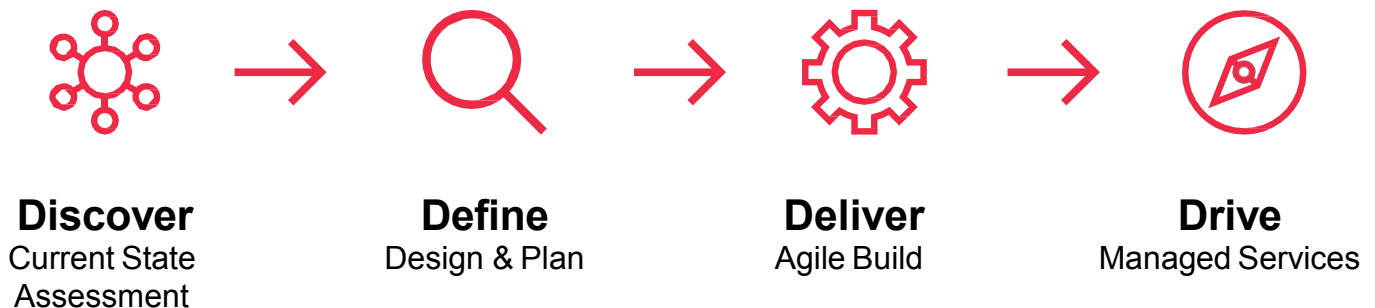


Purple Asia Overview

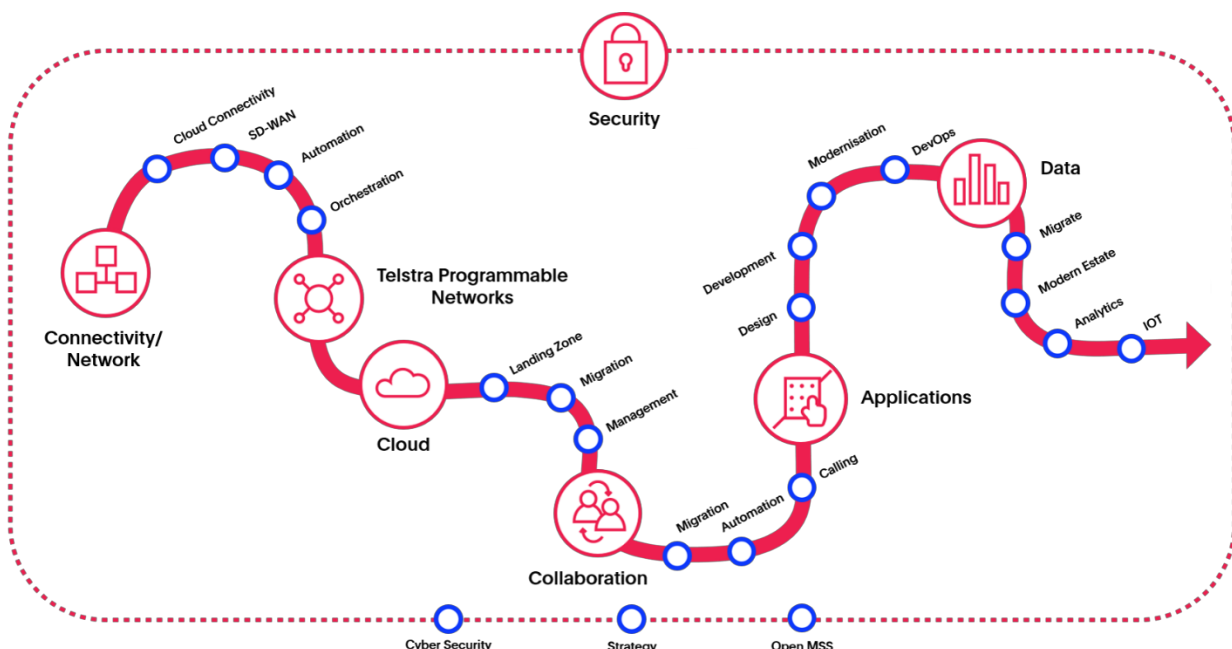
Technology that inspires. Purposefully delivered by experts.

