.
- We've forged strong partnerships with technology providers, so you can leverage our combined expertise for leading-edge solutions.

Where do you start?

Digital Architecture Accelerator: Quickstart
This short workshop-based assessment with your business leaders and digital SMEs provides a rapid view of the maturity of your digital strategy. It identifies potential opportunities for improvement and areas requiring further investigation.

Digital Architecture Accelerator: Roadmap
We unravel the complex map of digital strategy, architecture, underlying technology platforms and dependencies for your business, giving you a clear picture of how it meets your current and future digital business drivers. Working in conjunction with your SMEs, we then evolve the strategy to produce a revised strategy and roadmap enabling you to achieve your digital objectives faster, more efficiently and more reliably.

Our ARCH Framework
Encompassing our comprehensive experience in delivering major digital transformations, and underpinned with industry standards and frameworks, our ARCH framework provides a rapid way to assess, plan and transform your digital architecture.

Where next?
Once the strategy and roadmap are complete, we can either handover to your team or work with you to deliver it. Our experienced team of transformation leads can help your team deliver major change without impacting your business and establish 'lighthouse' projects to lead the way in establishing your digital culture and operating model.

Customer Story

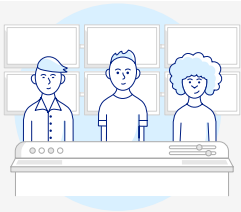
See how the London City Airport initiated a 'Smart Airport' experience

To attract more passengers and dynamically manage traffic through the terminal, London City Airport's 'Smart Airport' programme uses business intelligence and analytics from 190 cameras across the airport to make smarter decisions and prioritise investment.

https://purple.telstra.com.au/case-studies/london-city-airport

About Telstra Purple

1,500+
Experts

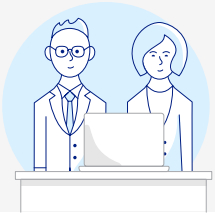


A team of 1500 technology experts across the globe specialising in network, cloud, security, collaboration, mobility, software, data and analytics, and design.

4
Regions

Built on a foundation of acquisitions, we are a powerhouse of demonstrable experience and expertise. We're committed to collaboration. We bring the best people across our organisation together with yours to design, build and deliver outcome-based solutions.

Best in Breed Partnerships



We've built strong global partnerships with industry leading vendors including Microsoft, AWS & Cisco but always deliver purpose-built solutions, with people at the centre.

Telstra Purple

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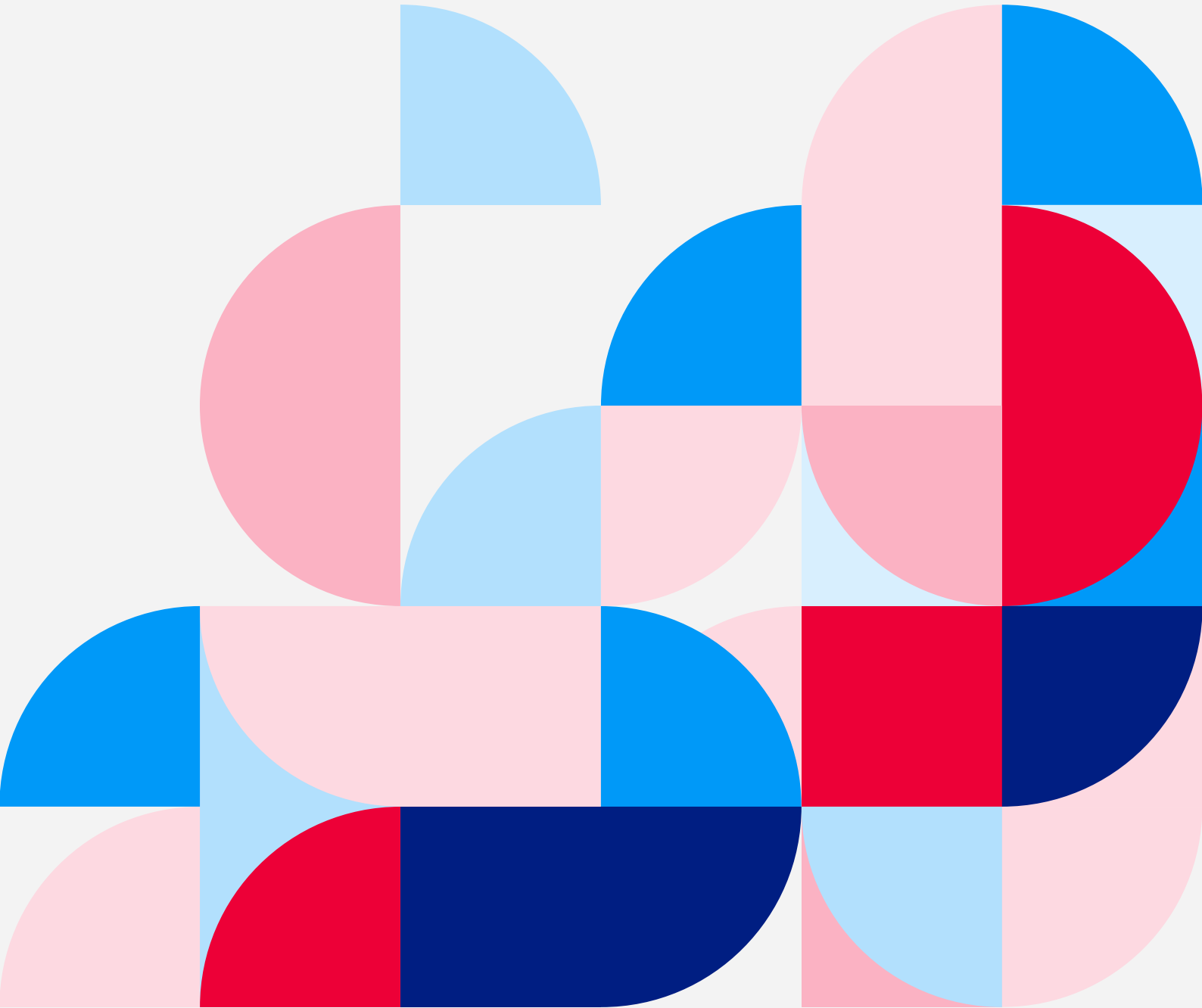
computing Security Excellence Awards 2018 Winner

CRN CHANNEL AWARDS 2017 FINALIST

2016 UK IT INDUSTRY AWARDS computing WINNER

bcs Group Member

winner Cyber Security Awards