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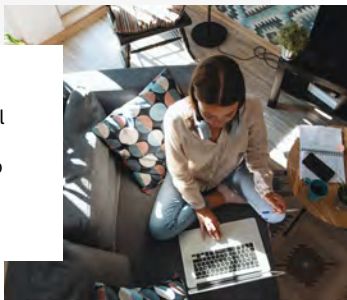
**The Launchpad.**

Where business solutions take flight.



# Want to get the most out Vantage? Then head to the Launchpad.

It's a unique online space where you'll find solution specialists, world-class partners and innovators ready to help solve your business challenges.



## Focus 15's

Focus 15s are short, sharp 15-minute sessions where you'll see tech in action, followed by a short Q&A to have all your questions answered. There are more than 20 sessions to choose from and each one will run multiple times a day, making it easy to fit into your schedule. These highly interactive sessions are delivered via video conferencing, with opportunities to download supporting content, and request a call-back from our experts to keep the conversations going.

## Meet the experts

Meet with tech experts from Telstra and our partners in one-on-one sessions, deep dive into solutions and discuss your business needs. There'll be over 100 experts on hand in the afternoons to answer your questions and help move your business forward – each specialising in one of the Launchpad's five areas of interest. There's no bookings required, simply drop in on the day.

The Launchpad focuses on five key areas of interest that represent some of the most pressing topics in business today:



**Adaptive  
Networks**



**Security**



**Workplace**



**Customer  
Experience**



**IoT &  
Big Data**

## Adaptive Networks

Your networks are under unrelenting pressure and your business needs to navigate ever-increasing uncertainties. See how you can adapt with software-defined and managed networks solutions.

## Meet the Experts

There will also be experts from all of our partners available on the day.



**Joel Whitfield**

SD-WAN Solutions  
Specialist Telstra



**John Petridis**

SD-WAN Solutions  
Specialist Telstra



**John Davidson**

Adaptive Core Senior  
Solutions Specialist  
Telstra



**Ben Metcalf**

Adaptive Core Senior  
Solutions Specialist  
Telstra



**John Carter**

Adaptive Connectivity  
Senior Solutions  
Specialist Telstra



**Marcus Woo**

Assistant Director,  
International Sales  
Telstra PBS



**Grant Thompson**

Adaptive Connectivity  
Senior Solutions  
Specialist Telstra



**Marcelo Valadas**

Cloud Principal Solutions  
Specialist Telstra



**Vincent Hardy**

Cloud and Security  
Senior Sales Specialist  
Telstra



**Marcos Georgopoulos**

Automation Architect  
and Security Consultant  
Telstra



**Greg Foletta**

Automation Domain Lead  
Telstra

# Adaptive Networks Focus 15s

## Adaptive Core: Optimise your network with the right foundation

Learn about how Telstra's unique core network topology is driving unparalleled reliability and resilience, plus discover how our Internet backbone is integrated into the hyperscalers for better app performance. You'll also hear how Telstra is using SDN to proactively manage fault tolerance and network load.

## Delivering a new branch in 10 minutes or less

Automation can help you optimise resources, capitalise on opportunity costs, and scale, while ensuring a consistent customer experience. Join us as we show how you can deliver a new branch in 10 minutes or less. Explore how Cisco DNAC can deliver network infrastructure, and use Telstra's proprietary Rapid Automation platform to test and onboard the new branch into Solarwinds and ServiceNow.

## Adaptive Connectivity: Network changes as agile as your business plan

Telstra's Adaptive Connectivity can help your network change as required. We'll show you examples of how you can improve business continuity and seasonal network utilisation, and rethink the way you secure and optimise applications for your users or customers.

## Unlock the true potential of Cloud with Adaptive Networks

Not all networks are the same; your cloud can only be as good as the network you are connected to. Discover the importance of an Integrated Cloud Network Fabric for high performance applications and learn how to manage your multi-cloud environment more effectively.

## Adaptive SD-WAN: Not just for cost reduction

SD-WAN is being sold as the silver bullet to every networking problem. Learn how customers have gained real value from their SD-WAN networks, and why some haven't. We'll also let you in on the secrets to making your deployment successful.

## A gateway to Asia: Optimise your connectivity in China

In the wake of COVID-19 China's economy has moved from containment to recovery mode faster than any other geography, and the need for connectivity into and within China has never been stronger. Paul Abfalter will showcase how Telstra, via our joint venture with Telstra PBS, combined with our strong data centre and Network footprint can help set you up for success in China.

## Adaptive International Networks

Global network needs for internationally operating Australian businesses are rapidly evolving, with 8 major trends influencing customer decisions. Join us as we present Telstra's response to these trends, backed by the latest research, and demonstrate Adaptive Networks, DC and Cloud Transformation, SD-WAN for international networks and more.

## The renaissance of Satellite

Telstra Satellite Services can help connect your remote sites to key locations; delivering secure, flexible and reliable satellite services, all with the convenience of one provider. In this demo, we showcase the three major pain points of satellite – cost, size and latency; and showcase how satellite is becoming more disruptive as the demand for connectivity on the move increases.



## Adaptive Networks Focus 15s

### AWS: Why AWS for Microsoft workloads

In this session learn why AWS is the best platform for your Microsoft Workloads, with superior performance, value for money and innovation. Explore how businesses can reduce the cost of running and managing their IT infrastructure through optimizing server capacity and software licensing and discuss the options available through AWS for Windows Server and SQL Server versions that have reached End of Support.

### Sinefa: Troubleshooting Remote Worker IT issues

Remote workers rely on business-critical SaaS applications like Office 365, Teams, Zoom etc. So, how do you effectively solve app, Internet, network, home WiFi and connectivity issues for your remote employees, having little to no visibility or control over these domains? Learn how to leverage end-to-end visibility to keep your remote workers productive and engaged with business-critical productivity suites.

### nbn: Market Trends - Pre and Post COVID-19 presented by business nbn™

Our lives have been changed forever by COVID-19. It has forced us to rethink how we go to work, go to school and stay in touch with our community. It has also highlighted the importance of our ability to connect with people. nbn has played a critical role in connecting Australian families and businesses through these challenging times. In this session, nbn will share the market trends that it is observing as we live through this pandemic.

