DIGITAL TRANSFORMATION AND INTEGRATION: WHAT'S NEXT?

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Simply shifting to a digital business focus is no longer good enough to be a leader.

Every day you must earn the trust and investment of customers and developers by solving their immediate problems.

To accomplish this objective - drive a digital platform value prop that empowers all members of your ecosystem (including your customers) to collaborate to drive new value creations and extensions.







A platform business makes money from services delivered via apps and APIs on a scalable technical foundation that customers and suppliers can integrate into their operations, incorporate into their offerings, and extend through their contributions.







Specialty platforms provide a niche business capability.

Cake, Coord, DoorDash, GE Predix, IBM Watson, Labviva, Otonomo, Philips, Swift Shift, and eventually 1,000s of others.

Industry and domain platforms provide major distribution, production, or supply chain capabilities.

Airbnb, Amazon Retail, Dropbox, Netflix, Paypal, Uber, Salesforce, Stripe, SupplyOn, Uber, and eventually 100s of others.

Infrastructure platforms provide core technology capabilities at Internet scale and capacity.

Alibaba Cloud, Amazon Web Services, Google Cloud Platform, Microsoft Azure, and eventually perhaps one or two others.







Telstra's Global Platform Capabilities



Flexible ondemand payas-you-go networking for customers



Self-service platform offering B2B customers fast and easy access to post-sale services



Telstra Global Media Network A one-stop global content delivery solution broadcasters can customise



Lets
customers
tailor quotes
to their
location,
currency and
language









Asian Digital Transformation Index 2018



A quantitative ranking of 11 Asian markets by The Economist Intelligence Unit in partnership with Telstra.



Assesses each economy's environment to enable technology-led change in business and society.



Includes three western comparator economies - the US, UK and Australia.

Index Category & Weight

Digital Infrastructure

Human Capital

Industry Connectivity







Rank	Country	Score	Change from 2016
1	Singapore	78.0	-
	United States	75.0	-1
	Australia	65.5	-
2	Japan	63.5	+1
	United Kingdom	62.9	-1
3	Hong Kong	62.3	+1
4	South Korea	61.0	-2
5	Taiwan	55.7	-
6	Malaysia	36.9	-
7	Mainland China	36.4	-
8	India	31.0	+1
9	Thailand	23.0	-1
10	Philippines	12.8	-
11	Indonesia	12.2	-







Your Platform Business Blueprint

- 1. Integrate forward to embed services into your customer's world.
- 2. Maintain a clearheaded commitment to commercialize services via APIs.
- 3. Embrace the stepwise approach pioneered by the software industry.





