

# Telstra Set to Save with Centrally Managed Infrastructure



Telstra  
Melbourne, Australia  
www.telstra.com

**Industry:**

Communications

**Annual Revenue:**

US\$18 billion

**Employees:**

49,000

**Oracle Products & Services:**

Oracle Enterprise Manager  
Oracle Database

*“Completing the Oracle Enterprise Manager 10g deployment on time and below budget was just the beginning of the cost avoidance we're realizing for hardware and improved manageability.” – David Russell, Acting Group Manager, Technical Services, Telstra*

More than 9.9 million fixed line and 8.9 million mobile customers rely on Telstra's telecommunications services, making it one of Australia's best-known brands. As the only integrated communications company serving every corner of the continent, Telstra uses the best of cutting-edge technology to constantly improve its services, internally and externally.

The company became the first enterprise in the world to use Oracle Enterprise Manager 10g. In addition to keeping tabs on Oracle databases and custom applications, Oracle Enterprise Manager 10g monitors underlying technologies such as network, operating systems, servers, and storage.

A recent assessment conducted by Mainstay Partners, an independent consulting firm, found Oracle Enterprise Manager 10g helped Telstra to achieve significant financial and strategic benefits. Mainstay estimates Telstra's total benefits from the deployment to be US\$1.9 million (AU\$2.4 million). In addition, Telstra's ability to further standardize and automate its system management has improved information delivery throughout the enterprise.

## **Proactive Management**

Telstra Administrators and Managers access the Oracle Enterprise Manager Web-based console through a single login point to monitor a centralized management environment. The system ensures secure access, which may be tailored to individual user needs without additional client software.

Mainstay's assessment notes that with the around-the-clock, managed environment database management is more consistent

and administrators are better equipped to diagnose issues before they become problems. Oracle Enterprise Manager constantly monitors Telstra's systems, reports issues in real-time before they reach the critical stage, and alerts administrators to take proactive measures to protect and improve the system. Oracle Enterprise Manager may also check for idle resources, automatically provisioning them whenever they can contribute to improved performance. The control environment also provides tools to help diagnose bottlenecks.

Mainstay found that the ability to monitor the array of infrastructure products through a single view has reduced costs associated with error-prone and manually intensive tasks. In addition, the standardized database management policies and procedures the system facilitates have made resource use more efficient.

### **Optimal Environment**

Today, Telstra's CPUs monitored by Enterprise Manager now average utilization levels of 33%. Oracle Enterprise Manager's close tracking and monitoring of disk capacity and usage improved database disk space utilization as well, allowing Telstra to avoid significant storage costs. Unallocated disk space can now be put to use for temporary storage, backups, and managing loads.

The system automatically discovers and provisions idle resources, making it easier to deliver capacity on demand, and third-party assessment services are no longer needed for environments managed by Enterprise Manager.

The system automation has freed up administrators' time previously spent developing and managing homegrown scripts. Current scripts are based on Oracle Enterprise Manager standards, which standardize jobs, run across multiple servers in the centralized control environment. Administrators can focus on higher-level projects and upgrading their skills. In certain areas, system automation has allowed Telstra to increase the number of databases managed without hiring additional staff.

### **Lower Infrastructure Costs**

Telstra's business units no longer need to set up separate management environments, given the obvious advantages of monitoring service levels and performance, automating tasks, and performing backup and recovery in a unified way across groups of

computers. Through Oracle Enterprise Manager Release 2, Telstra is now able to take advantage of functions that deploy and provision Oracle databases in Oracle Real Application Clusters (RAC) and non-RAC environments in a matter of hours. Among other features, the upgrade also provides monitoring capabilities for storage devices such as NetApp Filers, EMC, network security and load-balancer devices such as Big-IP, and non-Oracle databases such as SQL Server.

*Telstra Corporation Limited is the largest telecommunications company in Australia. It provides fully integrated landline and mobile voice, internet and data services to residential and business customers across Australia and New Zealand. It also provides advertising, directory, and cable television services through subsidiaries and affiliates.*

**About this case study:**

Research and analysis for this study was conducted by Mainstay Partners, an independent consulting firm, and was based on interviews with Telstra executives, review of planning documents, and searches of industry literature. ROI calculations use industry standard assumptions regarding the time value of money.

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