### Juniper Networks: Putting together your AI-Driven Enterprise

Discover how Mist AI insights and Self-Driving Network™ automation can optimise end-to-end user experiences and minimise IT costs. In this live demonstration we'll show you how Mist AI network insights can help you create better experiences, automate operations and simplify troubleshooting, deliver innovative location services with Virtual Bluetooth LE, and drive business continuity.

### Equinix: Interconnection & The Digital Edge - What is it? Why should you care?

As IT leaders, you're under pressure to meet escalating user expectations as quickly and cost-efficiently as possible. Knowing where you need to go is only half the battle – the other half is knowing how to get there. In this session, Nick Hollings shares insights on how digital economics around the world are expected to change, why workloads and applications are shifting to the edge, and how you can leverage trends to achieve digital readiness.

### VMware SD-WAN™ by VeloCloud®: SASE in a work from anywhere world

The VMware SASE Platform provides secure, reliable, and optimised access to traditional and new applications for mobile clients, branches, and campuses with a single, holistic solution. This demonstration shows how the VMware SD-WAN™ by VeloCloud® centralised management interface enables creating and deploying a policy on multiple FWaaS instances, and enforces business policies to branch and roaming users.

### Cisco: Preparing for the new normal

An overview of Resilient Distributed Enterprise focussing on today's challenges. Return to Work vs Remote Work solutions Cisco can offer, and the building blocks of achieving this through software defined, Intent Based Networking technologies.

### Cradlepoint: Cradlepoint 5G for Business

Fixed Wireless Access is experiencing a significant technology disruption as 5G rolls out across the country. Join Cradlepoint and Telstra to discover how the flexibility of wireless, the speeds of 5G, and diversity of over-the-air connections offer organisations opportunities for innovation and agile working.

### Ericsson: Ericsson 5G Slicing with enterprise edge

5G as an innovation platform opens a world of possibilities. By introducing new network capabilities, enterprises can more effectively address their digital transformation requirements. Join this session to learn more about how 5G slicing with dedicated edge can create use case specific logical networks upon a shared infrastructure.



# Adaptive Networks Schedule

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1pm								
1.30pm								
2pm	Unlock the true potential of Cloud with Adaptive Networks	Adaptive Connectivity: Network changes as agile as your business plan	AWS: Why AWS for Microsoft workloads	Adaptive International Networks	Ericsson: Ericsson 5G Slicing with enterprise edge	Cisco: Preparing for the new normal	Sinafa: Troubleshooting Remote Worker IT Issues	Cradlepoint: Cradlepoint 5G for Business
2.30pm	Delivering a new branch in 10 mins or less	Adaptive SD-WAN: Not just for cost reduction	Adaptive Core: Optimise your network with the right foundation	The renaissance of Satellite	nbn: Market Trends - Pre and Post COVID-19 presented by business nbn™	Equinix: Interconnection & The Digital Edge - What is it? Why should you care?	Juniper Networks: Putting together your AI-Driven Enterprise	VMware SD-WAN™ by VeloCloud®: SASE in a work from anywhere world
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<b>Day One: Live Sessions</b>	9:30am - 10:30am Opening Performance: Like AI Version, Telstra keynote and Q&A panel	11:40am - 12:10pm Accelerating the delivery of 5G and Mobile Edge Computing	12:50pm - 1:20pm Cisco: Enabling the Future of Work through the Resilient Distributed Enterprise	1:20pm - 1:50pm Adaptive networks: Uncertainty demands adaptiveness	2:10pm - 2:40pm Equinix: Powering Digital Leaders	2:40pm - 3:10pm IR 4.0 - The real growth opportunity of 5G, Cloud, Edge, AI & IoT	3:20pm - 3:40pm Inside Miraca's adaptive network	3:50pm - 4:10pm Hear now and always - Empowering Global Connectivity
						2:50 - 3:20pm Embracing cloud culture - from confusion to fusion	3:30pm - 4:00pm Ericsson: 5G for Business - the opportunity for 5G driven industry digitalisation	

# Adaptive Networks Schedule



Day Two: Focus 15s								
1pm	Unlock the true potential of Cloud with Adaptive Networks	Adaptive Connectivity: Network changes as agile as your business plan	AWS: Why AWS for Microsoft workloads		Ericsson: Ericsson 5G Slicing with enterprise edge	Cisco: Preparing for the new normal	Sinifa: Troubleshooting Remote Worker IT Issues	Cradiopoint: Cradiopoint 5G for Business
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4pm								
4:30pm								
5pm								

## Meet the Experts

There will also be experts from all of our partners available on the day.

Understand how you can proactively defend your organisation against threats, so you can focus on doing amazing things with your business.



**Paul Cave**

Cyber Security Solutions  
Specialist Telstra



**Naseer Sahi**

Cyber Security  
Solutions Specialist  
Telstra



**Ed Chow**

Security Infrastructure  
Services Specialist  
Telstra





## Ready, SASE, Go

Having the right SASE strategy is just as essential as having the right cloud strategy. We'll show you how other customers are using SASE to transform their business, plus how to let your users connect anywhere to anything securely.

## Security Operations Centre Tour: "That doesn't look right." How to respond to a cyber threat

What actually happens when your business experiences a cyber attack – who do you call? What happens next? We'll walk you through a simulation of what happens when your data is under attack. Then see how the combination of our highly experienced security operations team work with the latest tech to protect your business.

## CrowdStrike: Staying Ahead of Cyber Threats

As the world works to prevent the spread of COVID-19, cyber adversaries are taking advantage of global disruption with new cyber attack vectors. Join CrowdStrike as they expose the threat actors that are attempting to exploit the confusion caused by COVID-19, and outline the typical motivations, tactics and techniques. Learn how to identify COVID-19-themed threats, be better able to educate users and more effectively deploy proactive security measures.

## CrowdStrike: Demystifying Cyber Threat Intelligence

Threat intelligence is a critical component in any cyber toolkit, enabling you to proactively respond and pre-empt advanced threats. Join CrowdStrike's Director, Strategic Threat Advisory Group for APJ, Scott Jarkoff, to learn how to get the most value out of threat intelligence by effectively applying it across your organisation — from security operations to executive leadership.

