

31 October 2012

The Manager

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**ELECTRONIC LODGEMENT**

Dear Sir or Madam

**Investor Day – slide presentations**

In accordance with the Listing Rules, I attach a copy of the presentations to be delivered at Telstra's Investor Day, for release to the market.

Yours faithfully



**Damien Coleman**  
Company Secretary



# TELSTRA INVESTOR DAY

## 31 OCTOBER 2012

DAVID THODEY, CHIEF EXECUTIVE OFFICER

IT'S HOW WE CONNECT 


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- These presentations include certain forward-looking statements that are based on information and assumptions known to date and are subject to various risks and uncertainties. Actual results, performance or achievements could be significantly different from those expressed in, or implied by, these forward-looking statements. Such forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of Telstra, which may cause actual results to differ materially from those expressed in the statements contained in these presentations. For example, the factors that are likely to affect the results of Telstra include general economic conditions in Australia; exchange rates; competition in the markets in which Telstra will operate; the inherent regulatory risks in the businesses of Telstra; the substantial technological changes taking place in the telecommunications industry; and the continuing growth in the data, internet, mobile and other telecommunications markets where Telstra will operate. A number of these factors are described in Telstra's Financial Report dated 9 August 2012 and 2012 Debt Issuance Prospectus lodged with the ASX and available on Telstra's Investor Centre website [www.telstra.com/investor](http://www.telstra.com/investor).
- All forward-looking figures in this presentation are unaudited and based on A-IFRS. Certain figures may be subject to rounding differences. All market share information in this presentation is based on management estimates based on internally available information unless otherwise indicated.
- All amounts are in Australian Dollars unless otherwise stated.


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# INDUSTRY TRENDS ARE ACCELERATING

IT'S HOW WE CONNECT 

<b>DIGITISATION</b> 	<b>NETWORKED WORLD</b> 	<b>THE POWER OF THE CONSUMER</b> 
<b>THE CLOUD</b> 		<b>INTERACTIONS</b> 

# OUR STRATEGIC PRIORITIES ARE SERVING US WELL AND REMAIN UNCHANGED

IT'S HOW WE CONNECT 

 <b>IMPROVE CUSTOMER SATISFACTION</b>	 <b>RETAIN AND GROW CUSTOMER NUMBERS</b>	 <b>SIMPLIFY THE BUSINESS</b>	 <b>BUILD NEW GROWTH BUSINESSES</b>
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## OUR FOCUS FOR FY13



- EXPANDING OUR LEADERSHIP IN MOBILES
- WINNING IN FIXED
- DELIVERING ON THE SIMPLIFICATION AGENDA
- BUILDING OUR GROWTH BUSINESSES
- CREATING A CUSTOMER SERVICE CULTURE

## EXPANDING OUR LEADERSHIP IN MOBILES



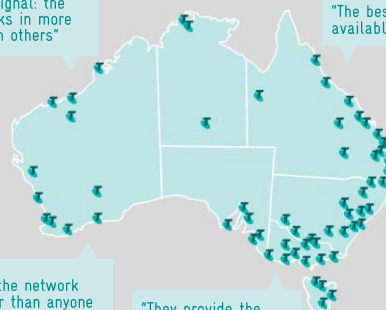
- MOBILE EBITDA NOW EXCEEDS PSTN EBITDA
- OUR MOBILE NETWORK IS A KEY DIFFERENTIATOR
- ACCELERATION OF OUR 4G NETWORK ROLL OUT IS NOW UNDERWAY
- OVER 820,000 4G DEVICES INCLUDING 405,000 HANDSETS SOLD

### HOW WE DIFFERENTIATE IN MOBILE

"WHY TELSTRA" IN MOBILE IS FOUNDED ON NETWORK SUPERIORITY

"Just the signal: the fact it works in more places than others"

"The best coverage available"



"Coverage: the network is far better than anyone else; that is what we experience in this area"

"They provide the best phone coverage compared to any other provider"

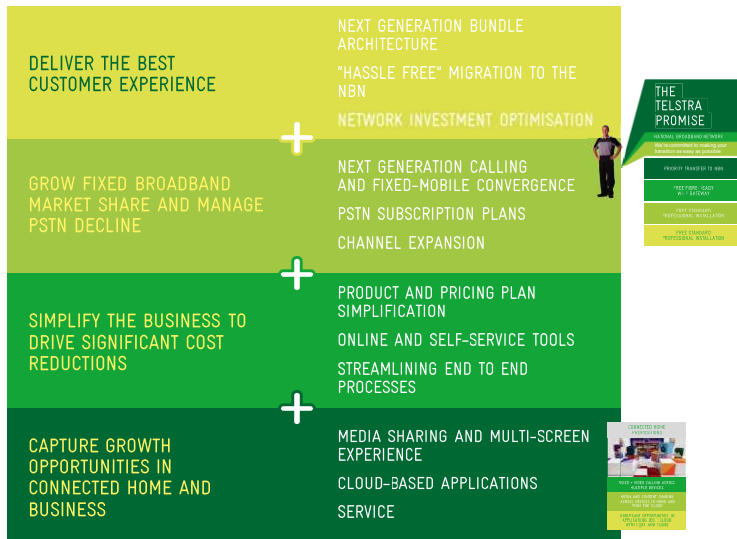
TELSTRA  
4G COVERAGE

# WINNING IN FIXED



## KEY PRIORITIES:

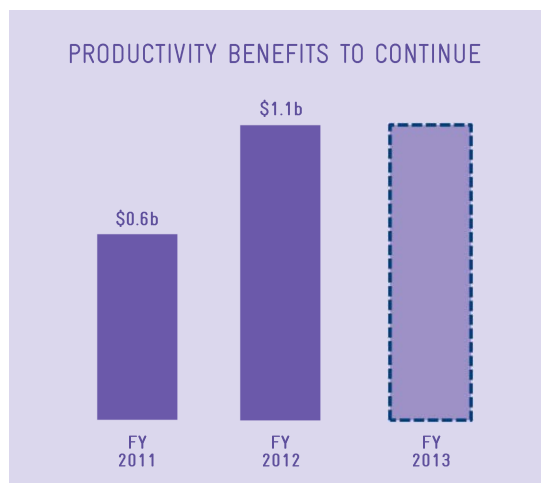
- GROWING FIXED BROADBAND
- MANAGING PSTN DECLINE
- SUCCESSFULLY TRANSITIONING TO THE NBN



# DELIVERING ON THE SIMPLIFICATION AGENDA



- BUSINESS IMPROVEMENT SUPPORTS ALL OUR STRATEGIC PRIORITIES
- \$1.1B IN PRODUCTIVITY BENEFITS DELIVERED ACROSS THE BUSINESS IN FY12
- OUR PRODUCTIVITY ASPIRATIONS FOR FY13 ARE SIMILAR TO FY12



## BUILDING OUR GROWTH BUSINESSES



- OUR GROWTH OPPORTUNITIES COMPLEMENT OUR CORE BUSINESS
- WE INTEND TO GROW IN THESE NEW AREAS BY LEVERAGING THE CORE OFFERINGS WE ALREADY HAVE IN THE MARKET PLACE



BUILD NEW  
GROWTH  
BUSINESSES

NAS

ASIA

MEDIA

## TELSTRA MEDIA GROUP



MEDIA  
ENTERTAINMENT  
AND  
SERVICES CONTENT

- LEADERSHIP IN MULTI-SCREEN IPTV, PREMIUM INTERNATIONAL CONTENT, LOCAL CONTENT AND SPORT

FOXTEL

- WE ARE WORKING WITH FOXTEL TO INCREASE PAY TV PENETRATION

MEDIA  
MARKETING  
SERVICES

- WE CONTINUE TO TRANSFORM SENSIS TO BE AUSTRALIA'S LEADING DIGITAL MARKETING SERVICES PROVIDER FOR SME

## CREATING A CUSTOMER SERVICE CULTURE



- CUSTOMER SERVICE INITIATIVES ARE BEING ROLLED OUT ACROSS THE ENTIRE BUSINESS
- OUR AIM IS TO CHANGE THE WAY OUR CUSTOMERS TALK ABOUT TELSTRA
- CREATING CUSTOMER ADVOCATES IS A LONG TERM FOCUS



## SUMMARY



WE HAVE THE RIGHT STRATEGY TO TAKE ADVANTAGE OF MARKET TRENDS

WE ARE ON TRACK TO DELIVER ON OUR 2012/13 COMMITMENTS



## FINANCIAL UPDATE

ANDREW PENN, CHIEF FINANCIAL OFFICER



## 2013 GUIDANCE<sup>1</sup> OUTLOOK CONFIRMED



Measure	FY12 ex TelstraClear	FY13 Guidance
Total Income	\$25.0bn	Low single digit growth
EBITDA	\$10.3bn	Low single digit growth
Capex		~15% of sales
Free Cash Flow	\$5.1bn	\$4.75 – \$5.25 bn
Dividend <sup>2</sup>		28 cps fully franked

1. Guidance assumes wholesale product price stability, no impairments to investments (including the foreign exchange impairment on Telstra Clear expected on completion) and excludes any proceeds on the sale of businesses and the cost of spectrum purchases
2. Dividend subject to the Board's normal approval process for dividend declaration and there being no unexpected material events



## CAPITAL MANAGEMENT UPDATE STRATEGIC FRAMEWORK



1. Any dividend is subject to the Board's normal approval process for dividend declaration and there being no unexpected material events.

## ADAM INTERNET STRATEGIC RATIONALE



ACQUISITION OF A LOW COST, ONLINE  
SALES & SUPPORT BUSINESS

BUY VERSUS BUILD DECISION

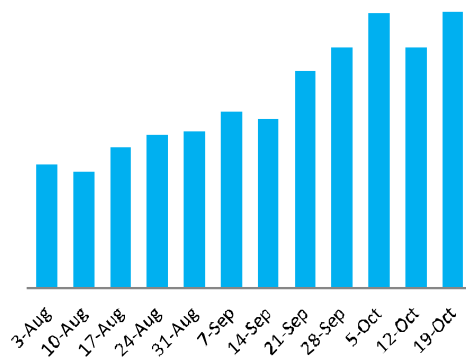
SUBJECT TO ACCC APPROVAL



## NBN REPORTING UPDATE PROGRESS OF ROLL-OUT



### WEEKLY NBN ACTIVATIONS RAMPING UP



### PROGRESS UPDATE

- Working closely with NBN Co on build of transit network: Almost a quarter of dark fibre links and 3,000 equivalent rack spaces delivered
- \$321m Information Campaign & Migration Deed received: \$170m recognised in FY13
- \$100m Retraining Deed received: \$15m recognised in FY13
- TUSMA payments commenced
- Limited PSAA and ISA payments received

## APPENDIX



## NBN REPORTING UPDATE P&L AND CASHFLOW TREATMENT



### INFRASTRUCTURE ACCESS

- Telstra bills NBN quarterly for access (rental) of infrastructure.
- Includes access to exchange rack spaces, dark fibre links and ducts.
- Booked as **OTHER FIXED SALES REVENUE**

### DISCONNECTION & SALE OF LEAD-IN CONDUITS

- Disconnection payments based on number of premises disconnected.
- Sale of lead-in conduits is an asset sale to NBN Co.
- Booked as **OTHER INCOME**

### COMMONWEALTH AGREEMENTS & OTHER GOVT POLICY COMMITMENTS

#### Re-training (\$100 million nominal value)

- Received in FY12. Booked as **UNEARNED REVENUE** (Balance Sheet), recognised as **OTHER INCOME** over next 8-10 years as training expenditure incurred.

#### Residual Agreement (\$321m nominal value)

- Received in FY12. Booked as **UNEARNED REVENUE** (Balance Sheet), to be recognised as **OTHER SALES REVENUE** to align with expenditure on transit network.
- ~\$60m (FY12) ~\$170m (FY13) ~\$90m (FY14)

#### TUSMA (~\$700m post tax NPV at June 2010)

- Recognised in P&L (commences in FY13) a year before receipts and payments flow through CF statement (FY14).
- Revenue will continue to be booked as **OTHER INCOME**

## WINNING IN MOBILE

WARWICK BRAY, EXECUTIVE DIRECTOR MOBILES



# STRONG PERFORMANCE IN FY12 FROM INVESTMENTS IN MOBILE



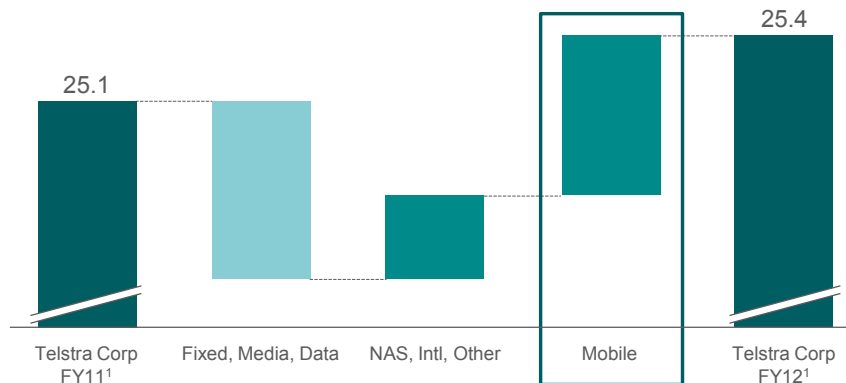
<b>GROWTH IN SIOS</b> > 1.6m domestic mobile customers added 	<b>REVENUE &amp; MARGIN</b> \$b 	<b>PREPAID</b> Branded share #3 → #1
<b>CUSTOMER SERVICE</b> > TIO Complaints /1000 customers ✓ > Service calls /customer ✓ > Customer service metrics ✓	<b>NETWORK</b> > Launched LTE first > LTE coverage to 2/3 <sup>rd</sup> s population by June 2013 > Network marketing 	<b>AWARDS</b> *Highest in Wireless Network Quality Performance <sup>1</sup> 

1. Telstra received the highest numerical score among wireless network providers in the proprietary J.D. Power Asia Pacific 2012 Australian Wireless Network Quality Performance Study<sup>SM</sup>. Study based on 1,538 total responses measuring four providers and measures opinions of wireless users about the quality of their service. Proprietary study results are based on experiences and perceptions of consumers/businesses/business users surveyed February – March 2012. Your experiences may vary. Visit [jdpower.com](http://jdpower.com).

