

BRANCH OFFICE IT CONSOLIDATION

What if you could consolidate your infrastructure to reduce cost and complexity, while ensuring peak application performance to maintain productivity? That's the reality of Branch Office IT Consolidation.

Product summary

Increase productivity and improve cost-efficiencies across the distributed enterprise.

Traditionally, sustaining application performance meant hosting applications and supporting infrastructure at each branch office – a costly and inefficient exercise. Attempts to centralise infrastructure to cut costs would often cause application lag and productivity loss. However, advances in IT consolidation mean that this paradigm has now changed.

The key to effective Branch Office IT Consolidation is a holistic approach. Which is why Telstra Branch Office IT Consolidation offers a suite of complementary solutions that makes IT consolidation viable:

- WAN Optimisation
- Cisco Virtual Engine
- Custom Hosting
- Next Generation Services

WAN Optimisation is designed to reduce latency, packet loss and congestion. It enables you to take your servers from 50 metres away and put them 500 kilometres away, yet still enjoy LAN like performance over the WAN. In fact, many organisations say that WAN optimisation technology starts to pay for itself through an immediate improvement in application response and user productivity.

At the same time, they report a reduction in bandwidth usage. That helps you to get off the expensive network upgrade treadmill – which ultimately doesn't solve the problem of application performance.

With your applications performing, you can safely remove servers from branch offices and centralise them to reduce server and licensing costs. Management can also become simpler and more effective, allowing IT staff to be productively engaged on more strategic activities. As a further advantage, consolidating IT can improve security and assist compliance efforts.

Telstra hasn't forgotten about maintaining local branch services – a critical element in IT consolidation. If there is a WAN outage, Cisco Virtual Engine enables vital local services to keep running such as DNS, DHCP, Active Directory and Print from your integrated WAN Optimisation device.

We also offer additional options of Next Generation Services to design and deploy the solution, and a range of custom hosting services to remove the burden of in-house management. A comprehensive solution that allows you to enjoy the benefits of IT consolidation without sacrificing application performance, with added services that can further reduce risk, capital expenditure and management complexity.

Product features

Branch Office IT Consolidation offers four complementary options.

- **WAN Optimisation:** using a combination of techniques, Telstra WAN Optimisation can accelerate application performance for users
- **Cisco Virtual Engine:** virtual blade servers can be deployed at each site for customers with Cisco Wide Area Application Services to ensure vital local services such as DNS, DHCP, Active Directory and Print are maintained
- **Custom Hosting*:** Telstra's Network Computing Services can offer you greater control, convenience and flexibility in ICT management. Our data centres provide high levels of security and resilience and immediate access to Telstra's networks and the internet. We have a range of hosting solutions that can easily gear up or down to meet changing business needs
- **Next Generation Services:** our experts will audit, design, transition and project manage to ensure a low-risk, cost-efficient and timely changeover

Product benefits

Branch Office IT Consolidation can deliver significant advantages to the distributed enterprise:

- **Increase productivity:** WAN Optimisation reduces application delays, assisting staff to maximise productive output leading to a rapid return on investment
- **Keep branch communications running:** Cisco Virtual Engine enables essential local services to be consolidated and delivered from your integrated WAN Optimisation device if there is a WAN outage
- **Increase efficiency of existing infrastructure:** centralising IT assets can reduce the complexity of

deploying and maintaining infrastructure at multiple sites. Less infrastructure to maintain also allows IT staff to be redirected to higher value tasks for the organisation

- **Decrease capital outlay:** better application speeds resulting from WAN Optimisation can cut costly network upgrades. In addition, the reduced need to duplicate infrastructure across many sites can save further capital expenditure
- **Improve security:** consolidating IT can offer better physical and virtual security for sensitive corporate data
- **Assist compliance:** centralised IT assets can make it easier to back up and retrieve data

A complete and integrated solution

Telstra combines cutting-edge technology and professional design and deployment with the strength of our infrastructure. This enables us to deliver a complete and integrated solution with a single point of contact.

Our strategic partnership with global networking leader Cisco brings you the most advanced and robust technology solutions. We also have a clear commitment and roadmap for the future to simplify network management and boost productivity for our customers.

Telstra's technological edge is backed by the skill and experience of Next Generation Services to help ensure first-class deployment and ongoing delivery of managed ICT and security services. In fact, Telstra Enterprise-grade Customer Service has just gained the 2009 Best-of-the-Best Service Excellence award from the Customer Service Institute of Australia.

Our technical and service excellence is underpinned by world-class

infrastructure. The Telstra Next IP™ network, our next generation fixed-line network, provides:

- 99.999% reliability and 99.11% fault-free service
- Six levels of Class of Service and Quality of Service to prioritise network traffic
- Security built in to the network

In addition, Telstra offers a unique, end-to-end visibility of our core network through to our customer networks, supported by 24x7 management and monitoring via the Global Operations Centre and Managed Network Operations Centre. This enables us to proactively flag incidents and resolve any issues – often before customers notice an incident has occurred.

About Telstra

Telstra's world-class products and services are underpinned by the next generation Telstra Next IP™ network and Next G™ network – fully owned and managed based on the stringent quality standards of Australia's largest network manager. Our Next G™ network can reach 99% of the Australian population.

Our capability is your peace of mind. We have a dedicated team of technical experts working with some of the world's most advanced management and operational systems to monitor and maintain your network around the clock.

FOR MORE INFORMATION,
PLEASE CONTACT YOUR
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