## Telstra Ventures CyberGRX: Protecting your business from 3rd party threats

Embracing the digital economy also means the increased absorption of 3rd parties into your ecosystem. 63% of data breaches are linked to a third party. Regulators are driving more accountability for company boards, CROs and CPOs to understand their 3rd party risk. Learn how CyberGRX can provide you with the market's only centralised risk management exchange. Get rapid insights into cyber risk exposure across your ecosystem so you can act.

## Telstra Ventures Cofense: Stop phishing threats evading secure mail gateways

Building an adaptive workforce and empowering them with tools and capabilities extends to protecting your employees and business from increased malicious activity. During these times, phishing attacks have grown by 350%. Learn how Cofense is detecting, responding and remediating these threats for more than 25% of the global Fortune 1000 and how you can rapidly deploy advanced phishing prevention in your business.

## Okta: Okta + Microsoft – Integrations of Today and the Future

Technology is constantly changing, Microsoft is no different. Discover how Okta integrates with products such as Office 365 and Windows 10, including Okta's integration with AAD Conditional Access, Windows AutoPilot and Windows Hello for Business. Learn how to reduce your on-premise footprint, customise your O365 life cycle functions and automation using Okta Workflows and move to a modern approach to adopt your Microsoft tools of today and tomorrow.

## Okta: Re-thinking Security Architecture for a Digital World

Digital identity has evolved over the last 30 years. New technology, architectural patterns and implementations allowed organisations to leverage digital identity to deliver seamless, meaningful and omnichannel experiences to consumers. The role of digital identity unlocked new opportunities, but also opened an unprecedented risk. In this session, we'll show you how to leverage the latest security technologies to shape a security-first mindset.



## Palo Alto Networks: Secure Access Service Edge - why you need it and how we deliver

Learn what Gartner defines as SASE (Secure Access Service Edge) and why you need it in today's world where users and apps can be anywhere. Explore how Palo Alto networks delivers the most cohesive solution in the market and how quickly you can transform your business to deliver secure access from anywhere with a consistent positive user experience.

## Zscaler: Zero Trust Network Access in a Work From Anywhere World

Has the usage of your VPN as a remote access solution increased? Do you find it isn't able to give your users the performance they require? Do you want to improve user experience while also reducing your network's exposure to risks as seen with traditional VPNs? Find out how Zscaler can help with the industry-leading Zero Trust Network Access solution, Zscaler Private Access (ZPA).

## Palo Alto Networks: Cortex XDR - Evolution of EPP and EDR to XDR

Antivirus is no longer effective against today's advanced threats. The market recognises this, and so the evolution of endpoint protection to endpoint detection and response is underway.

But is this enough? Should the endpoint try to protect itself in isolation? Is it enough to have detection and response on the endpoint alone?

## Juniper Networks: Juniper Connected Security

As budgets get more constrained, the emphasis shifts from finding threats to managing security operations with increased efficiency. Explore how Juniper Networks is innovating and evolving our approach to continuous enforcement across the network. See what is happening throughout your network, match your response to the threat and respond to threats on a massive scale with Connected Security - the blueprint for building a threat-aware network.

## Cisco: Shift the Perimeter, secure the edge

An overview of the industry definitions and development of SASE. We will also explore the core features Gartner stitches together to support the SASE architecture.

## Zscaler: Securing Your Organisation in the New Normal

With a newly dispersed workforce, IT teams have seen their security perimeters vanish overnight. The new world requires always-on, identical protection across all users—mobile, branch, and HQ; irrespective of location, network or device. Find out how Zscaler can help your organisation shift to a secure work-from-anywhere model, removing the notion of "on-premises" vs "off-premises", with our industry-leading security stack as a service.

## Security Schedule



Day One: Focus 15s								
1pm								
1.30pm								
2pm	Ready, SASE, Go	Okta: Re-thinking Security Architecture for a Digital World	Telstra Ventures CyberGRX: Protecting your business from 3rd party threats	Palo Alto Networks: Cortex XDR - Evolution of EPP and EDR to XDR		CrowdStrike: Demystifying Cyber Threat Intelligence	Juniper Networks: Juniper Connected Security	Zscaler: Securing Your Organisation in the New Normal
2.30pm	Security Operations Centre Tour: "That doesn't look right." How to respond to a cyber threat	Okta: Okta + Microsoft - Integrations of Today and the Future		Palo Alto Networks: Secure Access Service Edge - why you need it and how we deliver	CrowdStrike: Staying Ahead of Cyber Threats	CrowdStrike: Demystifying Cyber Threat Intelligence	Cisco: Shift the Perimeter, secure the edge	Zscaler: Zero Trust Network Access in a Work From Anywhere World
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5pm								

## Day One: Live Sessions

10:40am - 11:30am  
Scam Me If You Can with Frank Abagnale in conversation with Adam Spencer

1:30pm - 2:00pm  
Palo Alto Networks: The Industry's Most Comprehensive SASE Solution by Palo Alto Networks

2:00pm - 2:30pm  
Humanising cyber security in the new normal

# Security Schedule



Day Two: Focus 15s							
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4.30pm							
5pm							

## Day Two: Live Sessions

12:50pm - 1:20pm  
 VMware: Reimagine Your Business for the Future, from Cloud to Edge

1:30pm - 2:00pm  
 Telstra Ventures: Telstra Ventures Lighthouse Moments

## Workplace

The workplace has changed in a profound way for many. See how you can transform your people and workplace with a full suite of integrated collaboration, cloud and mobility solutions from our experts and leading technology partners.

## Meet the Experts

There will also be experts from all of our partners available on the day.



**Richard Barnard**

Liberate Specialist and  
Cloud Calling Subject  
Matter Expert Telstra



**Brad Kelly**

TIPT, Liberate and SIP  
Connect Domain  
Specialist Telstra



**Arthur Pangrath**

Workplace Business  
Development Manager -  
Mobility Telstra



**Mark Loudon**

Microsoft UC Product  
Manager Telstra



**Kaleb Pank**

Mobility Solution  
Architect Telstra



**Dennis Griffiths**

Workplace Solutions  
Specialist Telstra



**Ryan Holland**

Managed Services Sales  
Specialist Telstra



**Sandy Veenster**

Workplace Business  
Development Manager  
Telstra



**Brendan Zivcic**

Microsoft UC Product  
Manager Telstra



**Peter O'Keefe**

Mobility Solution  
Architect Telstra



## Liberate: How do you deliver business telephony on a mobile phone?

Join a live demonstration of Telstra Liberate to discover new ways to address the challenges of delivering business call flows on a mobile, and find out how Liberate is creating value for our customers.