# MOBILE IMPORTANT TO GROWTH



Telstra Revenue by Product  
\$b



1. Total Revenue

## MOBILE PRIORITIES



IMPROVE  
CUSTOMER  
SATISFACTION

INCREASE ADVOCACY

- › Call volumes and “right first time”
- › Self service (online)
- › Reduce bill shock

RETAIN AND  
GROW  
CUSTOMERS

WHY TELSTRA?

- › Market network advantage
- › Market customer service improvements

SIMPLIFY  
THE BUSINESS

IMPROVE MARGINS

- › Operating costs and SARC
- › Best practice ARPU
- › Targeted network CAPEX

DEVELOP NEW  
GROWTH  
BUSINESSES

GROWTH

- › MBB
- › M2M
- › Business applications

## FIVE QUESTIONS FROM INVESTORS:



REVENUE

1 HOW IS ARPU EVOLVING?

2 HOW IS TELSTRA BEING AFFECTED BY OVER-THE-TOP PROVIDERS AND WHAT IS OUR STRATEGY TO RESPOND?

3 HOW ARE WE THINKING ABOUT GROWTH GIVEN THE MARKET SLOWDOWN?

OPEX

4 TO WHAT EXTENT IS THERE GOING TO BE A RECONTRACTING CHALLENGE?

CAPEX

5 HOW IS DATA TRAFFIC GROWING AND WHAT ARE TELSTRA'S PLANS TO RESPOND?

## 1 HANDHELD ARPU IS STEADY (PRE MRO) AND MBB ARPU DECLINE IS SLOWING



FY 11 & 12 ARPUs (\$)

TELSTRA GROUP	2010/11						2011/12					
	H1		H2		FY11		H1		H2		FY12	
	\$	PCP \$	\$	PCP \$	\$	PCP \$	\$	PCP \$	\$	PCP \$	\$	PCP \$
<b>SIO ARPUs</b>												
Postpaid Handheld	\$64.81	(\$0.32)	\$63.32	(\$2.53)	\$63.95	(\$1.31)	\$63.38	(\$1.43)	\$59.04	(\$4.28)	\$61.51	(\$2.44)
Postpaid Handheld ex MRO	\$65.59	n/a	\$65.33	n/a	\$65.36	n/a	\$66.48	\$0.90	\$63.69	(\$1.64)	\$65.42	\$0.06
Prepaid Handheld	\$17.52	\$2.14	\$15.94	\$0.81	\$16.89	\$1.53	\$16.76	(\$0.76)	\$16.67	\$0.73	\$16.87	(\$0.02)
Total Mobile Broadband	\$43.44	(\$15.38)	\$36.37	(\$15.70)	\$40.22	(\$15.08)	\$32.50	(\$10.94)	\$29.84	(\$6.53)	\$31.26	(\$8.96)
Machine to Machine (M2M)	\$9.66	(\$1.70)	\$9.76	(\$0.31)	\$9.54	(\$1.09)	\$9.60	(\$0.06)	\$8.50	(\$1.26)	\$9.09	(\$0.45)
<b>Blended ARPU incl interconnect and MRO</b>	<b>\$49.77</b>	<b>(\$0.78)</b>	<b>\$47.71</b>	<b>(\$2.47)</b>	<b>\$48.90</b>	<b>(\$1.71)</b>	<b>\$47.71</b>	<b>(\$2.06)</b>	<b>\$43.96</b>	<b>(\$3.75)</b>	<b>\$46.09</b>	<b>(\$2.81)</b>

## 2 OVER-THE-TOP PROVIDERS ARE DRIVING SOME SUBSTITUTION OF MESSAGING VOLUMES



### OTT APPS BASED ON AUSTRALIAN SMARTPHONES<sup>1</sup>

1. Facebook
2. iMessage
3. Skype
4. Viber
5. Whatsapp
6. MSN Messenger
7. Windows Live messenger
8. Google messaging

### RESPONSE STRATEGY INCLUDES

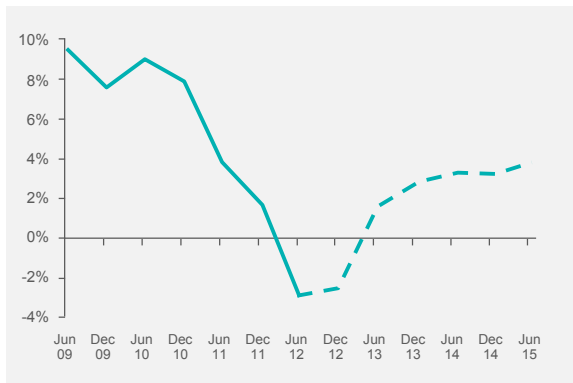
1. Evolving price constructs
  - Large value caps
  - Rebalancing from voice to data
2. UC applications for business
3. Considering own enhanced messaging solutions for consumer e.g. RCSe

1. Source: Telstra

### 3 WE AIM TO GROW A SLOWING MARKET



MOBILES MARKET SERVICE YOY REVENUE GROWTH<sup>1</sup> (%)



1. Source: Broker forecasts

#### 1. MBB APPLICATIONS



#### 2. M2M APPLICATIONS



#### 3. MONETISE DATA GROWTH

### 3 M2M IS COMPELLING AND GAINING TRACTION, BUT THERE ARE STILL MANY CHALLENGES AND UNTAPPED OPPORTUNITIES



**EDUCATING** MARKET AWARENESS



We will continue to educate and stimulate the market

**ENABLING** TELSTRA M2M CORE OFFERINGS



We will continue to build on our network strengths

**PROBLEM SOLVING (New Focus)** INDUSTRY SOLUTIONS

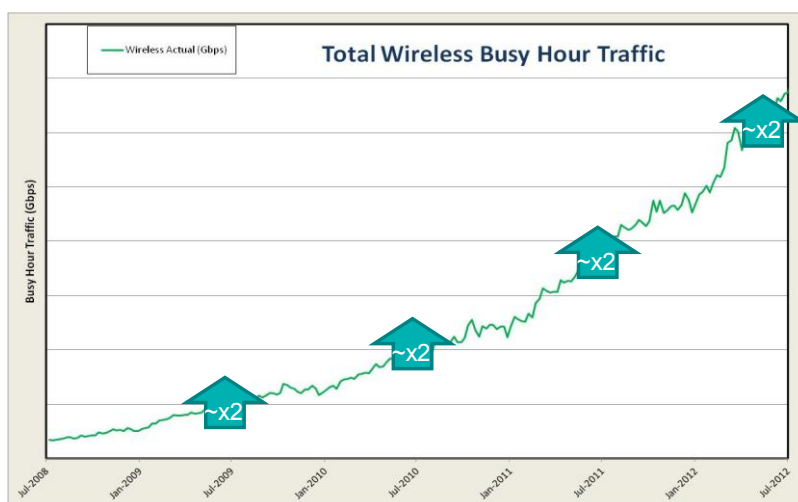


We will provide more to our customers through partnerships with solution, application and hardware providers and system integrators

**4 WE ARE CAREFULLY MANAGING SARC AND OTHER EXPENSES  
MOBILE MARGIN OPPORTUNITIES**



**5 TRAFFIC IS STILL GROWING STRONGLY,  
DRIVEN BY SMARTPHONE AND TABLET USAGE**



1. Source: Telstra



## 5 APPROACH TO MANAGING DATA GROWTH



### 1. SMARTER NETWORKS



### 2. RAN ARCHITECTURE



### 3. SPECTRUM MANAGEMENT



### 4. SMARTER DEVICES



### 5. SMART PRICING



### 6. MANAGING TOP 1%



### 7. NEW BUSINESSES



### 8. WIFI OFFLOAD



## 5 OUR LTE INVESTMENT WILL MORE THAN DOUBLE OUR LTE COVERAGE IN MAJOR METRO AREAS



### NETWORK INVESTMENT PLANS

- › \$1.2 billion mobile network investment in 2013
- › Another 1,000 4G base stations in 2013 and more in 2014
- › Will double 4G footprint in capital cities, bringing 4G to approx two thirds of population by June 2013
- › Continued investment to maintain superiority of 3G network – approx 7,000 capacity upgrades in plan for 2013
- › Upgrade of the core to deliver increases in traffic

### LTE 1800 ecosystem

- › Over a third of international LTE networks now in 1800MHz band<sup>1</sup>
- › 98 LTE1800 devices now available<sup>1</sup> (double January 2012)
- › All leading device manufacturers now offer LTE enabled devices<sup>1</sup>

1. Source: GSA, 'Status of the global LTE1800 market', 021012

**5** ONE YEAR ON FROM THE LAUNCH OF 4G COVERAGE, WE SELL 13 4G DEVICES

IT'S HOW  
WE CONNECT 

Range of different  
**4G DEVICES**



...AND MORE  
COMING...

September  
**2011**   
1 device

END OCTOBER  
**2012**  
13 devices



## CONCLUSION

IT'S HOW  
WE CONNECT 

- INVESTMENT RESULTED IN A STRONG 2012
- MOBILE A STRONG CONTRIBUTOR TO TELSTRA
- QUESTIONS:
  - ARPU
  - OTT
  - Market Growth
  - Recontracting
  - Network




# SIMPLIFICATION AND CUSTOMER SERVICE PROGRAM

ROBERT NASON, GROUP MANAGING DIRECTOR – BUSINESS SUPPORT AND IMPROVEMENT

IT'S HOW WE CONNECT 

## PROJECT NEW OBJECTIVES

OUR OBJECTIVES REMAIN UNCHANGED

IT'S HOW WE CONNECT 

THEME	OBJECTIVES
<b>SIMPLIFY</b>	<ul style="list-style-type: none"> <li>› Fast, lean and competitive operating model and culture</li> <li>› Value propositions clear and simple to communicate</li> <li>› Processes streamlined to reduce time-to-market by 30%</li> </ul>
<b>SERVE</b>	<ul style="list-style-type: none"> <li>› Best customer satisfaction rating compared to rest of market</li> <li>› Channel mix transitioned to 35% online / self help transactions</li> <li>› Further sustained reduction of TIO complaints</li> </ul>
<b>SAVE</b>	<ul style="list-style-type: none"> <li>› Significant cost benefits will emerge</li> </ul>

Source: 2010 Investor Day Presentation, Robert Nason

## PROJECT NEW SCOPE SUSTAINED END-TO-END FOCUS



Source: 2010 Investor Day Presentation, Robert Nason

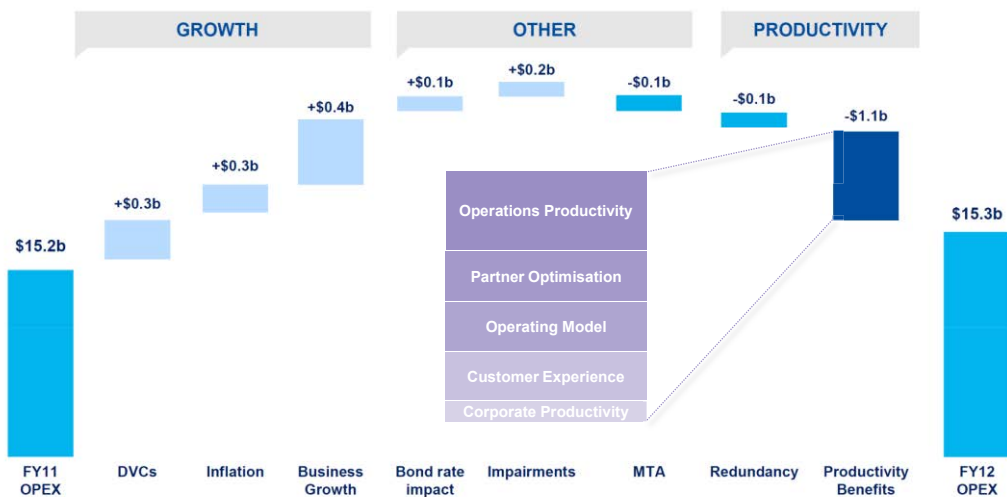
## RESULTS OUR STRATEGIC PRIORITIES ARE DELIVERING



CUMULATIVE PRODUCTIVITY	\$1.7B in cumulative productivity	↑
CUSTOMER SATISFACTION	7.5% improvement	↑
CUSTOMER COMPLAINTS	35% reduction in TIO complaints	↓
EMPLOYEE ENGAGEMENT	1pp improvement	↑
MARKET SHARE	3% increase in broadband share 7% increase in mobile share	↑

## PRODUCTIVITY OVER \$1.1B IN PRODUCTIVITY BENEFITS IN FY12

IT'S HOW  
WE CONNECT 

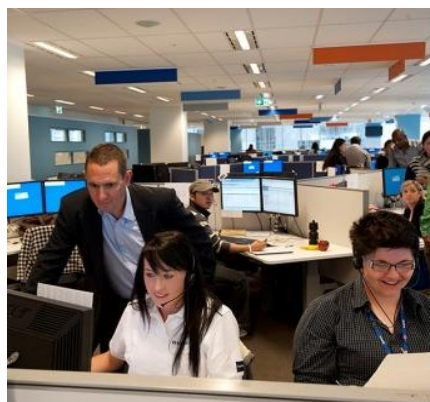


Source: Telstra Full Year Results Announcement 2012, overlaid with productivity breakdown

## OPERATING MODEL DRIVING RELEVANCE AND COMPETITIVENESS

IT'S HOW  
WE CONNECT 

- CREATION OF NEW, SINGLE MEDIA DIVISION AND BUSINESS UNIT RESPONSIBLE FOR INVESTMENT INTO INNOVATION
- ALIGNMENT AND OPTIMISATION OF CUSTOMER SEGMENT MANAGEMENT
- INVESTMENT INTO OUR NETWORK APPLICATIONS AND SERVICES DELIVERY MODEL
- OPTIMISATION OF OUR CALL CENTRES
- RATIONALISATION OF OUR HR, FINANCE AND BUSINESS SUPPORT FUNCTIONS



