



CASE STUDY NO 7

Developing Efficiencies Beyond the Phone Line

QUICK FACTS

- Goal:** Aiming to work smarter, not harder.
- Solution:** Upgrading from old-school to new-world.
- Result:** Successfully moved to a scalable, flexible & reliable digital solution that could be managed off-site by Telstra.

THE ISSUE

Technology innovations should support businesses' move to become faster, to adapt, and to thrive. While adjusting to new working practices often requires a shift in attitude, the right transformation can breed a culture of champions. This is what A B Equipment experienced as it proceeded on its digital transformation journey in partnership with Telstra.

A B Equipment are national specialists in plant and dock safety equipment, sales and maintenance with offices and team members spread across all states in Australia. For the past 25 years A B Equipment has developed a reputation for providing innovative, efficient and quality customer service across Australia. However, manual processes were having a considerable impact on productivity and the company's leadership team wanted to explore how they could overcome this challenge.

Together **E**veryone **A**chieves **M**ore



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THE RESOLUTION

Upgrading from old-school to new world!

"We are well and truly moving beyond a simple phone line or internet set up with Telstra. They are responsible for opening our eyes to new ideas and technologies and explaining the efficiency improvements these innovations could make to our processes so that we work smarter, not harder," said Danielle Sibson, Director of Operations, A B Equipment.

Telstra began initial consultations by exploring A B Equipment's business challenges and desired outputs. Some of the company's computers were outdated. They caused considerable lag and were unable to meet the business' needs. Across the organisation, team members were using POP email systems, which were ineffective for an organisation that was reliant on email as a primary form of communication. The customer was keen to move to a scalable, flexible and reliable solution that could be managed off-site by Telstra.

"Our journey to the cloud has been a learning experience which we wanted to get right. Telstra has become far more than a telco provider to us, they are an end-to-end solutions provider that provides us with ongoing consultation which has been invaluable to our digital transformation," said Danielle.

To learn more how A B Equipment and Telstra worked together, please see the brochure on the following pages.

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Case Study A B Equipment

Developing efficiencies beyond the phone line





Aiming to work smarter, not harder

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AB Equipment are national specialists in plant and dock safety equipment sales and maintenance with offices and team members spread across all states in Australia. For the past 25 years AB Equipment has developed a reputation for providing innovative, efficient and quality customer service across Australia. However, manual processes were having a considerable impact on productivity and the company's leadership wanted to explore how they could overcome this challenge.

The team at AB Equipment have repeatedly engaged Telstra for technical delivery and support of network solutions.

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It was through this relationship that the company decided to reduce its reliance on manual processes by integrating digital solutions wherever possible.

"Our account team at Telstra made our transition to a paperless process much easier, not only by putting forward the right solutions from Telstra and its partners, but also by being proactive in offering us help and advice. They are the first people we call if we have any questions, and we know that they are here as our back-up at any time."

Upgrading from old-school to new world

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Contact your Telstra account representative for more details.

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The first step was moving AB Equipment to Telstra’s AWS cloud solution, identified by Telstra’s technical team as the right platform to support the company’s cloud-based objectives and nurture innovation across the organisation. Telstra worked with AB Equipment to transform old systems into high performance, cloud born solutions that provide better flexibility, support and the opportunity to scale as business growth requires.

The team reviewed all voice, data and video networks to ensure all applications and cloud telephony are running off Telstra’s MPLS and 4G networks for ultimate performance. Telstra’s experts created cross connection links into AWS and other cloud services, and optimised and deployed these so that applications could be moved into the cloud quickly. Telstra also worked with AB Equipment to roll out fibre connectivity to the company’s branch sites around the country.

“Fibre has really improved our internet services, especially in more remote areas. It has delivered a much better user experience, which means our staff are more productive and we can provide a better service to our customers,” Danielle explained.

Telstra’s flexible and secure end-to-end Managed Network Infrastructure provides AB Equipment with greater control and visibility without needing to manage the network internally. Telstra provides all technical and strategic management to help optimise the company’s network environment and ensure all cloud services are delivering optimal results.

“Telstra allows us to have a hands-off approach to our network so we can focus on our own business. They provide us with regular check-ups to review our solutions, and together we explore ways we can improve our service as new technologies enter the market. We really value the ongoing consultancy we receive from the team, and we know that they are here to look after our business for the long-term,” continued Danielle.

Having a high-performance network backbone and expert consultancy advice enables AB Equipment to add new applications that can enhance the business. One example is the company’s security arrangements. Under the nbn™ rollout plan, copper lines running alarm systems are being shut down. The Telstra team worked with AB Equipment to plan their migration to a new back-to-base alarm system that runs on Telstra’s 3G network, helping the company to protect its sites into the future.

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Mobile-ready workforce improves productivity

Telstra worked with a selection of partners including Entag Communications, Star21 and Digital Armour to transition AB Equipment to the new working environment. All computers were upgraded, with a majority of staff members moving to laptops to empower them to work remotely. Users were transitioned to Microsoft Office 365 so they could sync work and communication across devices and implement new applications including GoCanvas, Box and MYOB Exo to digitise administration processes.

The GoCanvas system enables AB Equipment employees to sync work across devices, allowing staff to work from more places and technicians to work from iPads on the field, without the need to input information multiple times. It also increases productivity as information gathered on the weekend can be processed ahead of the working week. Telstra's mobile device management offers AB Equipment the confidence to empower mobile working by providing control over software and security features such as remote wipe.

"There are many ways in which we are now saving considerable time and money by transforming our business. It used to be such a rush on a Monday morning to enter all the weekend jobs into the system, now orders can be processed over the weekend as they come in, and technicians can be notified of upcoming jobs while they are out on the road," explained Danielle.

"We also work with some of Australia's largest supermarkets and department stores who have strict guidelines to follow. Previously we would have to print off and complete reams of paperwork if they had any changes to their administration process, then post these out to our teams. Now we can make any edits in the GoCanvas system and can be compliant straight away. Similarly, our invoicing process was highly manual and required multiple touch-points, including posting the forms to head office. We have been able to make considerable time reductions in our invoicing now that it is digital and can be processed straight away."

"Our cloud services also provide us with better tools for file visibility and management, and provide our technicians on the road an easy view of new jobs. Our team is able to be more mobile, more productive and far more collaborative," Danielle added.

With many AB Equipment technicians and staff out on the road, fleet management was a priority for the company. Telstra's Teletrac Navman solution provides the business with GPS asset monitoring on Australia's largest mobile network. This solution helps the business to improve vehicle utilisation and reduce petrol consumption while also laying the foundations for better workplace practices in the future.

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Championing change advocates across networks

The implementation process has been a journey of learning and has required a significant amount of change in less than a year. The success of this project can be attributed to the 65 team members at AB Equipment who have embraced new devices and processes.

"We have set up collaboration folders to offer technical support and share information and the response has been great. Not only are we able to save time on enquiries, we are boosting team morale by providing recognition to those contributing to the process, and we see better engagement in the technology," said Danielle.

"We are now in the process of advocating these new digital systems into our sub-contractor network. Many of them work in regional and remote locations, and applications like GoCanvas could significantly improve their productivity. We have even started discussing the benefits to our customers who are considering similar changes to their organisation."

Looking ahead, Danielle and her team at AB Equipment are considering how to improve more functions across the business. Next on her list is expanding the use of cloud CRM programs.

"We are always looking to adopt new technologies that can help us improve the way we work," Danielle said. *"With the support of our Telstra team we are confident we will continue to deliver great results for the business and our customers."*

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