## 5G Network Investment

In this session you will hear about the investments we have made in our 5G network and how this is translating to real business benefits now, in 12 months and over the next few years. We will also debunk popular conspiracy theories relating to 5G.

## Unlocking global collaboration through Microsoft Teams calling

As we adapt to a world changed by COVID-19, powerful yet easy-to-use collaboration tools have become all the more critical for a remote workforce to connect, communicate, and collaborate efficiently. Learn how Telstra can help you simplify global collaboration through Microsoft Teams, for all your business calling.

## Apple: Introducing the Apple Experience with Telstra - Maximising Telstra and Apple's impact in the Enterprise

The Apple Experience with Telstra is a place where customers can come to understand how to deploy and manage at scale, to build great workflows and solutions, and to unlock innovation across multiple lines of business. Learn more about this exciting new initiative.

## Mobility Management: Securely enable your workforce and unlock competitive advantage

How can you leverage COVID-19 into an opportunity to drive competitive advantage and engage your employees? We'll show you how Telstra's Enterprise Mobility Management solutions and services can improve your end user experiences and make your organisation more agile and effective; all while keeping security, governance and compliance at the

## Apple: Maximising the value of your technology investment with Apple Financial Services

It's easier than ever to bring Apple products into your workplace with innovative financing options through Apple Financial Services. Learn more about how Apple Financial Services keeps your costs low by accounting for the high residual value of Apple devices up front, enables flexible upgrades and gives you complete control of your refresh cycle.

## Enterprise Wireless: A pathway to 5G

Gigabit LTE/5G offers the flexibility to quickly and cost effectively keep vital operations flowing. In this session, you'll discover agile, scalable and effective 4G LTE and 5G solutions to serve your employees, customers and the community at large. You'll also learn how you can lay the foundations to survive and prosper post COVID-19.

## CVT Global: Freeing your Team – what we are learning from home working?

Working with Telstra customers during 2020, we observe and are learning that customers have different levels of ease in quickly transitioning to working from home situations. Customers who had already embarked on projects for cloud communications were able to react fast. In this session we will investigate how customers are using Telstra Calling for Microsoft Teams to free up their users from a strict location dependency.



## Poly: Transitioning to Hybrid Working with enhanced Microsoft Teams Rooms solutions

The ways people meet, work together, and collaborate are all in transition. How do you empower your employees to collaborate whether they are in the office or at home? How do you maximise productivity as employees' transition to the new Hybrid working? Discover the newest Poly room solutions for Microsoft Teams that ensure simple and high-quality audio and video experiences to get the most out of your Teams meetings.

## Samsung: Mobile convergence - Tips for the knowledge worker in the New Normal

80% of our workforce are now classed as Frontline workers – a segment of the workforce largely underserved with mobility. Discover how Samsung's Business Rugged range and Solutions ecosystem allow you to deploy fit for purpose rugged devices that won't break the bank, use devices as platforms for digital transformation and mobile convergence, and enable barcode scanning, mobile payments and Push-To-Talk all from the one device.

## Equinix: Leap ahead with confidence in post the COVID-19 world

Even before the pandemic shifted digital transformation into overdrive, there was a conflict between legacy and modern business approaches. COVID-19 ushered in a new digital reality, and every industry must adapt to the new rules. Discover ways for your business to bring together digital infrastructure that encompasses a choice of multiple providers, distributed geographies and hybrid multicloud architectures to sustain the changes with confidence.

## Samsung: Mobile first productivity - Introducing Samsung DeX for the workplace

With new normal of COVID-19 and the need to provide flexible ways of working, DeX mobile computing will show how you can unleash the power of mobility computing with 5G. See ways to improve TCO by reducing device footprint and network optimisation, maintain control and security on your mobile workforce, enable a seamless transition between mobile and desktop computing, and access windows desktop applications on mobile by leveraging the power of VDI.

## Dell Technologies: Creating future-ready Digital Workplaces that benefit everyone

During this session Dan will share insights from Dell Technologies own 10-year Workplace Transformation journey, best practices around the 'New-Normal' that all organisations must embrace when reimagining future working environments and the implications for IT.

## Sinefa: Digital Experience Monitoring for Remote Workers

IT teams face 3 key visibility challenges due to the remote work shift: High variability of home networks, Cloud-based, Internet-centric SaaS and cloud-migrated applications, and unpredictability of Internet transport and higher congestion. Learn how to leverage Sinefa Endpoint Agent and network path monitoring for visibility from end user devices, through home and ISP networks, to DCs, cloud and SaaS, as well as into your customer apps and 3rd party APIs.

## Whispir: Automating communication workflows in the modern workplace

Leading organisations require an agile means of communicating with staff, suppliers and customers, which function both in real-time and at scale. Through adaptable use cases, discover how organisations are leveraging Whispir's cloud communications solution to automate multi-channel workflows for Operational Communications, Crisis Management and effective Customer Engagement.

## VMware Workspace One: Manage Handsets and Desktops securely in the New Normal

The world has changed, the old ways are not necessarily the best ways to manage your devices anymore. You need all your employees to have access to all their apps, files and emails, but how do you do that with a decentralised workforce? Join Dave Kofeod from VMware to learn how Workspace One delivers best-practice device management of WIN10, Mac, iOS and Android in the new normal.



## Star21: Tools for Transformed Staff Working and Customer Engagement

Disruption: painful blocker or exciting opportunity? Staff remote working, coupled with "anytime, anywhere, anyhow" customer demands, can distract you from focusing on business growth and profitability. Peter will discuss the vital role of online tools, applications, and Remote Working networking technology. They are no longer optional, but must-haves for the Modern Workplace.

