



IP

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

Introducing **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**
- **Assists 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!

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

Collingwood Football Club

When your business takes place in front of thousands of the country's most passionate football supporters you're never in any doubt that you need to be 100% focused on improvement.

That's certainly true at Collingwood Football Club who have recently completed a major installation of Telstra's next-generation communications technologies at their new administration and training facility at The Lexus Centre.

Club President, Mr Eddie McGuire, said, "Collingwood's core business will always be football, but we are also a major events and entertainment company, and as such we require cutting edge communications technology to support our state of the art sporting facilities."

Collingwood now operates a Telstra IP MAN (Metropolitan Area Network) together with Telstra's Internet Direct package. This provides secure, flexible, high-speed data networking that helps reduce costs and increases staff efficiency. For example, it provides new levels of control with 'Bandwidth on demand' which means their IT staff can change the network data capacity from 2Mbs up to a massive 1000Mbs via a dedicated website. This has obvious cost benefits as it can be 'dialled down' in the quieter closed season or 'dialled up' for the finals.

There's also an IP telephony network that enables staff to use their PCs to make calls and manage their phone's increased functionality.

A Telstra Wireless Hotspot Service completes the picture and this enables everyone visiting the club to send and receive email, access the Internet wirelessly and hook up to a corporate network via a VPN (Virtual Private Network) configured device. This even extends to the training area, so the Magpies can work on their performance via a laptop!

Wireless Reporting

Visiting press reporters can file reports on the latest developments at the club on the spot by using the high speed Internet access of a Telstra Wireless Hotspot. They can download large files from their newspaper's databases to check player statistics, pictures or anything else they may need.



Wireless Coaching

Collingwood are using Telstra Hotspots to help improve their performance on the field too. Coaching staff can access player stats and details on the spot making preparations for important 'match-ups' as thorough as possible. As yet, however, Telstra have been unable to produce an IP solution to injuries!



Telstra Wireless Hotspot



The wireless coverage area extends over 300 metres from the main Lexus Centre building and can be accessed by visitors, coaching staff and event management people throughout the Olympic Park complex. This enables users to access email, office databases and the Internet at will.

Remote access to event management database

Whilst away from her desk the Events Manager receives a call enquiring about site availability and costs. With **Telstra Flexible Working** there's no need to risk losing a booking by being out of the office. By quickly accessing the relevant information via a PDA, the potential customer can be sent the details they require there and then.



Telstra IP Telephony

The major benefit of IP Telephony to Collingwood is flexibility and ease of use. Voice mail and call forwarding can all be managed via a PC rather than punching in multiple key codes on a telephone. Internal relocations and future growth can also be handled without a technician required.



The Lexus Centre features a Telstra IP network

At the core of Collingwood's IP solution is a Telstra IP MAN (Metropolitan Area Network).

The IP MAN provides control over the data network with 'Bandwidth-on-demand', which enables Collingwood staff to dynamically change data capacity to match usage requirements.

The network is managed by Telstra, which helps Collingwood to reduce the costs associated with external IT consultants.



How Telstra IP is helping Collingwood FC improve its performance