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

Tyrrell's Wines

# 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 one of Australia's leading IP providers, Telstra has an IP solution that's right for your business, whatever your location.

If you are interested in finding out more, check out what we've recently done for Tyrrell's Wines and then contact your Telstra Account Executive or call* 1800 986 687 to see what IP could do for you and your business.

# Case Study
## Tyrrell's Wines

The story of Tyrrell's Wines is inextricably linked to the story of wine in Australia. It is a story about pioneers and innovators, men and women who transformed the Hunter Valley of NSW, planted grapes there and looked for better ways to make wine.

In the case of Tyrrell's, the pioneering and innovating continues to this day, both in relation to their wine making and also the business of selling wine.

Always keen to investigate and adopt new ways of doing things, Tyrrell's has been one of the early adopters of Telstra's IP technology.

The key benefits of Telstra IP to the Tyrrell's operation includes:

**Improved customer service** – Tyrrell's business information, used throughout the sales process, is now more accessible to its employees. Information stored on the Tyrrell's Intranet and ERP systems can even be accessed remotely using the Internet.

**Cost effective network upgrades** – The Telstra IP WAN provides Tyrrell's with a simple, cost-effective and secure means of interconnecting its offices. This means that traditional costs associated with building and maintaining an office-to-office data network are avoided.

**Scalability** – easy and fast to upgrade capacity with IP WAN – avoiding hardware purchase and installation lead times which means Tyrrell's can be more responsive to changing business needs/conditions.

In a fiercely competitive business such as wine making it's important to make sure you're doing everything possible to obtain an advantage both at home and overseas. By embracing Telstra IP, Tyrrell's have done just that.

## Sales Rep SMS updates

Head Office management in Pokolbin NSW stay in touch with Sales Reps scattered all over the country using SMS^. Company updates including sales figures, change of vintage or industry intelligence like Winemaker Of The Year, start life as an email message sent over the Tyrrell's IP network and then broadcast to all Reps as an SMS on their mobile phones.

^ Within a coverage area

## Pokolbin Head Office

At the heart of Tyrrell's operation is an Enterprise Resource Planning (ERP) system that works relentlessly in and out of harvest seasons to keep the wine flowing. By tightly coordinating operations such as pricing, sales enquiry, invoicing, CRM and reporting, Tyrrell's management are provided with a current, enterprise-wide view of the business at all times.

## Telstra IP-WAN

Tyrrell's uses Telstra IP-WAN networking across its metropolitan, regional and rural sites to avoid the costs associated with building and maintaining a traditional office-to-office data network. IP-WAN combines the flexibility of IP-based networking with the reliability and security of traditional data networks to manage the routing, security and delivery of Tyrrell's applications and data within Australia and overseas.

**TELSTRA IP WAN**

**INTERNET**

## Global wireless email

Bruce Tyrrell, CEO of Tyrrell's Wines, spends a considerable amount of time traveling around Australia and the globe. Simply by using his i-mate PDA2k, Bruce can seamlessly connect into the Tyrrell's IP network and respond to head office emails from anywhere he can access a GPRS network^^.
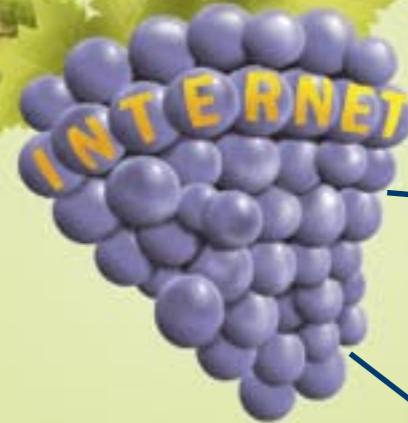
^^ User must be in a country which supports GPRS roaming, and user's SIM must be configured to allow international roaming.

## Business partner Extranet

Over 12,000 members of Tyrrell's Private Bin wine club enjoy the convenience of exclusive ranges of Tyrrell's wines regularly delivered to their doorstep. All the behind the scenes orders, delivery and secure credit card transactions are performed electronically using an extranet. This is made possible by connecting the Tyrrell's IP network with the networks of business partners such as TNT, Australia Post and Card Access Services.

## Global roaming Intranet access

Tyrrell's Sales Reps based in London and traveling around Europe and the UK can use their BigPond dial up Internet account to securely access the Tyrrell's Intranet, via a local access number. They can then dial up to the Intranet for sales reports, debtors analysis, tasting notes, bottle images and sales collateral at local call rates.

**TYRRELL'S WINES**
EST 1858
NIL MAGNUM NISI BONUM

How **Telstra IP** helps keep **Tyrrell's** wine flowing

RESTAURANT

Melbourne Office

Sydney Office

TYRRELL'S WINES
HUNTER VALLEY
PRIVATE BIN
FRAGILE

Brisbane Office

Glenbourne Dam