## Star21: Enterprise Mobility Management: Recipe for reliability or risk?

Give away control, whilst improving visibility and optimising business outcomes: a contradiction in terms, or a great business strategy for mobility management? Roman will discuss how it's possible to boost your business when you outsource mobility management to the experts. Streamline business operations. Optimise ways of working and engaging. Achieve better ROI. See staff productivity, end user satisfaction and business profitability improve.



## Workplace Schedule



Day One: Focus 15s											
1pm											
1:30pm											
2pm											
2:30pm	Liberate: How do you deliver business telephony on a mobile phone?	Unlocking global collaboration through Microsoft Teams calling	5G Network investment	Poly: Transitioning to Hybrid Working with enhanced Microsoft Teams Rooms solutions	Equinix: Leap Ahead with Confidence in Post the COVID-19 World	Apple: Introducing the Apple Experience with Talstra - Maximising Talstra and Apple's impact in the Enterprise	Samsung: Mobile convergence - Tips for the knowledge worker in the New Normal	CVT Global: Freeing your Team - what we are learning from home working?	Dell Technologies: Creating future-ready Digital Workplaces that benefit everyone	Star21: Tools for Transformed Staff Working and Customer Engagement	VMware Workspace One: Manage Handsets and Desktops securely in the New Normal
3pm	Enterprise Wireless: A pathway to 5G	Mobility Management: Securely enable your workforce and unlock competitive advantage				Apple: Maximising the value of your technology investment with Apple Financial Services	Samsung: Mobile first productivity - Introducing Samsung Dax for the workplace	Sinefa: Digital Experience Monitoring for Remote Workers	Whispir: Automating communication workflows in the modern workplace	Star21: Enterprise Mobility Management: Recipe for reliability or risk?	
3:30pm	Liberate: How do you deliver business telephony on a mobile phone?	Unlocking global collaboration through Microsoft Teams calling	5G Network Investment		Equinix: Leap Ahead with Confidence in Post the COVID-19 World	Apple: Introducing the Apple Experience with Talstra - Maximising Talstra and Apple's impact in the Enterprise	Samsung: Mobile convergence - Tips for the knowledge worker in the New Normal	CVT Global: Freeing your Team - what we are learning from home working?	Dell Technologies: Creating future-ready Digital Workplaces that benefit everyone	Star21: Tools for Transformed Staff Working and Customer Engagement	VMware Workspace One: Manage Handsets and Desktops securely in the New Normal
4pm	Enterprise Wireless: A pathway to 5G	Mobility Management: Securely enable your workforce and unlock competitive advantage				Apple: Maximising the value of your technology investment with Apple Financial Services	Samsung: Mobile first productivity - Introducing Samsung Dax for the workplace	Sinefa: Digital Experience Monitoring for Remote Workers	Whispir: Automating communication workflows in the modern workplace	Star21: Enterprise Mobility Management: Recipe for reliability or risk?	
4:30pm	Liberate: How do you deliver business telephony on a mobile phone?	Unlocking global collaboration through Microsoft Teams calling	5G Network Investment	Poly: Transitioning to Hybrid Working with enhanced Microsoft Teams Rooms solutions	Equinix: Leap Ahead with Confidence in Post the COVID-19 World	Apple: Introducing the Apple Experience with Talstra - Maximising Talstra and Apple's impact in the Enterprise	Samsung: Mobile convergence - Tips for the knowledge worker in the New Normal	CVT Global: Freeing your Team - what we are learning from home working?	Dell Technologies: Creating future-ready Digital Workplaces that benefit everyone	Star21: Tools for Transformed Staff Working and Customer Engagement	VMware Workspace One: Manage Handsets and Desktops securely in the New Normal
5pm	Enterprise Wireless: A pathway to 5G	Mobility Management: Securely enable your workforce and unlock competitive advantage				Apple: Maximising the value of your technology investment with Apple Financial Services	Samsung: Mobile first productivity - Introducing Samsung Dax for the workplace	Sinefa: Digital Experience Monitoring for Remote Workers	Whispir: Automating communication workflows in the modern workplace	Star21: Enterprise Mobility Management: Recipe for reliability or risk?	

## Day One: Live Sessions

3:30pm - 4:00pm  
Launch of Brilliant Connected Women in Digital Health

4:30pm - 5:15pm  
The Hon. Julia Gillard AC in conversation with Adam Spencer



# Workplace Schedule

Day Two: Focus 15s											
1pm	Liberate: How do you deliver business telephony on a mobile phone?	Unlocking global collaboration through Microsoft Teams calling	5G Network Investment	Poly: Transitioning to Hybrid Working with enhanced Microsoft Teams Rooms solutions	Equinix: Leap Ahead with Confidence in Post the COVID-19 World	Apple: Introducing the Apple Experience with Telstra - Maximising Telstra and Apple's impact in the Enterprise	Samsung: Mobile convergence - Tips for the knowledge worker in the New Normal	CVT Global: Freeing your Team - what we are learning from home working?	Telstra Dell: Creating future-ready Digital Workplaces that benefit everyone	Star 21: Tools for Transformed Staff Working and Customer Engagement	VMware Workspace One: Manage Handsets and Desktops securely in the New Normal
1.30pm	Enterprise Wireless: A pathway to 5G	Mobility Management: Securely enable your workforce and unlock competitive advantage				Apple: Maximising the value of your technology investment with Apple Financial Services	Samsung: Mobile first productivity - Introducing Samsung Dax for the workplace	Sinefa: Digital Experience Monitoring for Remote Workers	Whispir: Automating communication workflows in the modern workplace	Star 21: Enterprise Mobility Management: Recipe for reliability or risk?	
2pm	Liberate: How do you deliver business telephony on a mobile phone?	Unlocking global collaboration through Microsoft Teams calling	5G Network Investment		Equinix: Leap Ahead with Confidence in Post the COVID-19 World	Apple: Introducing the Apple Experience with Telstra - Maximising Telstra and Apple's impact in the Enterprise	Samsung: Mobile convergence - Tips for the knowledge worker in the New Normal	CVT Global: Freeing your Team - what we are learning from home working?	Telstra Dell: Creating future-ready Digital Workplaces that benefit everyone	Star 21: Tools for Transformed Staff Working and Customer Engagement	VMware Workspace One: Manage Handsets and Desktops securely in the New Normal
2.30pm	Enterprise Wireless: A pathway to 5G	Mobility Management: Securely enable your workforce and unlock competitive advantage				Apple: Maximising the value of your technology investment with Apple Financial Services	Samsung: Mobile first productivity - Introducing Samsung Dax for the workplace	Sinefa: Digital Experience Monitoring for Remote Workers	Whispir: Automating communication workflows in the modern workplace	Star 21: Enterprise Mobility Management: Recipe for reliability or risk?	
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4pm											
4.30pm											
5pm											

