

IP

Everything you
need to know
and a few things
you don't.

A smiling woman wearing a white Krispy Kreme baseball cap and a yellow polo shirt with the Krispy Kreme logo. She is holding a white box filled with several golden-brown doughnuts. The background is plain white, and there is a blue curved graphic element at the bottom left.

Krispy Kreme Doughnuts

Flexible Working with Telstra IP

Not that long ago, IP simply meant Internet Protocol, the language of the Internet.

Now when someone mentions IP, they're most likely referring to some of the most innovative business communications technologies ever developed.

The problem is, however, many assume it's only relevant to bigger businesses with dedicated IT departments who have the time and ability to fully understand it.

That's something we at Telstra would like to help change. We've been involved right from the beginning and are Australia's largest provider of IP services.

So, we've used our experience to put together a series of guides entitled "IP. Everything you need to know and a few things you don't".

We hope the combination of actual case studies and explanations of the Telstra IP products used will help shed some light on technology that could be a major benefit to your company, whatever its size.



Demystifying IP

Let's start the demystification process by focusing on the key benefits of Telstra IP. By combining the flexibility of the Internet with the reliability and security of a private network, you can potentially:

- **Help reduce costs**
- **Converge business processes**
- **Assist improvement in cash flow**
- **Help improve network security**

Not bad for starters, but it really starts to make sense when you add:

- **Investment protection** – Because IP is a common language, this can help you to integrate your hardware, software and network. And when you need to upgrade, you need not throw everything out and start again.
- **Scalability** – Telstra IP gives you the flexibility to add capacity and sites to your network, when you need it!
- **Availability** – As Australia's leading IP provider, Telstra has an IP solution that's right for your business, where you need it.

If you are interested in finding out more, check out what we've recently done for Yamaha Music and then take it from there. If you still need some convincing, talk to your Account Executive or call* 1800 986 687. We will also be producing more case studies so look out for those.



Case Study

Krispy Kreme Doughnuts

In just two minutes, Krispy Kreme stores worldwide can produce a stack of doughnuts 3 times higher than Centrepoint Tower in Sydney! That's a lot of doughnuts, and it's just as well that their production lines are so efficient because Australia has well and truly embraced this iconic food company.

In less than 18 months, they have established a strong presence in and around Sydney and plan to expand interstate very soon. It's this growth potential that prompted them to put a Telstra IP solution in place right from the word go.

As Sean Ellaby, Krispy Kreme's IT Manager, says, "For us the implementation of Telstra IP was a no-brainer. We were starting from scratch and we knew our network would need the flexibility to grow rapidly. We're pleased to say that the growth we had hoped for is becoming a reality and the speed and ease of hooking up each new outlet is being demonstrated."

As a new store is opened, a Telstra 'out of the box' Connect IP package is used to connect into the Krispy Kreme communications network. This means that the new store comes online fast and can automatically take advantage of the IP based business applications such as ordering, inventory management, HR and sales reporting.

The seamless nature of a Telstra IP solution means that managers can quickly see if daily targets are being met and immediately decide on what actions they need to take to meet or exceed targets. It's a great example of an efficient network empowering staff to excel at what they're good at.



Penrith Drive Thru Store

Each time a doughnut is sold, cash registers linked back to the Support Centre log exactly what ingredients have been used and subtract these from the store's inventory. If inventory levels run below a critical point an alert is generated and an order is placed to ensure that the production line never runs out of stock.



Remote Access

Flexible Working is business as usual for Store Managers. From the comfort of their home they can use an Internet connection to securely log into the company IP network. Many tasks they can do at their office, such as view sales reports, email and access administration tools from shared LAN drives, can also be completed from home.



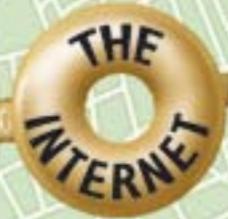
Mascot Drive Thru Store

To help ensure that orders at the Drive Thru are correct, a colour screen displays pictures of the doughnuts and coffee customers have just ordered. Product pictures, descriptions and pricing details are all stored and managed at the store and appear on the screen before the customer's doughnuts have even come off the production line.



Huntingwood Support Centre

Centralised control of all Krispy Kreme stores and offices is achieved by sharing critical business information over a network of Telstra Connect IP links. This end-to-end view of the business enables tighter control over costs for raw materials, finished goods and staff, as well as improving cash flow.



Kent Street Support Office

Store business tools such as PCs, cash registers and EFTPOS terminals are all hooked up to the Krispy Kreme IP network. If a problem occurs with any of these devices, Technical Support staff can take remote control from the Kent Street office to diagnose and fix.

Did you know...

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Wynyard Store

The morning rush is over and the store manager logs onto the company Intranet site to view his store's sales. Financial data at the Support Centre is updated over Telstra Connect IP network links, and sales reports and graphs are then securely delivered from the Intranet. Managers can view store performance against targets for items including customer counts, average sales size, top selling products and labour efficiency.



How Telstra IP is helping
Krispy Kreme make dough.