Your business needs are unique - so the solution you need to achieve outcomes is, too. Our experts orchestrate technology into a solution that's purpose-built for your requirements. We believe leadership starts by putting people and purpose at the centre. Bring together your experts with ours and harness the power of technology across the spectrum.

Our Approach



Your Transformation Journey



Data & Analytics Capabilities

Unlock the business potential of your data, break the silos and move to intelligent cloud services. Empower your business to help make data driven decisions, visualising in near real-time to provide intelligence to your planning and customer service.

Business Outcomes



Migration

Move your disparate databases to the cloud, to help leverage cost efficiencies, scale and business continuity efficiencies.



Modernisation

Access massive scale and functionality, to help derive value from your data and data sources



Visualisation

Provide business insight from your data, past present and future using advanced Machine Learning techniques

Welcome to the “world’s data cloud”, a global, secure, diverse, and intelligent cloud database service.

“ Building a data-driven enterprise is not just about encouraging the use of data in decision making. Data and analytics leaders must lead development of the appropriate competencies and align work to be consistent with their enterprise’s ambitions for generating information value. ”

Gartner, “Build a Data-Driven Enterprise“, published 4 March 2020.

Migration, Modernisation, Analytics & Visualisation

Cloud data platforms combines global storage, compute and database services, that can be leveraged by advanced visualisation and analytics services, to help truly modernize your data estate, and make your organization data driven.

Benefits



Global Reach

Access from offices in different countries around the world cost effectively and allowing global access and business continuity to business applications for you and your customers



Cloud Native

Cloud based approach and delivery lets the technology do the heavy lifting and improve the accessibility



Massive scale

Auto-scale databases into the peta-bytes, eliminating the need to pre-provisioned storage. Serverless databases remove need to manage app scaling



Cost Efficiency

Able to deliver and do more with less and faster time to gain business value with improved release cycles, less rework and waste

Case Studies

On-premises to Cloud Data platform (Migration)

Problem: Client had accumulated vast amounts of data stored across a wide range of source system databases

Solution: Implemented a modern cloud-storage solutions (Data Lake and SQL Database) which catered for Business Intelligence and Data Science workloads

Outcomes: Created a cohesive data solution for the client that enabled insightful information to be produced with a high level of visibility throughout the organisation of what information was being brought in

Data Lake (Modernisation)

Problem: Disparate data sources (Internet of Things, databases), yet client aimed to be at the forefront of the industry's digital transformation. Client wanted to harness these sources and become a digital utility where critical decisions are based on data and insights

Solution: Unlocked data from data silos, cleaned and moved to modern data warehouse

Outcomes: Massive parallel compute, fast performance to obtain insights in one-third the time at scale, increasing velocity to market and competitiveness

Targeted visualisation (Analytics & Visualisation)

Problem: Client's high speed of production, quality issues and subsequent machine downtime led to product waster, costing the business several millions of dollars a year

Solution: Build a Data & Analytics solution that creates near real-time insights into the performance of the production line

Outcomes: Allows factory staff to quickly understand and address the root causes of waste.



Book a call with one of our experts

Book a 15-minute call with **our experts** to understand how our services can help you



Streamline Processes and Improve Scalability and Agility

Offer – Migrating to a
Cloud Data Platform








There's a world of benefits and possibilities that migrating your databases into the public cloud can bring to your organisation but getting started is always the hardest part. You might have legacy or complex systems and multiple business units. Or there's uncertainty around your current state and what possibilities you can explore, or maybe you just need help to get things sorted and ready – for that we recommend our 2 day Discovery workshop for the initial engagement.

Our team of experts will spend from two to four weeks with your organisation, looking into one or more data platforms, or problem statement(s), and help build a technical and change management roadmaps including tasks like data silo aggregation, data transformation and migration strategies to guide you through your Cloud journey.