Day Two: Live Sessions	9:30am - 10:30am Developing Australia's workforce to power a digital economy	11:30am - 12:00pm Apple: Apple in Enterprise Update	12:10pm - 12:40pm Samsung: Samsung + Telstra - Enterprise Transformation in the New Normal	12:40pm - 1:10pm Fast-track the future with wireless and 5G	2:00pm - 2:20pm How mobility is sparking innovation at Dulux Group	2:00pm - 2:30pm Upskilling to future-proof careers and businesses in the new digital economy	3:00pm - 3:30pm The adaptive workplace starts with mobility, collaboration and security	3:00pm - 3:30pm Igniting the spark in tech-savvy youth to make a difference to society	4:30pm - 5:00pm The new workplace. Flex your collaboration muscles

## Customer Experience

Every time a customer engages with your company is an opportunity for your business. See how you can give your customers the experience they deserve with a range of innovative solutions tailored to your needs.

## Meet the Experts

There will also be experts from all of our partners available on the day.



**David Garrood**

Contact Centre and  
Customer Experience  
Senior Solutions Specialist  
Telstra



**Barbara Gray**

Telstra Connect Product  
Owner Telstra



**Julie McCarthy**

Contact Centre Senior  
Technology Solutions  
Specialist Telstra



**Kylie Poland**

Telstra Connect  
Capability Analyst Telstra



## Reach Global Markets

Hear from Oliver Camplin-Warner on the macro international environment, what's changed for us in International in the last 12 months, and how we've been supporting our customers. Plus, discover the latest research – Business Continuity Planning (BCP) themes and trends.

## Genesys: Automation using Genesys Cloud and Genesys Dialog Engine

Connect the moments that matter to power personalisation at scale. Learn how AI-driven automation and capabilities can deliver the seamless, personalised experience your customers expect and employees need for success. In this session you will see Genesys Dialog Engine in action - it helps Genesys customers to create bots through a natural language understanding (NLU) engine that can understand and process information provided as input.

## Contact Centres Simplified

With so many cloud choices – how do you know which one is right for you? Discover Telstra's best in breed, predictive and personalised cloud solution. Offering speed and agility with secure services and safety as a priority – it's designed to make Contact Centres easier than before! Join us as we demonstrate how our Contact Centre solution gives you more flexibility and freedom to focus on your business and customer outcomes.

## Whispir: Building better relationships with your customers and employees

Recent innovations in technology have transformed not just the medium, but the message when it comes to communications. Innovations that are evolving messaging trends, changing the way we communicate, moulding our expectations, even evolving language with the advent of emojis and short-burst voice commands. Hear how you can remain ahead with equally innovative communications tools to effectively engage your audiences with authenticity.

## How Telstra Connect can support your business

Managing your enterprise services should never get in the way of your business. With Telstra Connect, you can manage your incidents, request or change Telstra Service, monitor your network, view and download bills, get customer support, order new products and services, and more. We'll show you how Telstra Connect lets you view and manage your Telstra business and enterprise products and services, all in one place.

## CVT Global: The more things change the more they stay the same

Effective utilisation of technology is imperative for delivering customer experience in today's operating environment. However, let us not lose sight that service is delivered by people for people. In this session we will investigate recent implementations of Telstra Genesys Cloud contact centre and focus on how we have worked with customers and learning how to deliver a positive experience for their user base.

## Genesys: A day in the life using Genesys Cloud WEM

Workforce Engagement Management is about more than improving productivity, it's about delivering an exceptional Employee Experience by building an intrinsic motivation and improve while achieving a truly fulfilling work-life balance. Participate in this session to experience a day of using Genesys Cloud WEM and see for yourself how it can help your business.

## Microsoft: Application modernisation enabling hospitals to rapidly respond

When COVID-19 struck in March, the Australian Government needed a way to ensure that critical resources such as beds, ventilators, and PPE were available to doctors and patients at all times – and they needed it in 2 weeks. This is the story of CHRIS – the application developed in conjunction with the Australian and New Zealand Intensive Care Society (ANZICS), Ambulance Victoria and Telstra Purple.



## **Poly: Embracing the Future of Work with Poly audio solutions for Microsoft Teams**

The ways people meet, work together, and collaborate are all changing. How can you empower your employees to collaborate whether they are in the office or at home? How can you maximise productivity as employees transition to the new Hybrid working? Discover how Poly's Microsoft Teams audio devices powered by innovative technologies that reduce noise and enhance sound can provide flexibility to work anywhere, with superior audio experience.

## **AWS: Amazon Connect Speech Analytics and Next Best Action**

Amazon Connect allows customers to access and use customer data to provide personalized customer experiences, perform contextual routing and provide truly empathetic customer interactions. Discover how Contact Lens for Amazon Connect can provide speech analysis to better understand customers needs, wants and desires. Then learn how Amazon Connect's next best action engine can take this information and deliver the best outcomes for your customer.