## OPERATING MODEL OPTIMISING RELATIONSHIPS WITH OUR PARTNERS

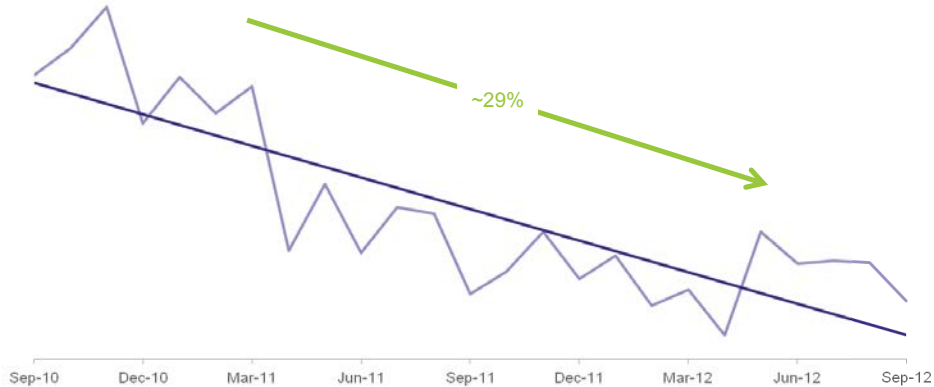
IT'S HOW  
WE CONNECT

- OPTIMISATION OF ALL STRATEGIC PARTNERSHIPS DELIVERING ALIGNED OUTCOMES AND INCREASED PRODUCTIVITY
- COLLABORATIVELY WORKING WITH PARTNERS TO BUILD LOWER COST INFRASTRUCTURE WHILST MAINTAINING QUALITY
- IMPLEMENTATION OF A NEW PARTNERING APPROACHING TO DELIVER ON-GOING PRODUCTIVITY AND A BETTER CUSTOMER EXPERIENCE

## PROCESS AND SYSTEM IMPROVEMENTS

IT'S HOW  
WE CONNECT

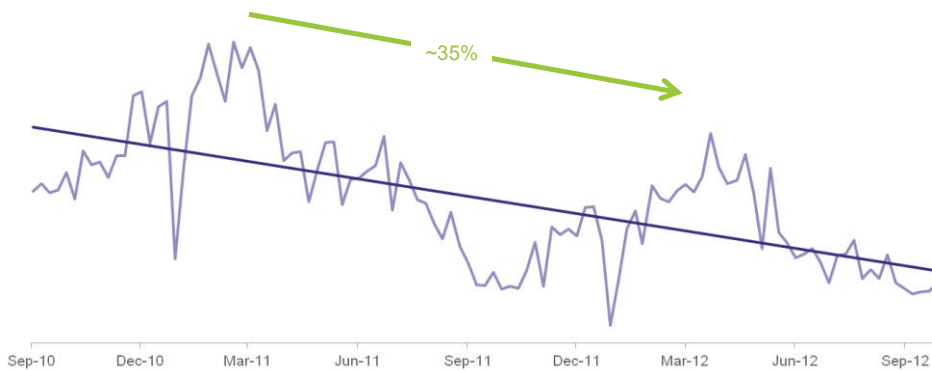
**Call Volumes**  
Millions per month



# PROCESS AND SYSTEM IMPROVEMENTS



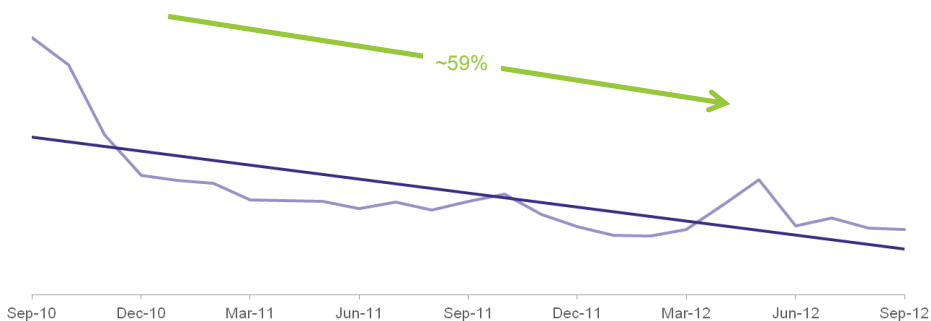
## TIO Complaints



# PROCESS AND SYSTEM IMPROVEMENTS



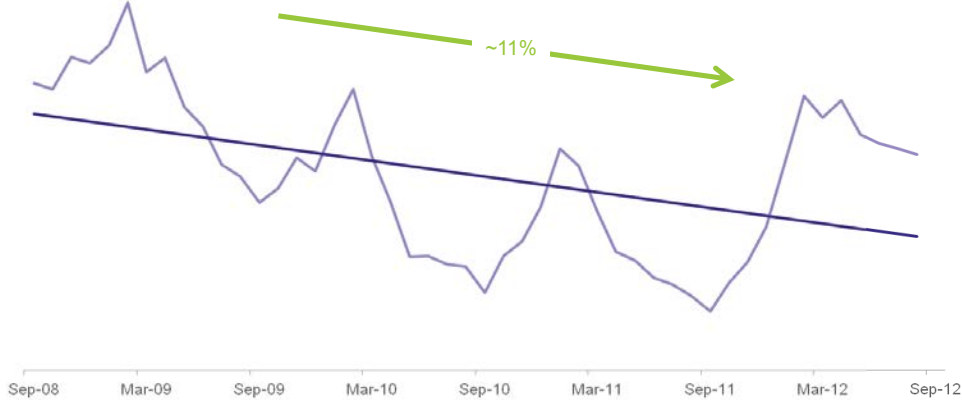
## Error Provisioning % of transactions



## PROCESS AND SYSTEM IMPROVEMENTS



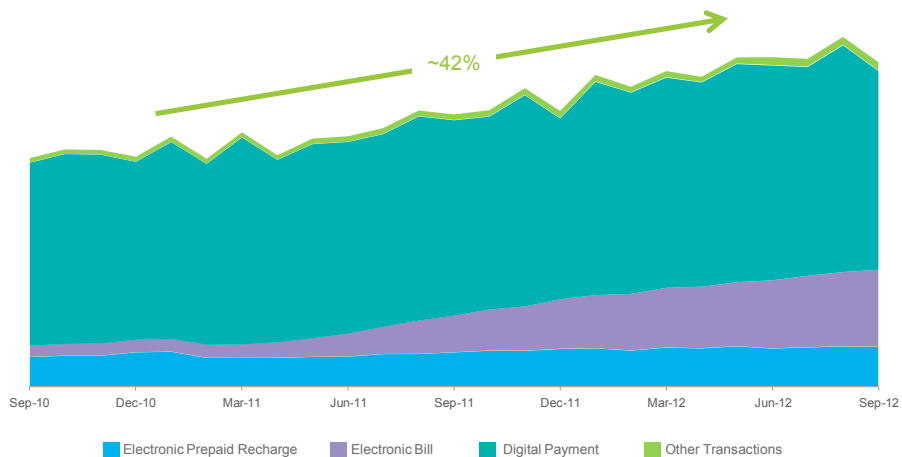
% of Field Revisits



## ONLINE PRESENCE



Digital Transactions





## PRICING SIMPLIFICATION DRIVING GREATER SIMPLIFICATION OF OUR PRODUCT CONSTRUCTS



- SIMPLIFIED THE FRONT OF HOUSE INTERACTIONS WITH OUR CUSTOMERS BY MAKING OUR SUPPORT SYSTEMS MORE INFORMATIVE AND INTUITIVE
- ALIGNMENT OF PLANS AND PRICING WITH CONSUMER SHIFT TO INCREASED DATA USAGE
- IMPROVED COMPETITIVENESS OF OUR PRODUCT CONSTRUCTS WHILST MAINTAINING SIMPLICITY FOR CUSTOMERS
- ESTABLISHED A PRICING PROCESS OWNER ACCOUNTABLE FOR DRIVING STRATEGIC PRICING
- OFFERING A STANDARDISED 'MY OFFER SUMMARY' FOR MAJORITY OF CONSUMER PRODUCTS

## WHY ADVOCACY?



### STRATEGIC IMPACT

IMPROVING CUSTOMER ADVOCACY AND LOYALTY ARE ESSENTIAL TO OUR STRATEGY



### CULTURAL TRANSFORMATION

ADVOCACY IS A KEY LEVER OF OUR PEOPLE AND CULTURE TRANSFORMATION



### ECONOMIC BENEFIT

ADVOCATES BEHAVE MORE PROFITABLY THAN DETRACTORS



## WE HAVE LAUNCHED A HOLISTIC NPS PROGRAM TO LISTEN TO AND ACT ON CUSTOMER FEEDBACK

IT'S HOW WE CONNECT



### CUSTOMER FEEDBACK

- Over **30+ NPS surveys introduced**, including end to end perspective on Serve processes
- **~40K pieces of feedback** being received every day, including over **7K verbatim comments**

### BEHAVIOUR CHANGE

- **Operating rhythm** introduced to all our **60K staff and partners** to routinely listen to and learn from customer feedback
- Over **7,000 people leaders** being equipped with advocacy skills and tools during 'Our Customer Connection' **training program**
- **Incentive and reward systems** as well as other **people processes** being updated to reflect focus on customer advocacy

### ADVOCACY INITIATIVES

- Key **improvement initiatives** being implemented across the **five Serve processes**
- **Network investment** being prioritised based on customer feedback to optimise the **usage experience**
- **Advocacy perspective** being introduced in key business areas, including product introduction, pricing and business planning

## PROCESS-LED EMBEDDING CONTINUOUS IMPROVEMENT INTO OUR PROCESSES

IT'S HOW WE CONNECT



### PROCESS OWNER FRAMEWORK

PREPARE	SERVE	SUPPORT
<ul style="list-style-type: none"> <li>➤ Product Management</li> <li>➤ Product Development</li> <li>➤ Pricing</li> <li>➤ Promotions and Advertising</li> <li>➤ IT and Network Management</li> </ul>	<ul style="list-style-type: none"> <li>➤ Order to Activate</li> <li>➤ Assurance</li> <li>➤ Billing</li> <li>➤ Explore</li> <li>➤ Customer Management</li> </ul>	<ul style="list-style-type: none"> <li>➤ Corporate Planning</li> <li>➤ Financial and Risk Management</li> <li>➤ People Management</li> <li>➤ Communications Management</li> <li>➤ Enterprise Effectiveness</li> <li>➤ Procurement and Partner Management</li> </ul>

## AREAS OF FOCUS FOR FUTURE PRODUCTIVITY

IT'S HOW  
WE CONNECT

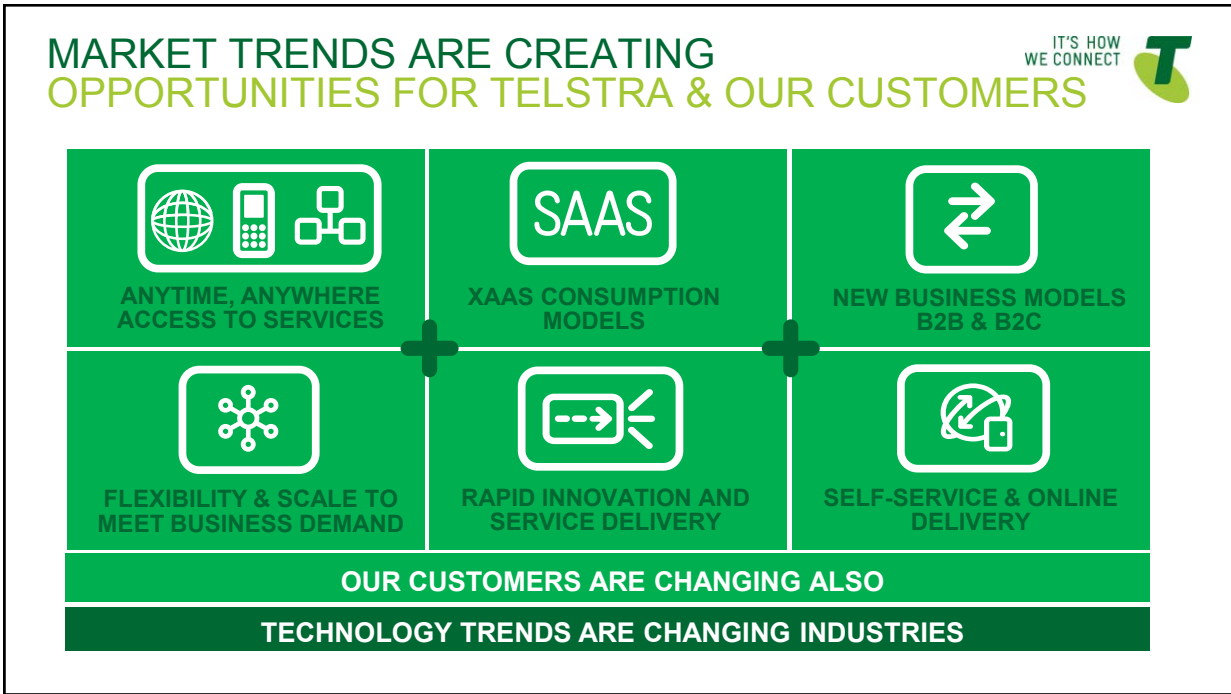
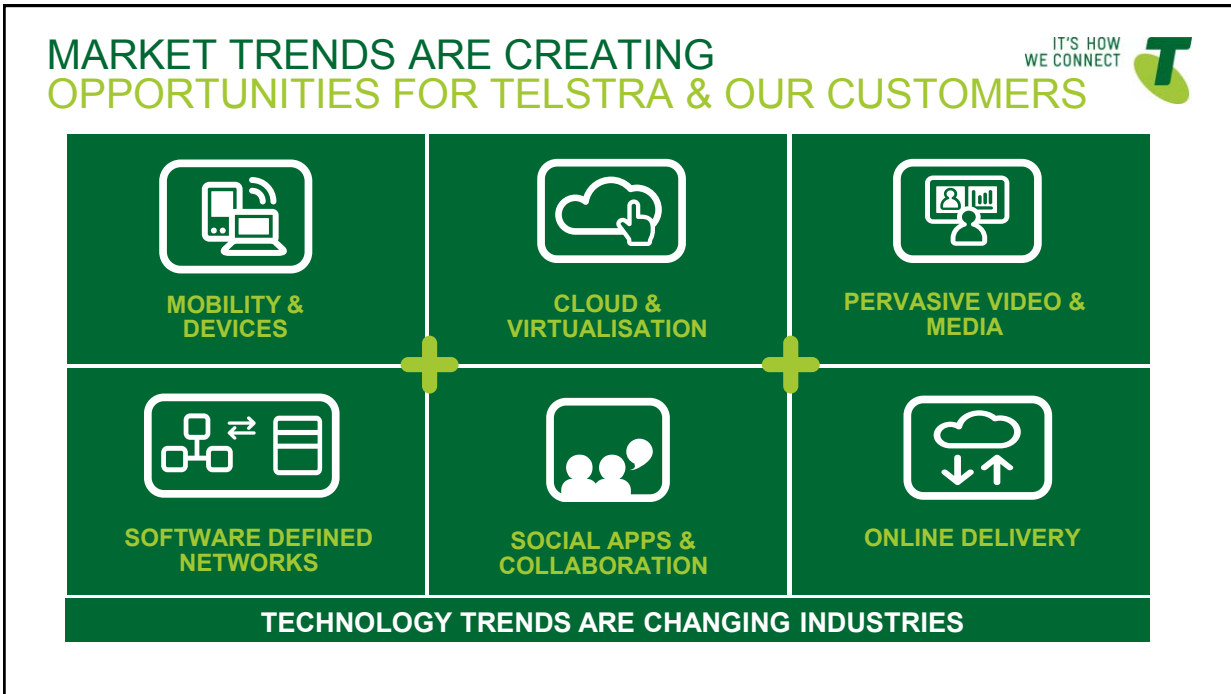
- Customer service improvement dividend
- Online and customer self-service
- Labour productivity
- Global delivery model
- Workplace of the Future
- Variabilisation of costs with focus on industry partnerships



