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.

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Source: Forrester Report: How to Build a Platform Business

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

Telstra Programmable Network
Flexible on-demand pay-as-you-go networking for customers

Telstra Connect
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

International Pricing System
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 60%

Human Capital 20%

Industry Connectivity 20%

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.

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