# Customer Experience Schedule

Day One: Focus 15s					
1pm					
1.30pm					
2pm					
	Contact Centres Simplified		Genesys: Automation using Genesys Cloud and Genesys Dialog Engine	Microsoft: Application modernisation enabling hospitals to rapidly respond	Whispir: Building better relationships with your customers and employees
2.30pm					
	How Telstra Connect can support your business	Poly: Embracing the Future of Work with Poly audio solutions for Microsoft Teams	Genesys: A day in the life using Genesys Cloud WEM	AWS: Amazon Connect Speech Analytics and Next Best Action	CVT Global: The more things change the more they stay the same
3pm					
	Contact Centres Simplified	Reach Global Markets	Genesys: Automation using Genesys Cloud and Genesys Dialog Engine	Microsoft: Application modernisation enabling hospitals to rapidly respond	Whispir: Building better relationships with your customers and employees
3.30pm					
	How Telstra Connect can support your business		Genesys: A day in the life using Genesys Cloud WEM	AWS: Amazon Connect Speech Analytics and Next Best Action	CVT Global: The more things change the more they stay the same
4pm					
	Contact Centres Simplified		Genesys: Automation using Genesys Cloud and Genesys Dialog Engine	Microsoft: Application modernisation enabling hospitals to rapidly respond	Whispir: Building better relationships with your customers and employees
4.30pm					
	How Telstra Connect can support your business	Poly: Embracing the Future of Work with Poly audio solutions for Microsoft Teams	Genesys: A day in the life using Genesys Cloud WEM	AWS: Amazon Connect Speech Analytics and Next Best Action	CVT Global: The more things change the more they stay the same
5pm					

**Day One: Live Sessions**

2:00pm - 2:30pm  
Finding a platform for growth in adversity



# Customer Experience Schedule

Day Two: Focus 15s					
1pm	Contact Centres Simplified		Genesys: Automation using Genesys Cloud and Genesys Dialog Engine	Microsoft: Application modernisation enabling hospitals to rapidly respond	Whispir: Building better relationships with your customers and employees
1.30pm	How Telstra Connect can support your business	Poly: Embracing the Future of Work with Poly audio solutions for Microsoft Teams	Genesys: A day in the life using Genesys Cloud WEM	AWS: Amazon Connect Speech Analytics and Next Best Action	CVT Global: The more things change the more they stay the same
2pm	Contact Centres Simplified		Genesys: Automation using Genesys Cloud and Genesys Dialog Engine	Microsoft: Application modernisation enabling hospitals to rapidly respond	Whispir: Building better relationships with your customers and employees
2.30pm	How Telstra Connect can support your business		Genesys: A day in the life using Genesys Cloud WEM	AWS: Amazon Connect Speech Analytics and Next Best Action	CVT Global: The more things change the more they stay the same
3pm	Contact Centres Simplified	Reach Global Markets	Genesys: Automation using Genesys Cloud and Genesys Dialog Engine	Microsoft: Application modernisation enabling hospitals to rapidly respond	Whispir: Building better relationships with your customers and employees
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4pm					
4.30pm					
5pm					

## Day Two: Live Sessions

10:40am - 11:30am  
Bernard Salt and Adam Spencer discuss the opportunities emerging from change

2:40pm - 3:10pm  
Dell: Advancing a sustainable, productive & circular sharing economy for business

4:10pm - 5:00pm  
Leading through change with Justin Langer AM in conversation with Adam Spencer

## 1010 0101 IoT & Big Data

With the Internet of Things (IoT), your business can now have access to unprecedented, data-driven insights. Learn how you can harness this power and turn data into action.

## Meet the Experts

There will also be experts from all of our partners available on the day.



**Peter Papas**

Senior IoT Specialist  
Telstra



**Shaun Wilson**

Senior IoT Specialist  
Telstra



**Haroon Munif**

Digital Twins  
Development  
Consultant Telstra



**Vibhu Kuchhal**

Digital Twins  
Specialist and  
Telstra Purple  
Solution Architect



**Lawrence Ballestrin**

Smart Spaces-  
Sports and  
Entertainment  
Principal Telstra



**Paul Davys**

Smart Spaces  
Senior Project  
Specialist Telstra



**Wilson Castelino**

Environmental  
Monitoring Senior  
IoT Specialist Telstra



**Dave Milburn**

IoT Connectivity  
Senior Specialist  
Telstra



**Michael Poonan**

IoT Connectivity  
Senior Specialist  
Telstra



**Mitch Stockdale**

Location Insights  
Data Consultant  
Telstra



**Adam Chidlow**

Location Insights  
Senior Data  
Engineer Telstra



**Richard Oliver**

Environmental  
Monitoring Senior  
IoT Specialist Telstra



**Saranjit Singh**

Senior Program  
Manager, Telstra  
Integrated Expense  
Management



**Neha Sandher**

General Manager,  
Telstra Integrated  
Expense  
Management





## End-to-End Freight Visibility: Any mode, any carrier

Discover our new industry solution enabling collaboration across your supply chain. This live demonstration will show how you can see the delivery status of all your shipments in the one tool, including predictive live ETA with frictionless and minimal effort. With visibility of your own operations, and across your logistics partners, you can find out how to reduce your cost to serve and deliver on your customer service promise.

## Location Insights: Where have crowds been going?

Where are domestic travellers heading in 2020? Do communities move back to areas of devastation? Learn how Telstra's Locations Insights can answer these questions and more with data-driven information that can help you solve planning challenges and deliver benefits for local communities.

## Smart Spaces: New and secure in the modern built environment

Introducing Telstra's new strategic product portfolio converging IoT, Security and AI/ML. Join us to discover more about the capabilities of Telstra's Smart Spaces in the connected workspace now and into the future, plus hear how we're helping our customers' employees return to the office safely.

## Teletrac Navman: Revolutionise Your Mobile Asset with the Power of AI

Artificial Intelligence and Machine Learning is much more than you think. It's collecting, processing and analysing vast amounts of data instantly and showing us what we can't see, without spending time diving through reports and paperwork. Join Teletrac Navman as they take you on a journey through their new solution – TN360. The AI powered telematics platform that delivers real-time data, visibility, and impact for any fleet operation.

## Digital Twins: Discover a practical solution to islands of things

Digital twins are a useful solution for organisations seeking to create a bridge between digital and physical, providing the optimal interface for dealing with digitised parts of their company. Find out how we've taken it from concept to reality, bridging islands of things with potential use cases in several industries.

## Teletrac Navman: How Telematics Transforms Council Fleet Management

Operating a successful government fleet is a constant balancing act. Luckily, telematics helps get it right. With access to big data, you can predict future needs, achieve greater innovation, comply with governance requirements, and better integrate your processes, from waste management to resource planning. Join Teletrac Navman as they delve further into fleet management solutions to keep your business on its feet.