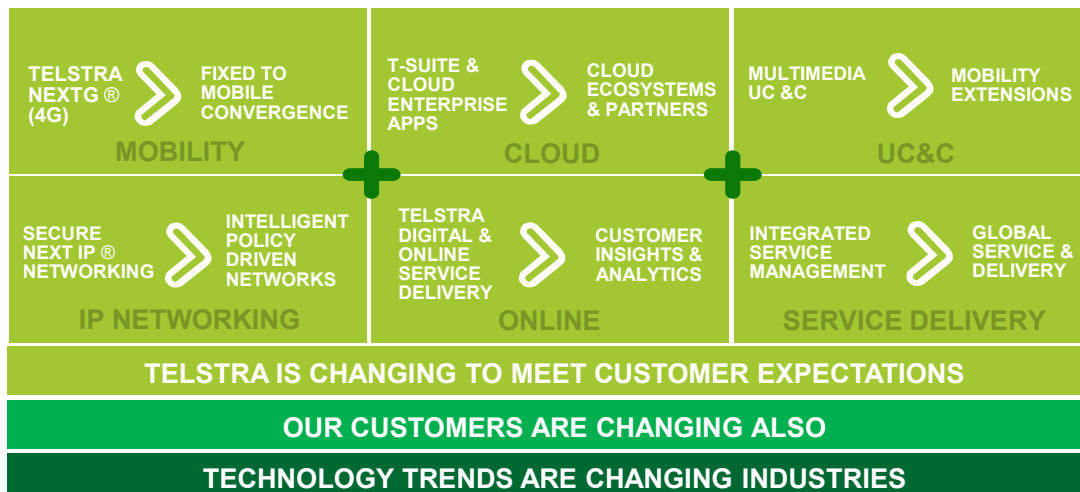
## TELSTRA'S NA&S GROWTH OPPORTUNITY

BRENDON RILEY, CHIEF OPERATIONS OFFICER  
WILL IRVING, GROUP MANAGING DIRECTOR, TELSTRA BUSINESS  
PAUL GEASON, GROUP MANAGING DIRECTOR, TELSTRA ENTERPRISE &  
GOVERNMENT  
MARTIJN BLANKEN, EXECUTIVE DIRECTOR, TELSTRA GLOBAL

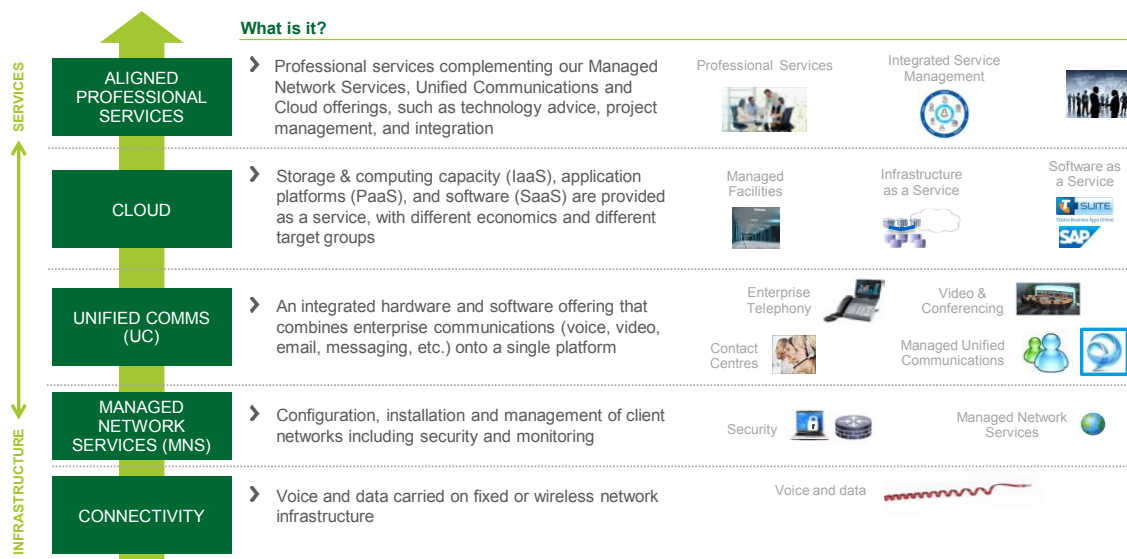
IT'S HOW  
WE CONNECT



# MARKET TRENDS ARE CREATING OPPORTUNITIES FOR TELSTRA & OUR CUSTOMERS



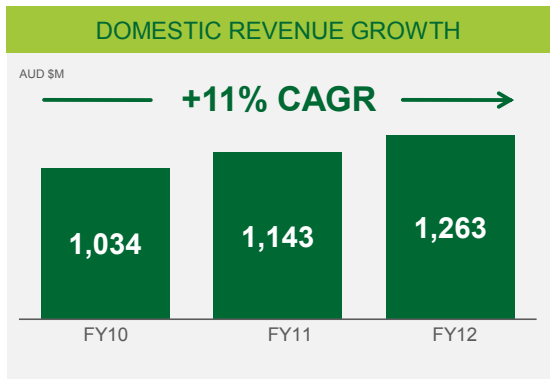
# TELSTRA'S NA&S OFFERING



# KEY SUCCESSES STRONG GROWTH AND CAPABILITIES

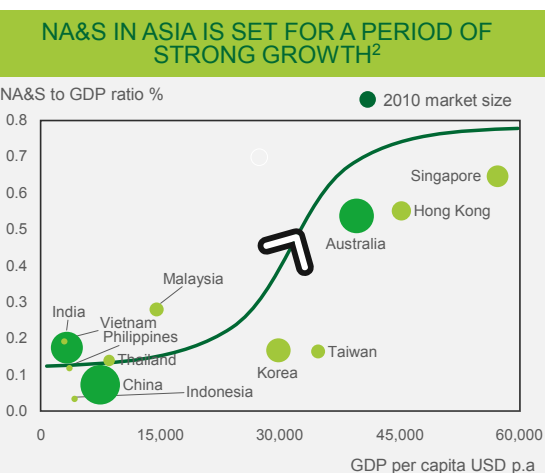
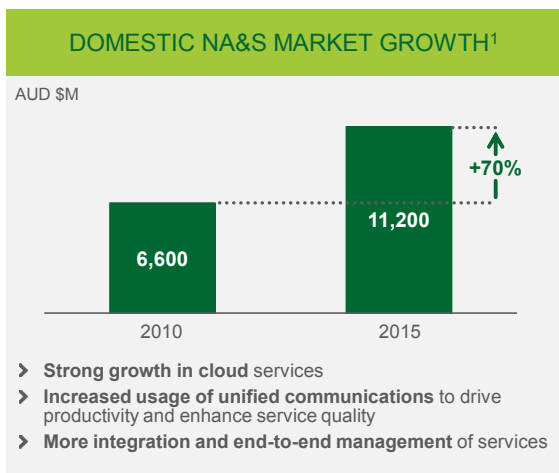


**WE HAVE DELIVERED STRONG REVENUE GROWTH, AND BUILT MARKET LEADING CAPABILITIES**



- ### ACHIEVEMENTS
- Built service experienced** executive team
  - Delivered record NA&S sales and **several major deal wins**
  - Strengthened capability in solution development to drive **rapid and agile solution creation and integration**, across Telstra and partner solutions
  - Established a client delivery centre of excellence to **ensure best practice in service, delivery and operations**
  - Introduced NPS to reinforce customer focus

# NA&S HIGH GROWTH MARKETS



Source: 1. IDC, Frost & Sullivan, Gartner and Ovum  
2. PwC, MGI, IMF, GDP per capita purchasing power adjusted.

## GROWING NA&S 3 KEY GROWTH AREAS



Grow the core,  
expand offer  
roadmap and

**GROW**  
INTERNATIONALLY

**EXPAND**

service portfolio  
(Cloud & industry solutions)



**GROW**  
**REVENUE**  
from existing offers



INTERNATIONAL  
Expansion

Australia

Asia-Pacific

## WHY ARE SME CUSTOMERS BUYING CLOUD FROM TELSTRA?



### CLOUD DIFFERENTIATORS

- 1 We offer Choice**
- 2 We are Local & Trusted**
- 3 We are Secure**
- 4 We are Reliable**
- 5 Our Network Intelligence**

### SME CLOUD SERVICES

Storage & Computing  
Capacity (IaaS)



Software (SaaS)



### SME BUSINESS OUTCOMES




Creating Competitive  
Advantage

Reducing Risk

Improving Cashflow

# MANAGED NETWORKS & SERVICES DELIVERING VALUE TO ENTERPRISES & GOVERNMENT

IT'S HOW WE CONNECT 

**BUILD SERVICE FOUNDATIONS**  
95 of Top 100 customers

**E2E NETWORK MANAGEMENT**  
94 of Top 100 customers  
End-to-end management of a data network, to agreed service levels, via a single point of contact

**BUSINESS SURETY**  
37 of Top 100 customers  
24 x 7 and end-to-end protection covering device, desktop, CPE, network, cloud & application


**FLEXIBILITY TO SCALE & TRANSFORM**  
72 of Top 100 customers  
New models for consumption of ICT: Cloud

**ANYTIME, ANYWHERE COMMUNICATIONS**  
12 of Top 100 customers  
Workforce mobility, no matter where you are or what device you are on

First class managed service delivery starts with first class network foundations

Managed IP Networks	Managed Data Networks	Managed Security	Managed ICT	Managed Workspace
Integrated Service Management				

# TELSTRA GLOBAL VERTICAL & HORIZONTAL OFFERS

IT'S HOW WE CONNECT 

**VERTICALS**

- FINANCE
- SERVICE PROVIDERS
- MINING
- PROFESSIONAL SERVICES
- MEDIA & CONTENT

**HORIZONTALS**

- CONNECTIVITY
- MANAGED NETWORK SERVICES
- UNIFIED COMMUNICATIONS
- CLOUD
- PROFESSIONAL SERVICES

**PLATFORM FOR GROWTH**

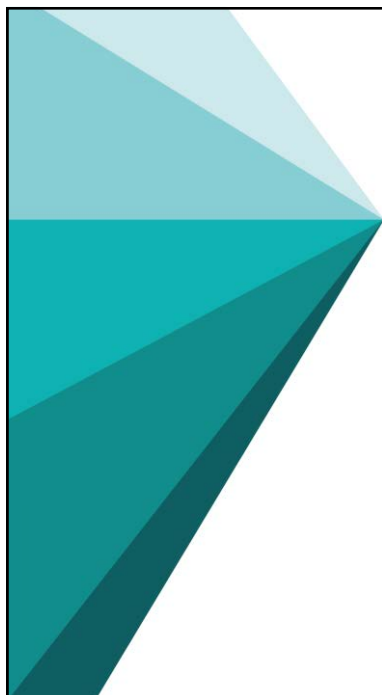
Market leading service creation and capabilities to develop and delivery offers that are industry relevant



## IN CONCLUSION



CONTINUED GROWTH FROM AUSTRALIA AND ASIA  
(for our customers & Telstra)



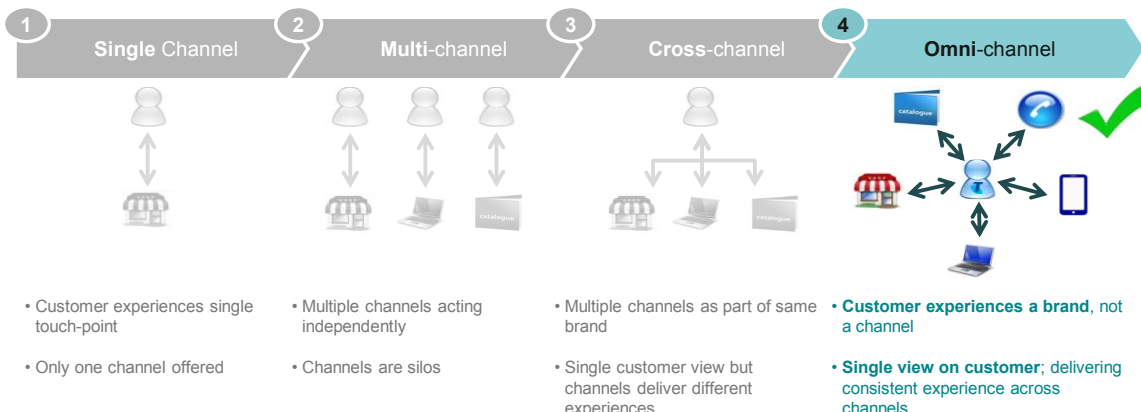
## CHANGING THE WAY CUSTOMERS TALK ABOUT TELSTRA RETAIL

REBEKAH O'FLAHERTY, EXECUTIVE DIRECTOR  
TELSTRA COUNTRY WIDE

WENDY DUFF, STORE LEADER  
GREENSBOROUGH



# THE OMNI-CHANNEL CONSUMER HAS CHANGED THE ROLE OF THE RETAIL STORE



“Sometimes I like visiting the store, just to **experience** the product. Then I might **buy it online** later.”



