**Telstra ADVERTORIAL**

**By Martijn Blanken**

**Telstra Global: driving growth towards 2020**

Last year, Telstra’s CEO David Thodey announced a new, refreshed long-term strategy to drive our growth towards 2020 and beyond.

As part of these changes we distilled our previous strategy to three pillars:

1. Improving customer advocacy
2. Deriving value from our core businesses in mobile, internet and telephony, and
3. Building new growth businesses.

**Keeping our focus firmly global**

We also created a new AU$5 billion business unit known as the Global Enterprise and Services division operating as a global scale, industry-based services and solutions business.

The new Global Enterprise and Services division is one of the most critical for our company's future and will help us continue to deliver our customers a consistent and reliable experience, no matter where they are based worldwide.

Strategically, Telstra will continue to focus on its core Australian business while exploring new opportunities internationally, particularly across Asia, Europe and the Americas.

New businesses such as global applications and platforms, cloud solutions and e-health were not opportunities three years ago and will play important roles as we head towards 2020 and beyond.

**What our customers want**

As pipes get faster and smarter, and the cloud plays an increasingly significant role in global data management, the way the telecommunications industry supports its partners around the world continues to change.

Telecommunications companies no longer just support voice and data, but have taken on a critical role as a complete connectivity partner, where their regional knowledge and on the ground expertise can mean the difference between success and failure.

Operating in one country to the next can be incredibly different – from language to the law. Our role is to deliver a consistent, predictable and simple solution that has the same flavour no matter which country the customer operates in.

Our customers are looking to concentrate on their own core business and are looking to us to help them overcome the challenges they face – while they carry on dealing with what they’re good at.

**Looking to the future**

If you look at a map, it’s clear some of our competitors are present in more countries than we are.

Nevertheless they tend to operate in each country individually – which does present challenges for customers as everyone wants the best of each country in a consistent manner across all of the countries.

Our focus is on providing our customers what they want, where they want it. And for me, that boils down to three things that set us apart from other players:

**First, we put our customers at the centre of everything we do.**

There’s no point doing anything in business unless you’re thinking about how it will change the way your customers do business.

And our customers are telling us that we’re doing many things right.

We design our products, services and processes from a customer point of view and are continuously optimising these with our customers in mind.

We think through the ‘what if’ and are proud when our customers tell us that we’re their best performing telecommunications supplier and a benchmark for their other partners.

There will always be things we can do better. But we’re getting this recognition from our customers because we put them at the centre of everything we do.

**Second, we build flexible, bespoke solutions to meet our customers’ needs.**

The industries our customers operate in are at the heart of how we design our services, which means we are well placed to meet their individual and unique business objectives.

Our award-winning IP networks, advanced hosting facilities and world class IP solutions give the outstanding capability to provide bespoke solutions to meet our customers’ goals in today's global and highly competitive markets.

**And finally, we are transparent and that’s important to customers.**

We spend a lot of time with our customers, to understand why they buy from Telstra in the first place and what makes them come back to buy more.

They don’t just say ‘I like your network... your cable systems.’ Quite often they say they like our direct, open approach – whether it’s through our Customer Control Centre portal, which provides direct access to real-time traffic and performance reports, or our proactive approach to quicker issue discovery, analysis and resolution.

Customers buy from people and it’s our people that make the difference.

For more information about Telstra Global, visit [www.telstraglobal.com](http://www.telstraglobal.com)