## Environmental Monitoring: Serving the employee, the community and the regulator

Discover how Telstra Environmental Monitoring can help you improve productivity and streamline operations, manage community impact and develop trust, and provide transparent compliance to meet the challenges of rapidly changing regulatory environments.

## Cradlepoint: Wireless Connectivity for High Value IoT

IoT reduces costs and increases revenue streams, but organisations often don't know where to start. It can be complex and fragmented. Find out how Cradlepoint makes it easy to bring IoT into an organisation's environment securely, without violation of enterprise policies. Hear customer Sagegreenlife's IoT story of collaboration with Cradlepoint and Microsoft Azure.



## Ericsson: Accelerate your business with 5G IoT enabled on AWS marketplace

Introducing cellular connectivity for IoT is even more flexible and accessible with the help of Ericsson Marketplace Hub. By integrating the Ericsson IoT Accelerator with AWS Marketplace, IoT developers can now purchase connectivity online while still benefiting the reliability of Telstra's network and support. Join this session to learn more about how to accelerate your business by introducing new IoT applications more effectively.

## Dell Technologies: Solutions to help customers harness the value of big data

Whether the data is created at the Edge, Core or Cloud, unstructured data helps customers understand business trends and quickly adapt to new business opportunities in a dynamic marketplace. During the session, Jay will present the value of a flexible software-defined platform with bleeding edge innovation that enables customers to harness the value of their data, accelerate innovation that drives efficiency and enhances customer experiences.

## Telstra Ventures Incorta: A supercharged engine turning data into insights

Accelerate knowledge and insights for better decisions and outcomes. Turning valuable data into action depends on speed, accuracy and empowerment of everyone in the business to self-serve and get the analytics within minutes vs days. Learn how Incorta's customers, including a Fortune 10 company, are getting ahead of the competition with the fastest path from data to insight, and how you can implement this in your business.

## Managed Cost Optimisation Services: An adaptive cost optimisation journey

The adaptive connectivity enables new ways of doing business, while providing agility, introduces many new challenges like changes to procurement, operations processes, licence management and variable charging methods. Our speaker Saranjit Singh, will demonstrate how Telstra's adaptive cost optimisation solution brings stability and predictability to your organisation's overall operations, cuts out negative costs, and facilitates rich investments.

## Telstra Ventures CloudKnox: Protecting yourself as your cloud footprint grows

Your cloud infrastructure expands rapidly across multiple options as digital transformation accelerates. But this dramatically increases the number of identities and permissions a CIO or CISO need to manage, increasing the vulnerability to more Capital One type attacks and the theft of millions of customer data. Learn how CloudKnox is the only platform that audits, creates, monitors and enforces those privilege policies to protect your data.

## Managed Cost Optimisation Services: How can CIOs optimise ICT cost amid COVID-19

COVID-19 pandemic is changing the way organisations do business. As we adapt to the new normal and remain focussed towards the goal of cost efficiency, the key element to be addressed remains optimisation of ICT cost and streamlining business processes, for better investments. Our speaker Neha Sandher, talks about how to use data driven decision making to drive visibility and control for organisations to remain ahead of the curve!

## Microsoft: Unlocking the silos of industry data with the Telstra Data Hub

The successful companies of tomorrow will actively participate in industry data sharing platforms. The Telstra Data Hub (TDH) is a cloud based platform that enables the industry data sharing ecosystems of tomorrow, today.

## MTData: In-Vehicle Driver Safety

Discover how MTData's in-cab/ in-vehicle tools allow you to improve driver safety and performance. Protect your drivers and assets while they work and take the necessary steps to maintain compliance.

## MTData: EagleTrack Light Vehicle GPS Tracking Solutions

Stay connected with your entire fleet anytime, anywhere so you're always in control. EagleTrack gives fleet operators the key to increase efficiency, reduce operational costs and improve performance. Telematics provides invaluable data to manage vehicles, assets and mobile workers in one centralised system. With our IoT technology, managing a large fleet is the easiest part of day-to-day operations and essential for the future of businesses.

## IoT &amp; Big Data Schedule



Day One: Focus 15s									
1pm									
1.30pm									
2pm	End-to-End Freight Visibility: Any mode, any carrier	Smart Spaces: New and secure in the modern built environment		Telstrac Navman: Revolutionise Your Mobile Asset with the Power of AI		Managed Cost Optimisation Services: An adaptive cost optimisation journey	MTData: EagleTrack Light Vehicle GPS Tracking Solutions	Telstra Ventures CloudKnox: Protecting yourself as your cloud footprint grows	
2.30pm	Digital Twins: Discover a practical solution to islands of things	Environmental Monitoring: Serving the employee, the community and the regulator	Location Insights: Where have crowds been going?	Ericsson: Accelerate your business with 5G IoT enabled on AWS marketplace	Microsoft: Unlocking the silos of industry data with the Telstra Data Hub	Managed Cost Optimisation Services: How can CIOs optimise ICT cost amid COVID-19	Telstra DvE: Solutions to help customers harness the value of big data	MTData: In-Vehicle Driver Safety	Cradlepoint: Wireless Connectivity for High Value IoT
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5pm									

Day One: Live Sessions

2:40pm - 3:10pm  
IoT and big data: beyond borders and COVID4:10pm - 4:30pm  
On terra empowerment: safety, productivity and savings



# IoT & Big Data Schedule

Day Two: Focus 15s										
1pm	End-to-End Freight Viability: Any mode, any carrier	Smart Spaces: New and secure in the modern built environment		Telstrac Navman: Revolutionise Your Mobile Asset with the Power of AI		Managed Cost Optimisation Services: An adaptive cost optimisation journey		MTData: EagleTrack Light Vehicle GPS Tracking Solutions	Telstra Ventures Incorta: A supercharged engine turning data into insights	
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4pm										
4.30pm										
5pm										

Day Two: Live Sessions

1:20pm - 1:50pm  
Integrated digital twins as a path to insight

2:30pm - 2:50pm  
Creating smart and secure spaces

3:20pm - 3:50pm  
Amazon Web Services: SUZIE automates service desk with AWS AI - SUZIE Case study

3:40pm - 4:10pm  
Where's my workplace tomorrow?