# WHAT AUSTRALIAN CONSUMERS EXPECT FROM THEIR TELCO RETAIL EXPERIENCE



## What Australian telco retail consumers value most

Quality of Service / Staff <b>35%</b>	Product Range/ Display <b>19%</b>	Store Efficiency <b>16%</b>	World Class Experience <b>15%</b>	Store Design <b>15%</b>
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“By far, the **most important thing** for me is having great staff providing me with **fantastic service.**”

“I want **efficient service.** Don't waste my time with processes. Please **stock what I want & make it easy to find.**”

“I want to experience the **best & latest of retail design & innovation.** You really need to **'wow' me.**”



Source: Retail Key Insights (Dec '11) – Telstra CMO, Research & Insights

## THE OMNI CHANNEL RETAIL EXPERIENCE 'RETAIL ECOSYSTEM'



### RETAIL AMBITION<sup>1</sup>

TO CREATE WORLD CLASS RETAIL DESTINATIONS THAT ARE UNIQUELY TELSTRA,  
WHERE WE KNOW & SERVE OUR CUSTOMERS BETTER THAN ANYONE ELSE.

EXCELLENT STAFF  
PROVIDING FANTASTIC  
SERVICE

CUSTOMER  
DESTINATIONS TO CONNECT,  
ENGAGE & DISCOVER

WORLD-CLASS  
OPERATIONS & STORE  
PRODUCTIVITY

A RETAIL BRAND EXPERIENCE  
WHICH IS UNIQUELY TELSTRA

SEAMLESS EXPERIENCE ACROSS CHANNELS

<sup>1</sup> Condensed version of Retail Ambition. For long version please see notes to this slide.




# CHANGING THE WAY CUSTOMERS TALK ABOUT TELSTRA




# THE RETAIL EXPERIENCE – DIGITAL


GERD SCHENKEL, EXECUTIVE DIRECTOR – TELSTRA DIGITAL

IT'S HOW WE CONNECT 

WE'RE CHANGING HOW OUR CUSTOMERS CONNECT WITH US IT'S HOW WE CONNECT 

## A WEEK AT TELSTRA

<b>421K</b> EMAIL BILLS DELIVERED	<b>1.1M</b> DIGITAL PAYMENTS RECEIVED	<b>300K</b> LOGINS TO ONLINE MY ACCOUNT
<b>216K</b> DIGITAL PREPAID RECHARGES		<b>250K</b> UNIQUE USERS OF TELSTRA 24X7 MOBILE APPS
		<b>220K</b> SERVICE TRANSACTIONS ON TELSTRA.COM



**9.5M** IMPRESSIONS ON GOOGLE™ SEARCH

**1.9M** UNIQUE VISITORS TO TELSTRA.COM

**70K** SEARCHES ON TELSTRA.COM

<b>2K</b> MENTIONS ON TWITTER™	<b>60K</b> VISITS TO CROWDSUPPORT®	<b>20K</b> PAGE VIEWS ON FACEBOOK 24X7	<b>1K</b> POSTS ON FACEBOOK 24X7
<b>20K</b> LIVE CHATS			

# WE HAVE REBUILT OUR WEB ASSETS AND LAUNCHED NEW CAPABILITIES



<p><b>Rebuild</b> WEB ASSETS</p>		<p><b>ALREADY REBUILT</b></p> <ul style="list-style-type: none"> <li>Consolidated all web assets into one platform</li> <li>New online shops for all key products</li> <li>New My Account</li> <li>New Connected Home, Moving Home &amp; Help and Support experiences</li> </ul>		<p><b>REBUILD IN PROGRESS</b></p> <ul style="list-style-type: none"> <li>My Account performance enhancements and additional functionality</li> <li>New site navigation &amp; design</li> </ul>
<p><b>New</b> MODERATED CHANNELS</p>		<p><b>CROWD-SOURCED SERVICE</b></p> <ul style="list-style-type: none"> <li>Launched "Crowd Support®": customers helping customers</li> <li>1.2m customer interactions</li> <li>25,000 customer posts</li> <li>Upgraded moderation capability - 24x7 cover</li> </ul>		<p><b>FACEBOOK 24X7</b></p> <ul style="list-style-type: none"> <li>190,000 "likes", 15m audience</li> <li>1 hour response target</li> <li>Integrated with CrowdSupport® and Live Chat</li> </ul>
<p><b>New</b> MOBILE &amp; SOCIAL APPS</p>		<p><b>MOBILE APPS AND WEB SITE</b></p> <ul style="list-style-type: none"> <li>Full range of purpose built smartphone and tablet apps: iPad®, Android®, iPhone®</li> <li>Telstra 24x7 apps for iPhone®, iPad® &amp; Android®</li> <li>Telstra 24x7 App for Android announced as winner of Best Android Mobile App at the 2012 Australian Mobile Awards</li> </ul>		<p><b>FACEBOOK APP</b></p> <ul style="list-style-type: none"> <li>Integrated with customers' Facebook identities</li> <li>Covers all core products</li> </ul>
<p><b>Re-invent</b> ASSISTED CHANNELS</p>		<p><b>LIVE CHAT</b></p> <ul style="list-style-type: none"> <li>New model: 24x7, on- and off-shore</li> <li>Improved efficiency by ~40%</li> </ul>		<p><b>TELESALES</b></p> <ul style="list-style-type: none"> <li>New model: 24x7, specialised</li> <li>Strong sales growth YoY</li> </ul>

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## CASE STUDIES

WINNING IN MOBILE





## M2M HELPS BAKERS PROTECT THE QUALITY OF THEIR DOUGH

### OVERVIEW

Brasserie Bread is an award-winning bakery that rose out of Sydney's Bayswater Brasserie during the 1990s. Today it supplies artisan bread and pastries to 500 restaurants, cafes and delis in Sydney and Canberra, and a growing number in Victoria since opening in South Melbourne in late 2011.

### THE PROBLEM

In 2006 the business began upgrading its facilities to meet the food safety requirements of HACCP (Hazard Analysis and Critical Control Points), a systematic preventative approach to food safety.

The Sydney bakery was HACCP certified in June 2007, and the Melbourne bakery certified at launch in October 2011. But complying with the HACCP requirements is time consuming. Co-Director and head baker Michael Klausen says his team used to spend up to seven hours each week manually recording coolroom temperatures for HACCP reports.

In addition to the compliance requirement, accurate temperature monitoring is crucial for stock control: a single coolroom failure could cost up to \$10,000 in lost stock.

### THE SOLUTION

In 2004 David James joined as a partner, bringing his IT expertise to Brasserie Bread's processes. James and Klausen knew they wanted to apply what they call 'the

black box' principle to dough and coolroom temperature management, which meant automating data collection to produce real-time reports and comply with the stringent HACCP requirements.

Launching the Melbourne bakery presented the additional challenge that Klausen and James couldn't be in two places at once.

But a solution presented itself two doors down from their new Melbourne operation. Greg Blampied, an early Brasserie Bread customer and employee of Cooltrax Asia Pacific, recommended they install Cooltrax Universal Monitoring Devices in both bakeries.

This M2M solution provides remote access to real-time temperature data and includes the Telstra Wireless M2M Control Centre™ platform for managing wireless SIM connections.

Wireless temperature tags inserted into batches of dough and installed in coolrooms now automatically transmit data via radio frequency to the monitoring devices. In turn, the monitoring devices use Telstra's Next G™ network to transfer data to the Cooltrax cloud-based service.

Brasserie Bread's team now has 24/7 visibility of all coolrooms and the dough stored in both bakeries – they simply need to access the cloud service with a secure login on any web-enabled device.

Crucially, any temperature fluctuation or device failure triggers automatic email and text alerts to bakery and production managers.

IT'S HOW  
WE CONNECT





# TELSTRA CONTROL CENTRE PUTS PROCON IN THE DRIVER'S SEAT

## COMPANY PROFILE

ProconTelematics is the Australian affiliate of ProconMRM Inc., the world's leading provider of reliable Mobile Resource Management (MRM). At the core of their product is a small telemetric unit containing a GPS chip, antenna and Telstra Next G<sup>®</sup> SIM card.



Tim Bos, co-founder of ProconTelematics, says: "Globally we monitor over one million vehicles – vans, trucks and other mobile resources and assets. We're also the world's leading provider of tracking to the auto finance industry – tracking vehicles that are under a high-risk finance arrangement."

But it's more than just vehicles. A Victorian industrial complex was the victim of more than 20 robberies in a short period. One factory owner installed a ProconTelematics tracker in a toolbox, which was then soon stolen. The device identified the location of the thieves allowing police to obtain search warrants, recover a vast quantity of stolen goods and make multiple arrests.

## BUSINESS SITUATION

Clearly, coverage and reliability of the ProconTelematics device is critical to their ongoing relationship with their customers.

"We had a lot of pressure from our clients to move to the Next G<sup>®</sup> network." Tim Bos continues: "They've definitely seen the benefits of the network switch over. It's obviously a higher level of coverage and the reliability of the network."

But there were major issues as well. "Our invoices from Telstra were sent to us in boxes. I think our latest one was about 600 pages long." Tim Bos explains they also had to "call up Telstra to go through a long process to manage SIM cards."

## TECHNICAL SITUATION

ProconMRM in the United States were already using a Control Centre based on the Jasper operating system for managing their mobile devices. They were provisioning large numbers of devices on-site and enjoying economies of scale.

Tim Bos elaborates: "As soon as they came to us and said they've got this new Control Centre and would we like to be one of the early adopters, we just jumped immediately on that. And considering the fact that it was the same as we implemented in the U.S. the time for us to actually provision and get the devices ready took about two months maximum."

## SOLUTION

The new Telstra Control Centre platform has given ProconTelematics immediate integration of their Australian and USA operations.

Tim Bos is delighted: "From an integration perspective it made it really straight-forward for us and easier to manage our SIM card through our user phases and keep prices down. It's a huge cost saving for us because we don't have to hire the six or seven people they have in the United States."

Administration is now done via mobile and web interface, and the Next G<sup>®</sup> network means their customers can keep track of their assets at more times and in more places. Plus, in Tim Bos's words: "The advantage of the Telstra 24/7 support to us is that we can offer our clients, and be confident in offering our clients, SLAs (Service Level Agreements)."

## RESULTS

Since ProconTelematics have been operating the Control Centre, the savings have been considerable. "I'd put it at about eighty thousand a year. Obviously that will grow substantially as we grow in the marketplace." Tim Bos explains. The Control Centre will help ProconTelematics's meet their "very, very aggressive growth path in Australia."

## WHY CHOOSE TELSTRA?

Coverage and reliability are critical in any machine-to-machine communications – and the Telstra Next G<sup>®</sup> network gives you the best of both. Plus our new Control Centre offering reduces administration, improves efficiency and ultimately saves cashflow.

Tim Bos is impressed: "What Telstra have done is taken a best-of-breed system that's used in heaps of countries overseas and introduced it under a Telstra banner in Australia. So going in there's a huge amount of confidence."

CONTACT YOUR TELSTRA ACCOUNT EXECUTIVE  
[telstra.com/business/m2m](http://telstra.com/business/m2m)



## M2M PUTS FARMERS IN CONTROL

### THE PROBLEM

Gilgai Farms is a producer of quality grass-fed beef and sheep meats, located 35 kilometres east of Dubbo in Central Western NSW. Comprising seven adjoining properties with nearly 6000 head of stock on 2700 hectares, the business has 44km of pipeline linking 100 watering points.

The vital work of driving around to monitor and manage water resources was taking up to two hours a day, adding to an already hectic work schedule for the father and son farmers, Eric and Luke Harvey. They wanted a way to have less stress in their life and use the time required to measure water to build the business or spend it with their family.

### THE SOLUTION

Gilgai Farms took on Observant® as a service and technology partner. Observant recommended a machine-to-machine solution (M2M) which incorporated its cloud-based Observant Global™ service and Telstra's Wireless M2M Control Centre.

Observant placed monitoring units at Gilgai to capture water usage and remote cameras to capture images of their stock movement. The images and data are then transferred to Observant Global's management application over the Telstra Next G Network® through the Wireless M2M Control Centre, which the Harvey's can then access online 24/7 via a web browser on their iPad, smartphone or PC.

The Observant Global platform and Telstra M2M Control Centre also sends alerts via the Next G® network to the Harvey's via SMS and email if trough water level falls below predetermined levels.

The Telstra Wireless Control Centre also allows Observant to order, provision and activate services remotely, oversee operation of the SIM (housed within the monitoring unit), undertake diagnosis in the event of any connectivity failure and simplify reporting.

### THE RESULTS

Gilgai Farms immediately saved 14 hours a week on daily 30km water runs, allowing management to focus on other important areas of the business.

These dramatic reductions in travel have saved Gilgai Farms thousands of dollars in fuel and labour. Earlier detection of water leaks or damage is also now possible with the Observant Global solution.

