



# Empowering Financial Services through Technology

Realising global opportunities for the  
financial services industry

# Introduction



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Financial institutions have long been grappling with transformation to digitise supply chains, modernise operations, and boost agility and flexibility. That much remains true today.

Yet, no period has created more uncertainty than during COVID-19. Borders have closed, employees are working from home, regulations have been relaxed, and supply chains have been disrupted.

Although COVID-19 will hopefully be a short-term disruption, it will leave in its wake a requirement to change the way in which the FSI market engages with its customers securely. This is because the world of banking and trading moves faster than ever before. The transition to long-term remote working is compelling company-wide transformation – and the need to differentiate to compete remains as strong as ever.

At Telstra, we empower the banking and finance sector to connect to new global opportunities, flexibly empower employees, and meet security and compliance demands. We do that through our leading global low-latency network, our expert services, and products and partnerships developed specifically for the financial industry.

As the network leader in Asia Pacific, the fastest growing region for financial services globally, Telstra is the partner of choice for financial institutions. Our global infrastructure, innovative technology, comprehensive expertise, partner ecosystem, and services help financial institutions thrive in a brilliant connected world.





# About Telstra

Telstra is your partner to connect purposefully to new growth in Asia – and beyond.

We're one of the world's leading telecommunications and technology companies. We believe the more connected people are, the more opportunities they have.

That's why we bring innovative technology, capability and talent from around the world to help businesses create connected futures.

Today, we have approximately 1,600 employees based in more than 20 countries outside of Australia, providing services to thousands of customers. We offer those customers the largest and most diverse subsea network system in Asia, established over several decades and delivering up to one-third of Asian IP traffic.

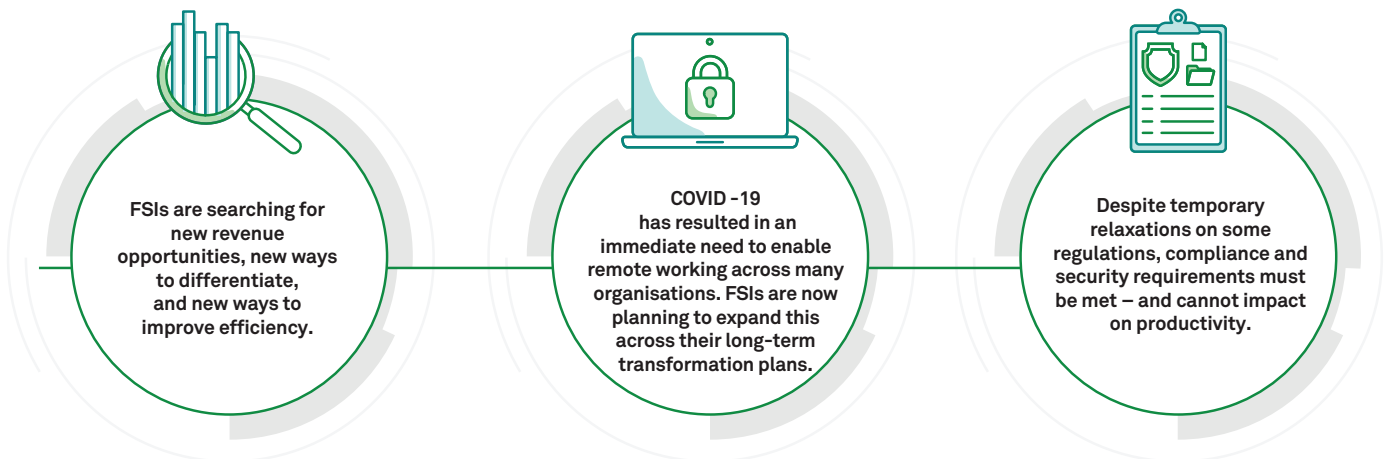
These services are underpinned by our extensive cable network, with licences in Asia, Europe and the Americas and access to more than 2,000 Points of Presence (PoPs) in more than 200 countries and territories.

Our heritage is proudly Australian but we have been helping international businesses connect for more than 70 years. We operate in every major market, with an unparalleled network and presence in Australia and Asia Pacific. Our commitment to service excellence and in-country support enables you to seize new opportunities around the world.



# Transforming through constant change

## Financial institutions are transforming their businesses



## Why Telstra for financial institutions?

Telstra's high-performance, low-latency connectivity to key global markets drives new financial opportunities.

Telstra has invested in applications to drive productivity, while staying secure and compliant with key regulations.

Telstra flexibly empowers employees to optimise their productivity, even while working remotely.



# 1

## Connectivity and performance optimised for your needs

Because Telstra continues to invest in ownership of key subsea cable routes, we can offer FSIs high-performance connectivity including low-latency solutions across exchanges and an integrated ecosystem of data centres and services.



### A network optimised for your needs

Telstra's ownership and continued investment in our global subsea network give financial institutions more control over their connectivity. That means simple scalability, direct connectivity for better performance, and more diversity options for continuity planning.

- Our subsea infrastructure spans more than 400,000 kilometres and delivers up to a third of all IP traffic in Asia.
- Telstra owns 100% of the intra-Asia EAC-C2C submarine cable connecting Japan, Korea, mainland China, Taiwan, Hong Kong, the Philippines, and Singapore.
- Telstra offers the fastest route from Australia to Asia on the INDIGO cable.

Benefit from Telstra's EPL (Ethernet Private Line) and EPL Express high-performance connectivity, and our cloud solutions including the Telstra Programmable Network software-defined networking platform.

