



Telstra Enterprise & Government's Information Management Strategy

Why TE&G Engaged an Information Management Specialist before Implementing a SharePoint Roadmap

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Jason Sharpe

General Manager, Knowledge & Intelligence, Enterprise & Government



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About Telstra

- Telstra is the only communications company in Australia that can provide customers with a truly integrated telecommunications experience across fixed line, mobiles, broadband (BigPond®), information, transaction and search (Sensis®) and pay TV (FOXTEL).



sensis.com.au



FOXTEL



"Our vision is to do for customers what no one else has done: create a world of 1 click, 1 touch, 1 button, 1 screen, 1 step solutions that are simple, easy and valued by individuals, businesses, enterprise and government."



About Enterprise & Government

- Serves large enterprises, international and government customers
- Provides Advanced Industry Solutions for Next Dimension Working™
 - Health
 - Bedside Solutions
 - Virtual Critical Care Solutions
 - Education
 - Real-Time Interactive Distance Learning
 - Retail
 - Point of Sale
 - Security
 - Surveillance Solutions
 - Managed Security Monitoring
 - Public Safety
 - Government Radio Networks
 - Community Information Warning Systems
 - Vehicular Access Network
 - Utilities, Mining and Resources





Scene Setting

- TE&G is currently working towards piloting a new version of its knowledge store using Microsoft Office SharePoint 2007.
- TE&G has been using Lotus Notes Domino for over 8 years to enable knowledge sharing for sales staff.
- The knowledge that TE&G desires to retain and share has increased beyond the designs of the current knowledge store.
- SharePoint has already been in pilot within TE&G for two years.
- Telstra's Corporate IT is revolutionising much of Telstra's systems and is progressing with improvements to document management and collaboration using SharePoint.
- Microsoft Office 2003 is Standard Operating Environment



Information Challenges

- Enabling staff to more efficiently find information about Telstra's products, services and solutions.
- Simplifying the capture, contribution and maintenance of knowledge.
- Increasing the scope of the knowledge subjects that can be captured.
- Standardising the language used to enable organisation memory.
- Maximising the use of existing and new knowledge stores.
- Facilitating change in behaviour and culture with respect to knowledge sharing and adoption of new technology.

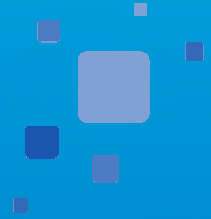


Before TE&G engaged a Specialist

- Studied the subject matter
 - Challenge –the problem and its impacts
 - Solutions –the various solutions available
- Networked within the organisation
 - Business – to learn who else understands the challenge & solutions
 - IT – to learn what initiatives are in progress, their scope & timelines
- Networked outside the organisation
 - Business – to learn what is required beyond the IT solution
 - IT – to learn the pitfalls and true scope of the final IT solution
- Obtained lessons learned
 - To learn what works
 - To learn what does not work
- Invested in existing team
 - Invested in online training, conferences, forums
 - Invested in “Book Club” & “Master Class”
- Researched who knew what
 - Checked experience of available internal resources
 - Checked references of external providers
- Followed the advice we received



Reasons TE&G engaged a Specialist



- Advice from those who'd been there and done it before
- Limited ability to manage day to day business and enable change
- Desire to avoid wasting time or money
- Need to leverage experiences of other organisations
- Need to "see the forest as well as the trees"
 - What are challenges, opportunities and priorities
 - What is the best sequence to align Business and IT
 - How to handle transition from one stage to the next
 - What are the benefit, cost and time impacts
 - What's easy, what's not
- Discipline in approach



Benefits from Engaging a Specialist



- Ability to engage with a more of the business in order to analyse needs and incorporate ideas
- Ability to initiate a high-level roadmap to enable a conversation and manage expectations between business and IT:
 - different parts of the business to understand more easily where their needs are addressed
 - Business and IT to communicate and to align their initiatives
 - Business to understand time what can be leveraged, additional funding & time required, and return on investment
 - Socialisation and alignment of various teams to agree way forward within the opportunities and constraints for a given situation
- Awareness of what is simple versus what is complex
- Awareness of pragmatic solutions to complex challenges



Lessons Learned Thus Far

- Never enough, frequent and periodic communications with Business and IT ... over communicate!
- Establish governance early to facilitate communication and resolution to perceived misalignments of objectives, learn to work together
- Get help from people who have done before precisely what you need done next, done it well and whose references check out
- Plan the surveying of needs analysis early, to assure you engage all parts of the business both in open and controlled formats
- Plan to measure business benefit shortly after you survey for needs analysis as you may want to time the assessment before and after implementation
- Understand the applications of technology features to avoid customising beyond that which is out of the box
- Understand the differences between document and record management and the implications of both on your objective before you begin
- Crawl before you walk, walk before you run



Questions & Answers

- Jason.Sharpe@team.telstra.com
- 02-8576-2908

Thank You!