The data collected is also being used in business planning; less time spent in the field means the \$19,000 investment Gilgai Farms made in remote monitoring and management paid for itself in 10 months.

The farm operators have peace of mind and more time to spend on growing the business and are enjoying better work-life balance.

IT'S HOW  
WE CONNECT







## AUTOMATED AND REMOTE 'MAGIC' PROVIDES RELIABLE AND AFFORDABLE SOLUTION

Raising the best grass-fed beef and sheep is all about taking stress out of their environment. Gilgai Farms has sustainability at the heart of its operation so delivering quality, tasty and nutrient dense meat direct to the consumer is a point of pride.

Reducing the hassle in managing the operations of a large farming spread can be a bigger challenge. Eric and Luke Harvey are the father-and-son operators of award-winning Gilgai Farms, a producer of quality grass-fed beef and sheep meats, located 35 kilometres east of Dubbo in Central Western NSW.

Managing Director Eric Harvey said: "We believe that our produce has more taste, better texture and is more tender because our livestock are stress-free," Gilgai Farms spans 2700 hectares over seven adjoining properties. Its 100 watering points support almost 6000 head of stock and are linked by 44km of pipes.

Ensuring stock are adequately watered is mandatory, but Eric and Operations Manager Luke were spending up to two hours a day monitoring and managing water levels in the troughs and rainfall in different catchments.

It was a 30km round trip just to fill troughs nightly and the Harveys wished their travel time could be used more productively.

"Our Board of Directors identified Observant as the technology partner with a machine-to-machine (M2M) solution to make our water monitoring and management more efficient," Eric said.

Observant recommended its Observant Global™ service to reduce the manual effort required to monitor and control watering points and the pipeline. The Observant Global service was supported by the Telstra Wireless M2M Control Centre.

The undulating local topography means any remote monitoring system needs great network connectivity.

Telstra's world class Next G® network links the Observant Global service units back to their operations.

Having 24/7 visibility of their SIM connections through the Telstra Wireless M2M Control Centre means Observant

can quickly identify network or connectivity issues. Their solution also gathers data about water management and efficiency, enabling Eric and Luke to plan ahead.

If a trough water level falls below predetermined levels, data is sent via Next G to Observant Global's cloud-based management platform. Observant in turns sends an alert to the property managers via email or SMS. Remote cameras send regularly updated images of stock to Observant Global so the managers can monitor their movements online via a web browser on their iPad, smartphone or PC.

It's this automated and remote 'magic' that Observant relies on to provide a solution that is reliable and affordable to its customers.

The Harveys save up to 14 hours a week on visits to watering sites. That time is being put back into the business so Eric and Luke can focus on the health of their land and livestock, diversify into new produce and be with their family.

Allowing for wages, fuel costs and wear and tear, the payback on Gilgai Farms' \$19,000 hardware investment was just 10 months. The system's operating costs come on one convenient bill.

"I now have the time to progress the business in new ways without working 18-20 hour days," says Eric. "It's not just

about cost savings - we have great peace of mind knowing M2M Control Centre, Next G and Observant Global will keep us on top of our business."

**FOR MORE INFORMATION CONTACT YOUR  
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[telstra.com/business/m2m](http://telstra.com/business/m2m)**

**OBSERVANT®**

[observant.com.au](http://observant.com.au)  
[gilgaifarms.com.au](http://gilgaifarms.com.au)

### TELSTRA M2M EVERYTHING CONNECTED

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CASE STUDY  
REID STOCKFEEDS



## BUSINESS SAVINGS

**“DELIVERY IMPROVEMENTS HAVE HELPED US REDUCE DELIVERY FREIGHT COSTS FROM 7% TO 5% OF OUR TOTAL EXPENDITURE. THAT’S A SAVING OF \$880,000 P.A.”**

Andrew Snowdon, Chief Financial Officer, Reid Stockfeeds

Reid Stockfeeds has been supplying mixed feed to Victoria’s dairy, poultry and pig farms for 25 years. The company now turns over \$44 million p.a. and is still growing. Reids recently ran a supply chain benchmarking exercise and discovered they were losing money on freight costs. After investigating several solutions, they settled on a Navman Wireless tracking solution from Telstra. Andrew Snowdon, CFO, is extremely happy with the results.





**“NAVMAN WIRELESS FROM TELSTRA PROVIDES US WITH EXTREMELY VALUABLE DATA. WE’RE COMING CLOSER TO WORLD’S BEST PRACTICE FOR FREIGHT COSTS, SUPPORTING OUR DRIVERS AND KEEPING OUR CUSTOMER SERVICE PROMISES.”**  
 Andrew Snowdon, Chief Financial Officer, Reid Stockfeeds

# THE BEST ROUTE INTO THE FUTURE

## Try keeping on top of farms, feeds, trucks and loads

With some 800 individual farm customers, the team at Reid Stockfeeds needs to manage masses of small deliveries, from trucks that have different capacities and different abilities to deliver loads from their separate onboard compartments. It was never going to be easy.

“Our Production Manager wants to ensure that compartments are filled in the proper order so drivers don’t need to backtrack to get the correct feed to the correct farm,” explains CFO Andrew Snowdon.

“Navman Wireless from Telstra has helped us meet these goals because we have each farm plotted on the OnlineAVL2. By seeing where the farms are, we can fill each truck in order of delivery and send our drivers on the best route.”

## Nothing beats being able to see the future as well as the past

With Navman Wireless from Telstra, staff at the mills can use OnlineAVL2 to monitor inbound trucks. As Snowdon tells it:

“There’s no more guesswork when it comes to deciding what feed to mix. Now we see a truck heading back to the mill and prepare the correct feed for that driver’s next delivery.

It’s helped us reduce delivery freight costs from seven to five per cent of our total income. If our turnover is \$44 million, that two percent equals a saving of \$880,000 p.a.”

The company’s using their Navman Wireless system from Telstra to record data like distances travelled, time taken, speeds, discharge times and more. It creates a very accurate picture of the whole supply chain. Andrew Snowdon recalls that it didn’t take long to catch on.

“At first our drivers were suspicious of the tracking devices,” he says, “but now they’re fine and appreciate that they don’t have to do runsheets anymore. No more trampled bits of paper, no more bad handwriting to read, everyone is happy.”

## From strength to strength to strength

Reid Stockfeeds is built on customer service – and their promise to get feed to the customer’s farm any way they can. Having the Navman Wireless system from Telstra lets them go beyond reliability and be extremely precise as well. “We’ve had customers call to check an ETA and instead of calling the driver, we look on OnlineAVL2 and tell the customer exactly where the truck is,” says Snowdon.

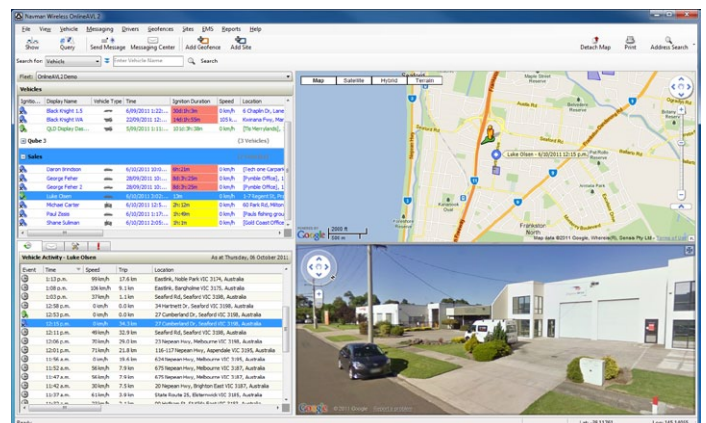
“If a customer questions whether we made a delivery, we can show them exactly when our truck arrived and left their farm.”

Plus, with every delivery address mapped on the OnlineAVL2, it’s easy for Reid Stockfeeds to spot customer concentrations and develop marketing strategies accordingly.

There’s also been another, unexpected benefit when it comes to fielding public complaints about Reid Stockfeeds driver behaviour. “Before we had tracking...we had to take the word of the caller,” Snowdon remembers. “Today, we can retrieve the driver’s speed for any particular time and relay this information. In every case, we’ve always been satisfied with our drivers and they appreciate the support.”

## NAVMAN WIRELESS SOLUTION FROM TELSTRA IS BRINGING REID STOCKFEEDS:

- A 28% reduction in overall freight costs, worth around \$880,000 p.a.
- Better delivery efficiency
- Automated runsheets and fewer driver discrepancies
- Improved customer service



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IT'S HOW WE CONNECT



## BUSINESS CONTROL

**"WE HAVE FULL CONTROL OF WHERE EVERYONE IS. BETTER PRODUCTIVITY, BETTER TIME MANAGEMENT, A MORE EFFICIENT TEAM. IT ALL STARTS WITH THE NAVMAN WIRELESS SYSTEM FROM TELSTRA."**

Sebastian Galizia, Quality Engineer, Azzona Drainage Contractors

Azzona Drainage is an independent contracting firm operating in Melbourne's northern and western suburbs. Having built a strong reputation for service and integrity, Azzona was looking for better ways of knowing where their trucks were, where they were going, and how long they were spending on site. Within months of installing a Navman Wireless tracking solution from Telstra the business had noticed substantial overtime savings, productivity increases and fuel cost savings.

**"WE'RE SAVING \$2,000 PER WEEK IN OVERTIME AND TWO-THREE DAYS ON JOBS OVERALL DUE TO THE VISIBILITY NAVMAN WIRELESS FROM TELSTRA OFFERS."**

Sebastian Galizia, Quality Engineer, Azzona Drainage Contractors

## THE RIGHT DIRECTION FOR BETTER SAVINGS

### Seeing the savings within four months

Azzona Drainage Contractors' Quality Engineer, Sebastian Galizia, could identify a number of benefits and savings within just four months of installing their Navman Wireless system from Telstra. For a start, he schedules jobs on a daily and weekly basis, so the Navman Wireless system is helping him schedule more efficiently.

"Now that I know exactly how long it takes a truck to get from A to B," he explains, "I can calculate travel time more accurately. I don't have to make lots of phone calls to find out where the guys are and they can just get on with their work."

### Business with a better sense of direction

That's led to some immediate savings. The accuracy and efficiency of navigating with the Navman Wireless from Telstra has also helped Azzona lower their fuel costs by around \$2,000 a month. "The guys simply aren't driving as much to get to sites," reports Galizia. "We've set Geofences around specific sites so we know when they enter and leave jobs."

The company also noticed a near-instant reduction in overtime claims. With the Navman Wireless solution from Telstra tracking exactly when each truck enters and leaves a site, timesheets are now filled from the system record instead of each driver's memory. So timesheets have become much more accurate – making a difference that's worth almost \$100,000 p.a.

### Improvements in vehicle management and maintenance

Galizia has also been making the most of the reports and other features he can access with his Navman Wireless solution from Telstra. These include speed reports, for monitoring driver professionalism, checking time on site, and using automated vehicle maintenance scheduling.

"I'm not at my desk all the time, Galizia explains, "so I appreciate that the system sends me an email when a vehicles enters a Geofenced area."

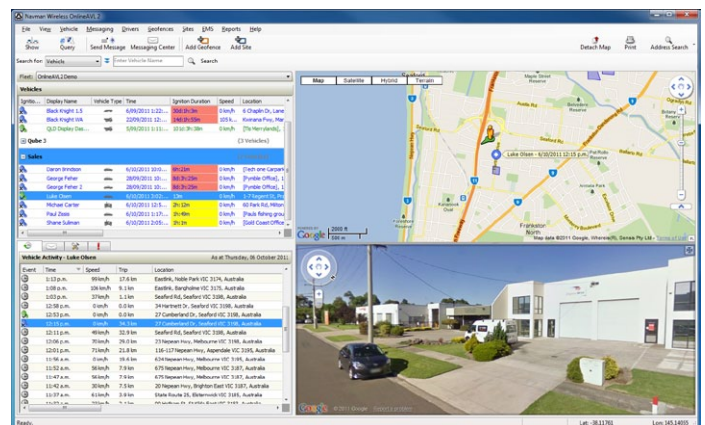
"I've also recorded each truck's maintenance requirements," he continues. "Each time a truck travels 10,000 kilometers, Navman Wireless from Telstra emails me so I can book the service. We used to miss due dates all the time. Now we're saving money on repair costs."

### It's a system that works hard – wherever you put it

The integrated Navman Wireless solution from Telstra has been well-accepted by Azzona's management, project foremen and contractors. "We have installed OnlineAVL2 on our computers in our office," Galizia enthuses. "I use it every day to set up and timeline jobs, see where the guys are and run reports – it's very easy to use. Now I can get the guys to their jobs by the most direct route."

### NAVMAN WIRELESS SOLUTION FROM TELSTRA IS BRINGING AZZONA DRAINAGE:

- Timesheet savings of half an hour a day, or \$100,000 p.a.
- Savings of two to three days per job through increased productivity
- Fuel savings of 11% across the fleet
- Better fleet control and visibility



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## VIRTUAL BRAIN KEEPS TOP-END WAGONS SAFE AND SECURE

### THE PROBLEM

Euowagon Australia sells rugged mobile wagons that provide mining and engineering companies with mobile offices, accommodation and amenity units in some of Australia's most remote locations.

With some of the wagons worth \$100,000 or more, it was important for both Euowagon and the purchasers of the vehicles to be able to monitor their mobile assets both while in transit and onsite.

GRIDTRAQ Vehicle Tracking and Fleet Management Australia was asked to design a machine-to-machine (M2M) solution to monitor and control systems in mobile wagons sold by Euowagon. The solution had to provide Euowagon and the wagon owner with operational visibility regarding their location whenever they wanted, while also providing alerts on any events that mattered to them, such as maintenance and security issues.

### THE SOLUTION

GRIDTRAQ Vehicle Tracking and Fleet Management Australia developed its purpose built GRIDTRAQ ASSETRAQ remote monitoring and control solution and integrated it to work with the wagons' on-board sensors.

