Telstra

Theme 1 – Optimised Products for 5G Monetisation

How might we use Telstra's core network to create new solutions leveraging these capabilities to add value to our customers?

Problem Statements

How might we build data architecture that is reusable, modular and cloud-based?

1

How might we use network data to resolve challenges customers have with lack of visibility?

2

How might we leverage unique advantages of access to the network for a 'Better on Telstra' experience?

3

Theme 1 – Optimised Products for 5G Monetisation

Telstra's core network is extensive, with deep configuration options available across bandwidth, latency, and prioritisation along with valuable data available for the services connected to us around, location, connection status, coverage data, device type, usage patterns and more.

How might we use Telstra's core network to create new solutions leveraging these capabilities to add value to our customers?

Features and Capabilities:

- Use network data to resolve challenges customers have with lack of visibility
- Leverage network capabilities to enhance how businesses can operate within niche environments
- Data architecture that is reusable, modular and cloud-based
- Design improved connectivity experiences for applicable customer journey touchpoints and/or use cases
- Focus on solutions that include automation and APIs to drive new behaviours
- Explore opportunities that could have direct customers along with B2B2X applications

Success Criteria:

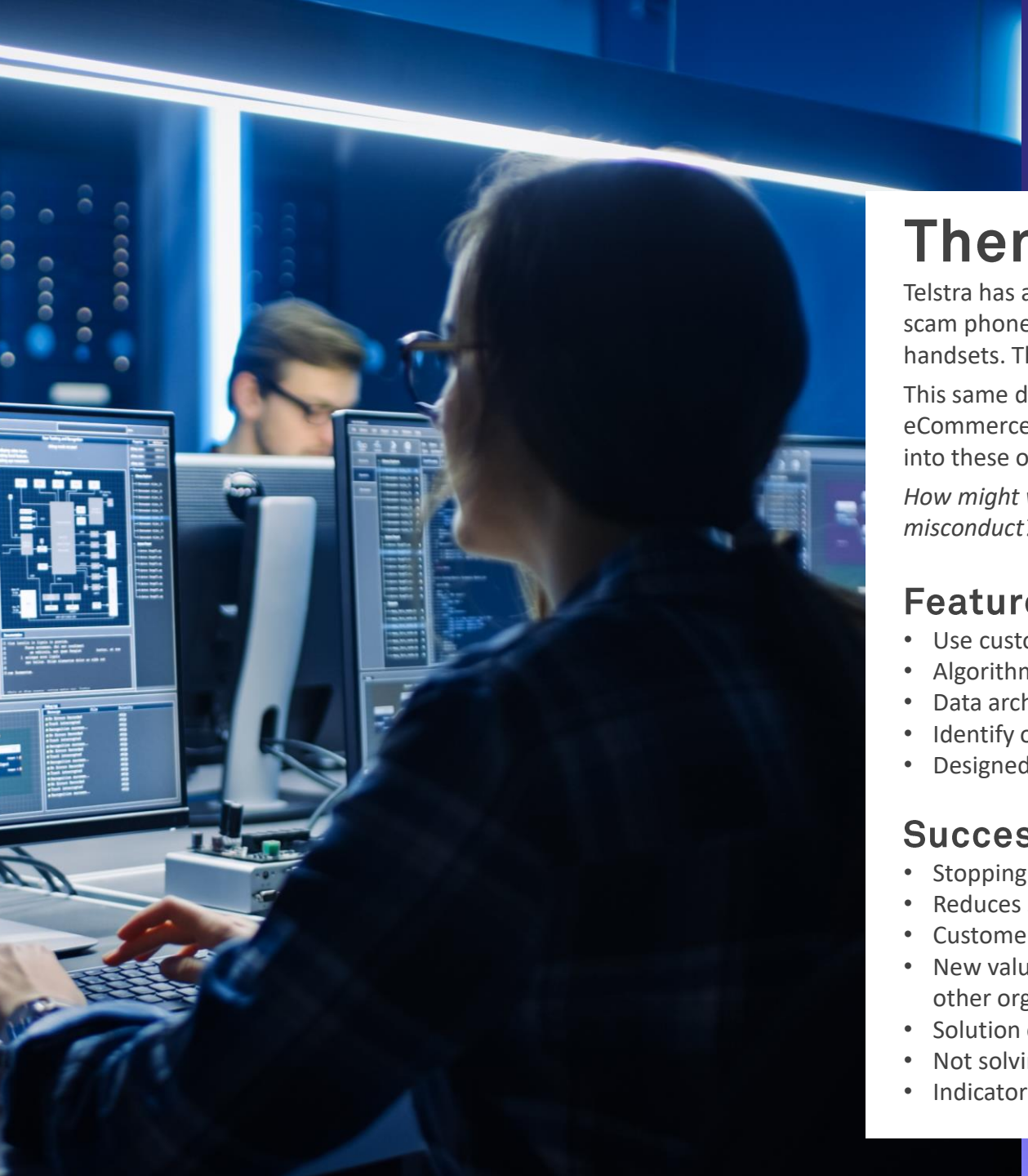
- Leverages unique advantages of access to the network for a 'Better on Telstra' experience
- Customer or Business have flexibility to control scenarios based on need
- New value is created for one or more industry verticals
- Solution can be monetised, such as through a consumption driven API
- Complements existing product roadmaps

Theme 2

Mitigating Customer Fraud

How might we leverage Telstra first party data to help other organisations combat fraud, crime and misconduct?

- Identify or suppress available attack vectors
- Stop 1000's of fraudulent activities or identity crimes before they occur
- Reduce scams and bad debt



Theme 2 – Mitigating Customer Fraud

Telstra has already deployed advanced capabilities for proactively preventing fraud, such as blocking scam phone calls & SMSs, preventing the spread of malware, and stopping fraudulent orders of mobile handsets. This is possible through the use of First Party Data, relating to Telstra's network and customers.

This same data has the potential to help other organisations in Australia combat fraud, such as banks, eCommerce providers or retailers. Telstra First Party Data could be accessed through APIs, and integrated into these organisations existing fraud solutions, or be used to build entirely new applications.

How might we leverage Telstra first party data to help other organisations combat fraud, crime and misconduct?

Features and Capabilities:

- Use customer, calling, SMS or location data to limit or prevent fraudulent activities
- Algorithms or technology which ensure high success rate & minimise real customer impact
- Data architecture that is reusable, modular and cloud-based
- Identify or suppress available attack vectors
- Designed for applicable customer journey touchpoints

Success Criteria:

- Stopping 1000's of fraudulent activities or identity crimes before they occur
- Reduces scams and bad debt by $x000s
- Customer or Business have flexibility to control scenarios based on need
- New value is created through cross-industry data sharing (i.e. fraud which previously Telstra or the other organisation couldn't detect, is now able to be detected by these organisations sharing data).
- Solution can be monetised, such as through a consumption driven API
- Not solving for existing roadmap items of the T Protect mission (to be shared during briefings)
- Indicator