

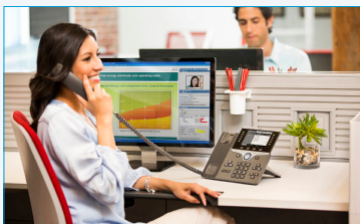


Telstra Creates More Engaging Work Options and Helps Customers do the Same

Telstra transforms the workplace with:



Improved collaboration and innovation within the workplace



Increased employee engagement and productivity

Service providers are at the heart of digitization and the Internet of Everything (IoE). Australia's largest telecommunications and media company is shaping the future of how employees work and communicate to create a brilliant and connected future. To better connect people and processes, the company needed to transform their workplace to be a more collaborative and innovative environment. Telstra partnered with Cisco to improve collaboration both internally with their workforce and with their customers.

Envisioning a digital workplace, Telstra is leveraging innovative technologies such as unified communications, mobile device, video, and social technology to positively improve the workplace experience. With Cisco® collaboration technology as a foundation, along with the Telstra Cloud Services powered by Cisco, the company is now able to showcase how they are innovating and leading change. In doing so, they are connecting their people, business processes, data, and things to a greater effect as they continue their digitization.

"There's great legacy and great history [Telstra] but I think there's also a recognition that both the industry we're in and the customers we support need us to change if we're going to meet their needs going forward, and the customer is right at the heart of that."

Helen Lea
Director, Enterprise Services, Telstra