To carry the data from the wagon to GRIDTRAQ's comprehensive online web portal, hosted at their 'A' Grade server in Port Melbourne, Victoria, they partnered with Telstra to incorporate the Wireless M2M Control Centre solution. Telstra's M2M Control Centre uses Telstra's world-class Next G<sup>®</sup> network, covering more land area than any other wireless network carrier in Australia.

Using the online platform, owners and Euowagon can set up alerts from ASSETRAQ on the events that matter to them most when in transit or on location. This could include when and how the wagon is being towed, if water tanks need to be replenished, if there has been a security breach or when a part needs replacing, tyres need rotating or a service is required.

### THE RESULTS

Thanks to the Telstra M2M Control Centre, the GRIDTRAQ ASSETRAQ solution can remotely monitor the wagons and 'talk' back to the customers and Euowagon via the GRIDTRAQ Web Portal without human intervention. Using the M2M Control Centre platform enables both the owner and Euowagon to check data around the clock and receive alerts when the wagon is in a Telstra network coverage area.

For Euowagon's customers, this means that they can have peace-of-mind that their wagon is secure and know exactly when it's time for an on-site service, instead of having to make unnecessary service trips, which can prove expensive. As a result, some owners are reporting savings of up to 15 per cent on travel time, wear and tear on tyres and insurance. This can equate to \$40,000 over the life of a service vehicle. The monitoring system is also used by Euowagon to ensure the wagon is being used in line with their warranty policy.

IT'S HOW  
WE CONNECT





## M2M TECHNOLOGY ALERTING ON MAINTENANCE AND SECURITY

Designing intelligent solutions to keep expensive vehicles and equipment safe and secure is bread and butter for GRIDTRAQ, the Telematics Division of Melbourne company Directed Electronics Australia.

GRIDTRAQ operate more than 60,000 SIM cards throughout Australia and South Africa, mainly in machine-to-machine (M2M) applications for fleet management logistics and vehicle security. Customers range from large fleet vehicle to suburban owner operators like plumbers.

As they are at the cutting edge of telematics, GRIDTRAQ was the first company mobile wagon importer Eurowagon Australia turned to for a solution to give them and their customers greater control and visibility of their wagons when in transit or on-site.

Eurowagon's self-contained wagons are used by some of Australia's biggest mining and construction companies at remote sites. They are close to a complete solution when it comes to portable amenities, with configurations for accommodation, toilet and bathroom blocks and onsite offices.

With some wagons worth \$100,000 or more, monitoring time spent on-site, safe towing in transit and the status of onboard systems were prerequisites for the customer and Eurowagon alike. For the Eurowagon owners, knowing their mobile assets are safe, secure and being maintained to the highest standard is critical.

GRIDTRAQ Business Development Manager Dylan Hartley said: "These wagons were already sophisticated and robust pieces of engineering excellence. This was like being asked to create an intelligent hub or brain that allowed the operator to connect remotely to the vehicle.

"They are towed in and out of sites by four-wheel drives, often over rugged terrain, and they can operate in some unforgiving climates. Their specialised nature and facilities means that they need regular service.

"For example, if a generator runs low on fuel or an ablation unit needs water or siphoning, the owner needs to know.

"Sending a service vehicle can mean an arduous and expensive round trip. Accurate and reliable monitoring that

doesn't add to on-site staff workload is a must."

GRIDTRAQ recommended the purpose-built GRIDTRAQ ASSETRAQ remote monitoring and control solution. Its in-house R & D team built an application to integrate it with existing onboard sensors. Telstra's Wireless M2M Control Centre was put forward to manage the connectivity services supporting the solution. M2M Control Centre uses Telstra's world-class Next G<sup>®</sup> network, which covers more land area than any other wireless network carrier in Australia. This is crucial in remote solutions such as ASSETRAQ.

The M2M Control Centre carries up-to-the minute data to GRIDTRAQ's comprehensive online web portal - hosted at GRIDTRAQ's 'A' Grade server in Port Melbourne, Victoria. Owners and Eurowagon can choose to receive specific trigger alerts from ASSETRAQ on key events.

This could include when and how the wagon is being towed, if water tanks need to be replenished, if there has been a security breach or when a part needs replacing, tyres need rotating or a full service is required.

"Eurowagon's customers have peace-of-mind that their asset is secure and that they know exactly when it's time to despatch a service - because their wagons tell them," Dylan said.

"Not only are they maintaining a safer working environment, they're reporting savings of up to 15 per cent on travel time, wear and tear on tyres and insurance. This can equate to \$40,000 over the life of a service vehicle."

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## M2M HELPS TRACK AND MANAGE TRAILER AND UTE HIRES ACROSS THE COUNTRY

### OVERVIEW

Move Yourself Trailer and Ute Hire has innovated trailer hire since Bill Cowie established his first depot in 1974, at the BP Pooraka service station in South Australia. In 2002 Move Yourself pioneered self-service kiosks for trailer hire, which reduced the load for service station attendants, and it continues to streamline its hire process. The business now operates from more than 1,000 locations in Australia, from Sandy Bay in Tasmania to Durack in the Northern Territory.

### THE PROBLEM

When Move Yourself began installing self-service kiosks into service stations, the rapid rise in demand brought a new set of challenges.

Back in 2002 the only way to connect the kiosks to head office was via a dial-up data connection on a landline. As well as taking up to several weeks to install, landlines were expensive. Cowie calculated that if he wanted to link 1,000 locations to meet demand, he'd be facing a bill of around \$39,000 every month.

Cowie knew there had to be a better way to deploy and manage new kiosks.

Firstly, he wanted to cut the delay between signing up a new location and having the kiosk fully operational. Secondly, he needed to make it easier for his team to reconcile hire data.

### THE SOLUTION

Ever the innovator, Cowie explored several wireless communications options and by 2011 had narrowed his choice to a mobile SIM-based system, linking the trailers and kiosks to his servers. Move Yourself's solution had to match reliable mobile coverage and service with reasonable cost control.

"We chose Telstra because the Next G network offers the most reliable connection and most of all, the Telstra M2M Control Centre gives us control of our plan," explains Cowie, "Cost was a big factor and Telstra had the best deal."

Cowie's team also developed a hire tracking application that works with the Telstra M2M Control Centre to deliver up-to-date vehicle status and revenue reports.

### BUSINESS BENEFITS

Cowie says going wireless was one of the best decisions he's made for his business. "We no longer need to install phone lines – which used to take weeks – and we save a great deal of money just on not having the rental on landlines. With 1,000 sites on dial-up we would be spending \$39,000 every month just in landline fees compared to \$5,000 per month with M2M – that's a saving of \$408,000 per year. We also no longer need to dial in to our kiosks. These days, through the M2M system controlled from our home base, all kiosks are connected to our main server on our own private network so any changes are automatically updated."

IT'S HOW  
WE CONNECT







## MOVE YOURSELF TRAILER AND UTE HIRE NOW BUILDS, TESTS AND PACKAGES NEW KIOSKS READY TO GO

Move Yourself Trailer and Ute Hire can now rapidly deploy kiosks to new sites, and surpassed its 1,000 location target in early 2012.

Cowie's technicians build, test and package new hire kiosks ready to go from the organisation's headquarters in South Australia, using the Telstra M2M Control Centre to provision and activate or deactivate SIM cards themselves.

"The big efficiency gain has been the control of the SIM cards and the Next G connection," Cowie declares, adding that this rapid deployment made possible by the M2M platform means Move Yourself can more efficiently deliver new kiosks to its agents on time.

With the kiosks connected via the Next G® network, Cowie has achieved his goal of delivering a self-contained system. Customers complete the contract themselves at the kiosk, including scanning their driver's licence and learning about their legal and safety obligations. Service station attendants no longer need to manually fill out contracts or leave the cash register to unlock trailers. Finally, month-end reconciliation at each site is automatically calculated within the hire management system developed inhouse.

While the kiosks themselves require a site visit by a technician for hardware maintenance, the software updates, consolidation of hire data and monitoring of SIMs are now all handled remotely on the M2M platform via the high-speed Next G network.

According to Cowie, the Telstra Wireless M2M Control Centre simplifies control of the full fleet of SIMs in the kiosks: "Telstra M2M has given us a great advantage because we can check the usage from any or all SIM cards day or night.

"I've had computers that have gone haywire and have been sucking up all sorts of data – the good thing is that you can jump on the problem there and then, and fix it before it runs up huge bills. It's a fantastic system."

Cowie was so impressed by the reliability of the Next G network and the SIM monitoring capabilities of the M2M platform, he now includes Telstra Next G SIMs in a vehicle tracking system called ViperTrak, which was developed

by another transport business he owns. ViperTrak devices monitor vehicle locations and usage such as speed and distance, as well as giving owners an option to send messages to vehicles for remote locking/unlocking and ignition termination.

A critical measure of any innovation is whether it consistently delivers a better customer experience – and Cowie takes great pride in pioneering a self-service trailer hire system that is fast and efficient.

Marketing material for Move Yourself cites reliable high-speed data transfer as a serious competitive advantage: "Our system runs on a private secure Access Point Name (APN) over the Next G network on Telstra infrastructure and as such we are assured large bandwidth and less chance of congestion in the busy times."

"The overall view of our company's performance is thanks to Telstra M2M technology," adds Cowie. "Our system has all the facts, movements and performance of all our products and agents by the minute; and because our kiosks inform our customers of their safety obligations, we help make the roads safer.

"Today we operate with confidence that we have achieved a national trailer hire company with control, an efficient booking office, high-quality products and a quick and easy hiring process, thanks to Telstra's Next G and M2M."

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## FAST ACCESS MAKES REMOTE COOLROOM MONITORING VIABLE

### BUSINESS BENEFITS

As the M2M system transmits the temperature of the unit and its product in five-minute intervals, Brasserie Bread has cut the risk of human error in monitoring and reporting dough and coolroom temperatures.

“A lot of bakers still work the old-fashioned way, checking the temperature on fridges twice a day,” explains Klausen. “It could look perfect at 9am and 5pm, but during the day it could be completely out of whack and the food could be damaged. So having it measured more frequently is the better way of doing it.”

Klausen regularly logs into the system from his iPad or smartphone to check how the fridges are operating. On-demand data transmissions, from both Sydney and Melbourne, mean he can spot and react to problems immediately, and this has the flow-on effect of reducing energy and maintenance bills.

“If I see a fridge isn’t working properly I can book the maintenance guy before it actually damages the motors, saving a lot of money. At the level we operate, we have very high demands on quality and consistency, so it’s imperative we follow processes strictly.”

Blampied explains that many of Cooltrax’s food industry clients are all too familiar with the worst-case scenario of a HACCP auditor turning up in the middle of a fridge defrost cycle.

“When an auditor visits they immediately want access to your records – they don’t want excuses. Several clients have mentioned that frequent reporting intervals help improve their audit results. If an auditor measures the temperature of a unit when it is in the middle of a defrost cycle our records can prove that is the case, removing any doubt from the auditor’s mind that the fridge is not running correctly.”

Accurate performance data can also help businesses track the total cost of equipment ownership, from installation to running and maintenance costs. That can also help them decide on future purchases.

It takes three days to make a loaf of Brasserie Bread’s organic sourdough using its 16 year old ‘starter’, which is a naturally occurring wild yeast.

Tags directly placed in the dough update the bakers on the status of this living product. Another benefit of having temperature data transmitted continuously into the cloud is that Brasserie Bread’s team can monitor seasonal changes in the dough’s behaviour, even when they’re not onsite.

Klausen says the wireless connection from the dough to the monitoring device and then across the Next G network to the cloud eliminates the need for manual monitoring.

“Now we can see it all live on our computer screens,” explains Klausen, “From the core temperature of the dough to the settings on the fridge.”

Blampied muses that Klausen is both an artist and a commercial baker: “Michael uses good quality product and traditional methods when preparing his breads and pastries, and he also has his eyes open for new technology.

“He uses the best of both worlds, old and new. Because he does not use additives or artificial enhancers he needs to be more aware of temperature, that’s where we come in.

“We use the Telstra SIMs in the Universal Monitoring Devices to communicate all data back to our servers. The great advantage is Telstra’s coverage. This is great peace of mind for companies with temperature sensitive products because Telstra’s network coverage is very thorough.”

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## ABC PHOTOSIGNS KEEPS ITS FLEET IN THE PICTURE WITH MOBILE BROADBAND TABLETS

### THE PROBLEM

Real estate signage and promotional company ABC Photosigns had a fleet of more than 50 drivers on the road nationally, erecting 100,000 mini-billboards a year. Time spent recording installations and following up with clients took drivers off the road and was squeezing productivity and profit margins.

ABC Photosigns wanted a system that would make its fleet more efficient and give drivers and their customers a competitive edge.

### THE SOLUTION

ABC Photosigns spoke to Telstra Business and decided to roll out 45 camera-equipped Samsung Galaxy seven-inch tablets using Telstra Mobile Broadband®.

ABC Photosigns developed an Android app to process photos of installations and e-mail them to clients as attachments while drivers are on the road.

### THE RESULTS

If clients need adjustments to signage, they can tell drivers before they return to their office. ABC Photosigns estimate its drivers are able to spend up to 20 per cent more time on their core job of installing and removing boards.

ABC Photosigns says customer satisfaction has risen. The business can grow by another 15 per cent before it needs to employ more staff.

IT'S HOW  
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## REAL ESTATE AGENT GETS MOBILE TO KEEP PACE WITH MINING BOOM

Outback WA Pilbara town Port Hedland boasts a permanent population of just 14,000, but it punches way above its weight for the Australian economy as a major transport hub of iron ore.

And competition for housing is blistering!

In the next five years, Port Hedland's housing stock of 6,000 is set to double to cater for the growing number of FIFO (fly in fly out) and local workers. Local real estate agents are at the heart of the action.

**Jan Ford Real Estate** (JFRE) owner Jan Ford says her business, like her hometown, has been on a massive growth trajectory with sales doubling over the past year.

Key to her success has been JFRE's adoption of mobile technology - tablets and smartphones - powered by Telstra's Next G<sup>®</sup> Mobile network.

These devices have helped JFRE slash processing times by more than 90 per cent.

