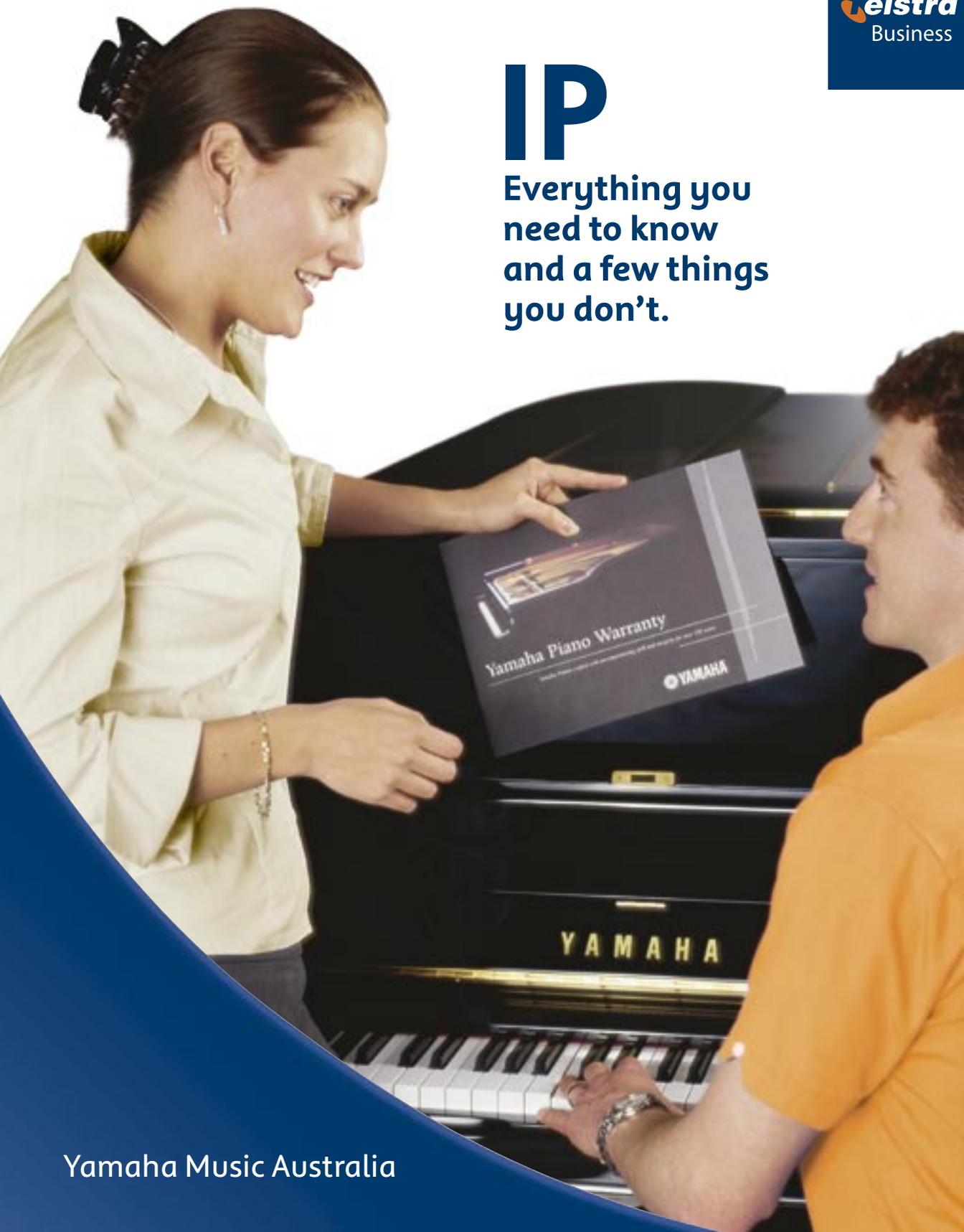


# IP

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



# Flexible Working with Telstra IP

Not that long ago, IP simply meant Internet Protocol, the common 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 access to the Internet with the benefits of a private network, you can potentially:

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

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 a range of IP solutions for your business, whatever your location.

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

### Yamaha Music

Yamaha Music was founded over a hundred years ago and has grown to be one of the largest manufacturers of musical products in the world.

Yamaha prides itself on being 'customer focused' and this was one of the key drivers behind asking Telstra to explore technologies that could help improve their network.

As Mr. Mark Haraguchi, Managing Director, Yamaha Music Australia says, "Our goal is to transform Yamaha into a truly customer intimate and professional organisation. This means working with our customers so closely that we can anticipate their needs and deliver comprehensive solutions beyond their expectations."

Interestingly, the IP solution that is now in place enables Telstra to deliver this kind of service to Yamaha. Telstra manages and maintains the network and equipment, which enables Yamaha to concentrate on business objectives without worrying about network issues.

A major benefit of this solution is that it allows 'any site connectivity' between Yamaha's multiple, and geographically dispersed sites. This fully meshed nature of the Telstra IP WAN (Wide Area Network) enables better flow of information and provides a reliable, flexible platform for future growth.

Yamaha has also fully embraced Telstra Flexible Working with sales managers being equipped with Telstra PC Pack wireless laptops.

### Laverton Warehouse

Shipments of new Yamaha products from overseas are delivered to the Laverton Warehouse on the outskirts of Melbourne. Inventory levels are updated back at head office and through their Telstra Connect IP network are available for all sales managers to view. New orders can be quickly batched together, packed and dispatched to their relevant destinations.



### Yamaha Head Office, Melbourne CBD

Integrated software centralised at Yamaha's head office provides up to the minute control over Yamaha Music's entire Australian operation. Sales, inventory and logistics functions gather information from all Yamaha locations and sales managers 'on the road', which helps ensure they never miss an opportunity.



### Yamaha Music Education Centres

Yamaha encourages music education and fosters this through the Education Centres in Willoughby (NSW) and Malvern (VIC). A Telstra Connect IP network links each school back to head office financial systems. This ensures that teachers can focus on what they do best – teaching – as critical business functions like invoicing – as critical business functions like invoicing and fee collection are faultlessly handled back stage.



### Flexible Working Sales Managers

Being away from the office doesn't mean that orders have to wait. Yamaha sales managers are equipped with laptops and Telstra Wireless PC Packs. When a Yamaha Dealer wants to place an urgent drum kit or home theatre order over the phone, a sales manager on the road within a wireless coverage area can check stock levels, place an order and even confirm delivery dates using up to date information downloaded from head office.



### Hallam Warehouse

Occasionally musical instruments and audio video products need repairs and maintenance work. Dealers send products for repair to the Yamaha Hallam Warehouse where their receipt, repair and return are all seamlessly managed by head office systems over the Telstra Connect IP network.



How Telstra IP is helping Yamaha Music orchestrate its business