



# Technology, purpose-built for people.

Technological developments have a purpose: serving people. That's what Telstra Purple is all about. We believe it's people who give purpose to technology, and it's the power of purposeful technology that inspires people.

We're a global team of experts consulting on, delivering and managing leading-edge technology experiences. We solve problems, we design, we listen, we learn, we share. Putting purpose and people at the core of everything we do brings a brilliantly connected future closer to your reach.

**We'll help you transform your business.**



## You're unique. So is your solution.

Through our consulting and managed services we enable digital transformation so you can thrive.



### Digital innovation

Bring us your business opportunity and we'll help build and manage the right solution. By prioritising digital innovation, you can maximise productivity and minimise interruptions. An inspiring experience for your customers, end-to-end.



### Adaptive Infrastructure

Adapt to changing business and digital landscapes by creating agility for your organisation. With our expertise and industry-leading partnerships, you'll have a choice on your path to success and transformation.



### Digital culture

Empower your people as they work and deliver results for your business. Attract and retain the next generation of talent with innovative, best-of-breed and emerging technologies.

## We've got what it takes

Telstra Purple has the experience, capacity and tools to help solve the evolving challenges you face.

- Largest Australian-owned team of technology services professionals, with 1500 experts across four regions specialising in network, cloud, security, collaboration, mobility, software, data and analytics, and design.
- Built on a foundation of acquisitions, we're a powerhouse of demonstrable experience and expertise.
- We're committed to collaboration. We bring the best people across our organisation together with yours to design, build and deliver outcome-based solutions.
- We've built strong partnerships with industry leaders, including Microsoft (Gold)

**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.

## Our consulting-led approach

Telstra Purple has the experience, capacity and tools to help solve the evolving challenges you face.

Discover	Define	Deliver	Drive
Discover and understand the breadth of possibilities that can unleash the potential of your business.	We'll help identify the best opportunities and define the ways we can develop the solution.	Together, we'll co-create the solution. Our experts will be with you every step of the way, from deployment to adoption and change management. We'll also provide you with the knowledge you need to run the show after we've wrapped up.	Our experts are also equipped with the skills and experience to provide repeatable and managed services to ensure the continued value of your investments.

- We have the expertise to deliver across all four of the phases with our heritage of acquisitions and partnerships and scale, and can quickly move from one phase to the next.
- Outcomes are tailored to each customer. We apply this framework with the same rigor, regardless of your organisation's size to help achieve the unique outcomes you need.