"At any given time 50 per cent of my staff are on the road - inspecting a property for sale, attending inspections, co-ordinating maintenance, or seeking approvals from landlords - it's an endless task list," Jan said.

"Through mobile technology we can quickly take our sales properties to market and turn around rental properties to meet tenancy demands. Where once representatives aspired to a sale a month, they can now aspire to a sale a week."

In real estate, a picture still paints a thousand words, and for a business with a 70 per cent focus on property management for local, interstate and overseas owners, accessing detailed pictures is pivotal.

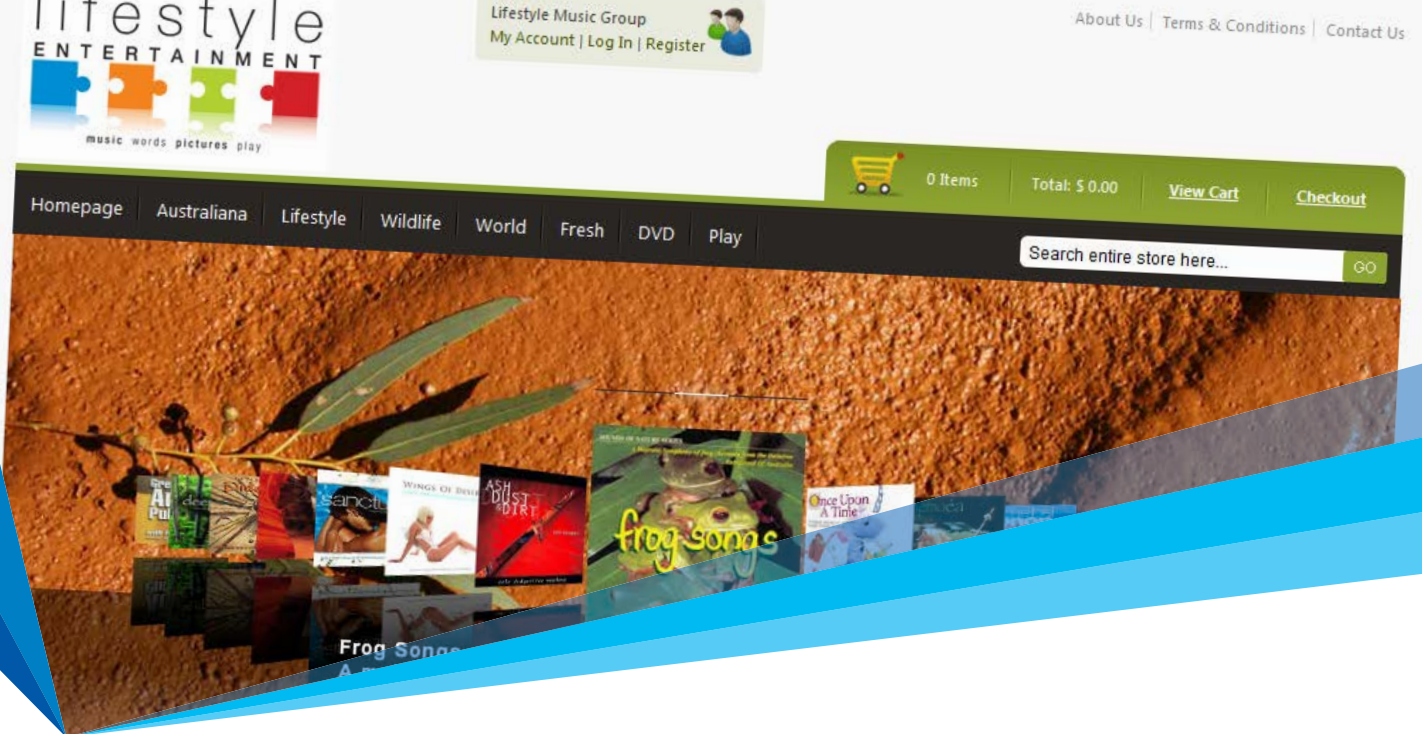
"Whether a property is for sale or rent, we use tablets to take pictures of it and send it immediately to our database. Previously we had a lengthy process of taking photos on a camera, getting them processed and then spending at least five minutes calling all prospective customers," she said.

"Tablets are great because they're big but light and hard to lose while on the road. When viewing photos, we don't have to squint to see the detail on signs or on damage to a property. We're also not limited in the use of apps, for example we use one where we can add detailed notes to our photos for tradesmen so they can order the right supplies then and there.

"Our record keeping has also improved greatly, and in the case of property management, we can easily keep track of what a garden looks like year on year."

Being at the front end of mobile technology has positioned JFRE well for the town's expected real estate expansion as large mining concerns pump \$30 billion into the Port's infrastructure.

"Our mobile technology allows us to adopt rapid response strategies and that is exactly what's needed in this market," Jan said.



## TELSTRA KEEPING SMALL BUSINESSES CONNECTED

### THE PROBLEM

Businesses in locations without fixed ADSL, cable or fibre broadband connectivity, resort to either dial up Internet, satellite or mobile broadband to keep their businesses connected. Depending on the location of each business, this can cause frustrations surrounding frequent drop outs, slow internet connectivity and complicated external antenna set ups.

### THE SOLUTION

The Telstra Outdoor Gateway has been designed to extend a reliable high speed broadband connection to businesses using the coverage, reach and speed of Telstra's Next G® network. As an all-in-one product, the Outdoor Gateway can be used as a primary broadband connectivity device, a backup device, a temporary device or it can be used for a mobile office set up.

### BRIDGING THE BROADBAND GAP

Lifestyle Music produces a diverse variety of non-traditional music covering genres such as Australiana, chill out, spa, ambient jazz, indigenous, nature and meditation. Their specialised music designers create unique sounds for events, advertising, wellbeing and much more. Customers and retailers can listen to various sound tracks via the Lifestyle Music website which features music samples, online audio displays and digital downloads; while also supporting online sales transactions, inventory management and Internet marketing.

Maintaining a solid broadband Internet connection is critical for e-commerce businesses and while this is easily achieved in urban areas, Lifestyle Music's remote location on the outskirts of Cairns presented a number of connectivity challenges. As a business based beyond the reach of fixed line ADSL or cable infrastructure, mobile broadband connectivity was the only available option – but their distance from the nearest Next G® tower made it difficult to access a 3G signal with the strength to support bandwidth-intensive devices and applications.

To overcome the issue of a degraded signal and slow wireless Internet speeds, Lifestyle Music tried to bolster their 3G signal by connecting an external antenna to a regular 3G router. A switch was attached to the router to create a wired network for their four desktop PCs; and a separate Wi-Fi router was used to create a Wi-Fi hotspot within the premises. This motley mix of technologies failed to eliminate low signal strength and loss of signal difficulties and left Lifestyle Music susceptible to a number of potential maintenance issues.

Sue Itzstein, General Manager of Lifestyle Music, required a solution that could both optimise their signal and reduce device clutter. Being an e-business located in a remote location, the all-in-one Telstra Outdoor Gateway was the ideal choice. The durable weatherproof Outdoor Gateway worked straight out of the box with no configuration or user interface setup requirements. Once the relevant cables were connected, Sue achieved an instant high-speed mobile broadband connection with the capacity to support up to 16 wireless devices and 3 wired devices. A tradesman then quickly and easily mounted the compact device onto an eave in an optimal position.

"Being an outdoor device with integrated antennas, we have substantially increased our Telstra Next G® network signal strength, and we now have reliable Wi-Fi inside and outside our premises. The gateway is also attached to the Indoor Access Point that connects all of our office desk top computers so everything's connected," said Sue Itzstein, General Manager of Lifestyle Music.



“Since installing the Gateway, we no longer have to experience prolonged disconnection periods, drop outs or slow connectivity. This has therefore helped me keep my business operating more efficiently.”

The Telstra Outdoor Gateway incorporates: a secure and reliable Wi-Fi router with high gain antennas that connects to the nearest Next G<sup>®</sup> tower. Typical download speeds range from 1.1Mbps and 20Mbps in all capital cities and many metropolitan and regional areas and high gain antennas for a solid connection to the nearest Next G<sup>®</sup> tower; reliable and secure Wi-Fi coverage; an integrated Wireless LAN access point and MIMO antenna technology to transmit a strong signal around the premises, up to 100m for convenient indoor and outdoor wireless Internet access and wired connectivity powered via Ethernet to support video and music streaming, multimedia downloads and other high-bandwidth activities without disruption.

Lifestyle Music was able to achieve all of their connectivity requirements using a single robust device with industrial strength IP-67 rated housing for the protection needed to withstand extreme weather conditions experienced in Cairns and its surrounds.

### **BENEFITS:**

- Connects remote businesses to high-speed broadband
- Boosts Next G<sup>®</sup> signal strength
- Ideal for customers in areas where ADSL and Cable broadband isn't available
- Provides up to 100m outdoor Wi-Fi connectivity and 30m indoor
- Creates 3 secure WiFi networks connecting up to 16 Wi-Fi devices
- Ethernet connectivity for 3 wired devices
- Withstands dust, rain and extreme temperatures

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### **THINGS YOU NEED TO KNOW:**

Capital CBD's means within 5km from the GPO in each capital city. Outside these selected areas, the remaining metropolitan areas of all capital cities and many other regional and rural locations support typical download speeds from 550kbps to 8Mbps. In other coverage areas, typical download speeds are from 550kbps to 3Mbps. Typical upload speeds are from 300kbps to 3Mbps in capital CBDs and selected regional areas. In other coverage areas, typical upload speeds are from 300kbps to 1Mbps.

Actual speeds vary due to factors such as distance from the base station, local terrain, user numbers, hardware & software configuration and download source/upload destination. Actual download speeds will be shared between users

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## NO PAPER TRAIL IN THE AUDIT PROCESS AS ACCOUNTANTS GO MOBILE

Using mobile technology to improve customer service, satisfaction and referrals adds up. And one accounting firm has the numbers to prove it.

NSW Central Coast accountants Bishop Collins credits savings of up to \$90,000 a year to the use of smartphones and tablets - powered by Telstra's Next G® Mobile Broadband network.

Bishop Collins audit team specialises in the Not for Profit, Registered Club and Retirement sectors. Its tax team specialises in ensuring their clients have the best asset protection strategies and tax efficient business structures for their type of operations.

According to partner David McClelland, mobile technology allows Bishop Collins to deliver - and deliver fast on their customer service proposition.

"In the last two years we've grown staff numbers by 20 per cent. It's to meet client growth largely realised through word of mouth referral," he said.

"Central to that growth has been the use of a mix of smartphones, tablets and on-the-go laptops. Simply put, it gives our specialist audit teams more face-to-face time and gives us smarter tools to give quality advice quickly."

The Bishop Collins audit team is highly mobile. Of the 120 man hours spent on an audit, 80 per cent will be done face-to-face at client premises. Where once auditors would have lugged massive folders from office to office, now it's a paperless audit - everything is scanned and shared.

"It used to be you'd go out to the client and hope you had everything in multiple bags in the back of the car. If you left something behind, there would be quite a delay," David said.

"Now I can download voluminous technical standards and legislation from sites like the ATO, and spreadsheets and other chunky business documents on a Tablet connected to the Telstra Next G network."

According to David, clients also need answers quickly, for example to finalise a purchase or get a tender across the line.

"With mobile technology I can look it up in five minutes, there's no delay. Tablets are lightweight, quick and because of the large screen, it's a lot easier to see the data," he said.

For a business that has a footprint in urban and regional NSW, great mobile broadband coverage needs to be a given: "Commuting between clients, some of which are located a two hour drive away, can really impact on work flow if we're not connected. Telstra's service and network spread means our people can continue to be productive and deliver on our customer promise," David said.

The resulting word of mouth endorsements means the firm doesn't have to spend additional funds marketing its brand. More good news for the bottom line.



## EMBRACING TECHNOLOGY KEEPS COMPANY ON THE MOVE

With 126 employees in five offices and more than 50 vehicles constantly on the road, real estate billboard company ABC Photosigns is using tablets and mobile broadband to make its out-of-office staff up to 20 per cent more efficient.

ABC Photosigns produces signage and promotional material for agents across Australia. Its drivers install and take down more than 100,000 mini billboards a year.

Innovation is a critical part of the ABC Photosigns business. In 1992, it was the first company to bring full colour photographic billboards to the Australian market and has grown from just three employees.

It's a business on the move in many ways but management recently realised that the time spent by its drivers checking installations and following up with clients was squeezing productivity and profit margins.

"Traditionally, drivers would mark-off installed signs on a run sheet and when they returned to the office at the end of the day, they'd e-mail clients to tell them about the installation," said Managing Director Mick Hollingsworth.

"We needed to change how we managed that process in a way that would give us and our customers an edge over competitors without creating unnecessary administrative work."

Mick spoke to ABC Photosigns' information and communications technology partner, Telstra Business, about developing a solution.

"Telstra Business set us up with 45 Samsung seven-inch tablets over Telstra Mobile Broadband and our IT department developed a specialised Android app to integrate real-time customer communications," Mick said.

"Our drivers now use their tablets to take a photo of the newly-installed billboards. The app does the rest by

automatically assigning a job number and sending an e-mail, with image, to the agents."

This clever solution - and the unrivalled reach of Telstra's networks which cover 99 per cent of the population - has produced a fundamental change in ABC Photosigns' operations.

"There's no need for our drivers or admin staff to send an email to the client at the end of the day - everything's done on the road," Mick said.

"If clients need adjustments to signage, they can tell our drivers while they're still out of the office.

"We estimate our drivers are able to spend up to 20 per cent more time on their core job of installing and removing boards.

"Because of those efficiencies, the business can grow by another 15 per cent before we need to employ more staff."

Customer satisfaction has also improved.

"We're immediately notifying clients when a board has been installed and now they can see the sign placement as well," Mick said.

"Our sales team is also using tablets as selling tools for the business - it shows we're an innovative company that's prepared to embrace technology to stay ahead of the competition."

Mick believes the joint approach to the project reflects Telstra's ability to understand customer needs and provide cutting-edge products.

"Telstra has been an important partner of ours for years. Telstra understands our business and is prepared to invest in technology," he said.

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