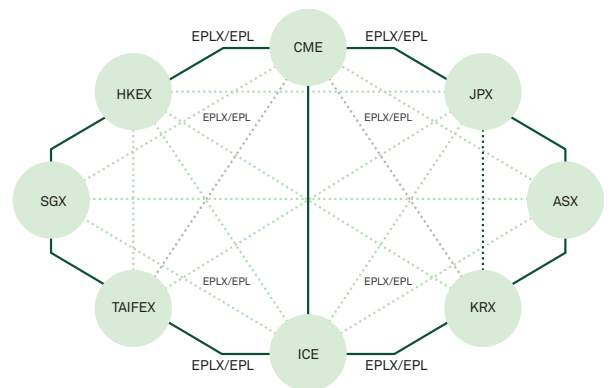


### Telstra's integrated financial ecosystem

Telstra's partnership with Equinix brings together our leading Asian network with the world's premier data centre and interconnection provider. That means FSIs benefit from global connectivity, colocation of critical IT systems inside Equinix data centres, and interconnection across a financial ecosystem of more than 1,250 financial services companies within the Equinix platform.



### The Telstra Octagon



Trading is a cut-throat world where the difference between success and failure is measured in milliseconds. The Telstra Octagon links eight primary exchanges and 10 Equinix secondary markets. Together, they provide direct market access and colocation space and power to financial trading firms operating in Australia, Singapore, Hong Kong, Japan, Taiwan, Korea, the US, and Europe.

The Telstra Octagon offers:

- Direct market access to exchanges and data centers via low-latency connectivity.
- Exchange and data centre colocation, interconnection, and hosting.
- The expertise to consult, monitor and manage your service, end-to-end.

## 2

## Empowering productive, secure, and flexible remote working

Financial institutions are constantly looking to get an edge over the competition, even when their staff are working from home and traditional technology set-ups are ageing and office-based.



### Virtual desktop infrastructure enables a trading floor experience from the home office

Telstra virtual desktop infrastructure (VDI) provides remote workers with a virtual instance of their desktop, trading and productivity apps, and files, all stored centrally to maintain security and compliance.

Traders get a reliable, trade floor-quality user experience without encountering jitter or fuzziness with boosted VDI performance via virtual GPUs.

Delivered on Telstra's leading network, our VDI solution offers the experience and flexibility remote users demand while maintaining control and governance at the back-end. And we complement those services with expertise in managed services and a close partnership with key vendors like Citrix.



### Simple, comprehensive communications with Trader Voice

The traditional means of communicating in FSIs and trading floors don't translate well to a home-working environment. That's why cost-effective solutions using SIP are coming to the fore, as they enable remote work while maximising your current trader technology investments, through the flexibility of on-demand SIP connectivity between in-house and third-party trading platforms.

Telstra Trader Voice SIP Connect offers a complete on-demand SIP private wire solution for financial services, transforming legacy fixed wire services to flexible consumption-based services, including the ability to integrate TDM-, SIP- and PSTN-based services globally. Our solution delivers high-performance connectivity with the capabilities of a turret, including non-blocking, hoot and hollers, call forking, barge-in, and bridging group DIDs with your trader turret systems.

All voice recordings are recorded at a network level and forwarded to you at the conclusion of every call to help you meet data sovereignty requirements, for efficient and compliant trades.



### Improve your speed to reach new markets with our managed low-latency trading hub

Realise opportunities in new markets fast by complementing Telstra's unique Octagon model with our tailored low-latency trading hub.

Our expert managed services take care of connectivity to the data centre, cloud, and your trading platform - providing certified infrastructure to connect to liquidity partners in Transaction Network Services (TNS) marketplaces across the world's leading financial centres.

Because of Telstra's global scale and end-to-end service, we can slash the time it takes to organise access to new liquidity providers from weeks to days.

## 3

## Embedded compliance, security, and productivity from any location

Telstra offers FSIs technology solutions to empower traders and bankers to work productively from remote locations, while boosting compliance across borders.

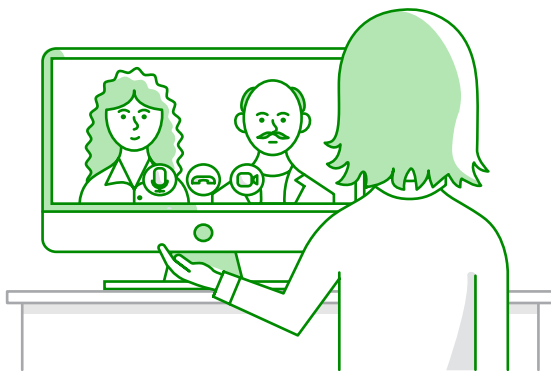
### Integrated surveillance and recording of all aspects of a trade to drive compliance and analysis.



Telstra empowers FSIs to record all aspects of a trade through our Soteria partner platform. Our solution records everything the trader touches in a trade, including voice, video on Zoom, IM, chat applications like WhatsApp or WeChat, and more. And, unlike other providers, we immediately provide recordings to you.

Our solution is an open FSI recording platform, using open APIs to combine all relevant types of data for compliance recording. Combined with Telstra's leading global network, that means we offer a single global view of key trading data in a cost-effective, easily analysed way.

### Telstra boosts compliance with Telstra Calling for Microsoft Teams



Telstra is one of the first companies to offer live video capture and recording on Microsoft Teams.

That means increased compliance alongside improved ability to convert recordings to text for simple alerting, search, and retrieval of relevant information.

Telstra's solution is one of the first to offer organisational and lawful recording for Microsoft Teams calls.

To find out more about Telstra's financial services solutions speak to your account representative or contact us today.

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