When you are ready to fully harness the power of public cloud, please consider our Analytics and Visualisation workshops to deliver impactful business benefits and insights.

 Duration	Around four (4) weeks (depending on size and complexity)
 Format	Workshop, consultation and showcase
 Agenda	<p>Research (Phase 1 - Week 1)</p> <ul style="list-style-type: none">› Design Thinking Workshop facilitated by Telstra Purple› Defining current opportunities within your organisation› Mapping out possibilities through interviews with business and data owners› Technical Workshop<ul style="list-style-type: none">– Review of current architecture/infrastructure data and tech stack– Review existing cloud investments and roadmaps– Review of workload and application cloud suitability– Review of functional and non-functional data and analytics requirements– Review of data sources and third-party integrations and existing platforms› Market analysis of options and suitability



Agenda

Define (Phase 1 - Week 2)

- › Workshop and key outcomes synthesis
- › Current implementation synthesis
- › Identified risks and GAP analysis
- › Challenge statements
- › Definition of functional and non-functional requirements
- › Third-party integration capabilities and limitations

Showcase 1

- › Presentation of findings
- › Walkthrough of next two weeks

Concept and Deliver (Phase 2 – Weeks 3 and 4)

- › Co-Technical Design Session
- › Proposed high-level architectures
- › Data structures and mapping
- › Types of services conceptualization
- › Overall Technical Roadmap
 - Technical spikes to run (if applicable)
 - Data stack changes to make
 - Deployment and update Strategy
 - 4Rs Strategy (Rehost, Refactor, Re-architect, Rebuild)

Showcase 2

- › Presentation of findings
- › Next steps



What you'll get

Current State Report

- › Diagram of current data architecture
- › Availability of architecture components for remodelling
- › What practices and processes are in place?
- › Do you have a deployment strategy?
- › How much automation is in place? Do
- › you have a roll-back strategy?
- › What is not working?
- › Where is there technical debt?



What you'll get

- › Are there applications in the cloud?
- › Are applications cloud-ready?
- › What are these data applications developed in? Do they need to be modernised?

Enhancements and Documentation

- › Technical roadmap
 - How would we implement the changes suggested in this phase?
 - Rehost, Refactor, Re-architect, Rebuild—and when?
 - What improvements can be put into place?
 - Future features to add into the application(s)
 - What DevOps processes can be introduced for practice?
 - Which Tech Spikes should be run?
 - Pilot modernisation
 - If applicable, modernising a small part of the application(s)

› Next Steps

Overall

- › Problem statement
- › Defined and validated digital transformation opportunity
- › Evolve the customer/user journey
- › High-level product backlog
- › Leads into list of user stories based on user needs
- › Current Architecture
- › Current pain points
- › Technical Roadmap
 - Application built or Migration Strategy
 - Deployment Strategy
 - Future high-level Technical Architecture
- › High-level Digital Transformation Plan



Benefits

- › Cost out the build phase with a proper understanding of cost and strategy rather than a high-level estimate
- › Quick, affordable way to start your digital transformation journey
- › Our experts come in to help guide you in shaping ways to modernise and grow



Why Telstra Purple?



Largest Australian-owned team of technology services professionals – 1500 experts across four countries specialising in network, cloud, security, collaboration, mobility, software, data and analytics, and design.



We're committed to collaboration. We bring the best people across our organisation together with yours to design, build and deliver outcome based solutions.



Built on a foundation of acquisitions we are a powerhouse of demonstrable experience and expertise.



We've built strong partnerships with industry leaders including Microsoft (Gold), Cisco (Gold), AWS, Fortinet and more.

Telstra Purple orchestrates purpose-built solutions, with people at the centre. Bring us your opportunity. We're standing by to build and manage the solution.



Book a call with one of our experts

Book a 15-minute call with **our experts** to understand how our services can help you