

What BESS taught us about Australian business.

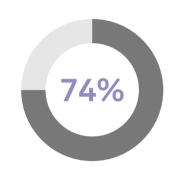
UNDERSTANDING BESS

The Business Effectiveness Scoring System (BESS) is a platform wholly owned by Telstra Wholesale. After businesses identify where their strengths and weaknesses are, they can begin the "transformational process".

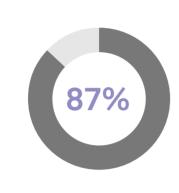
How did Australian businesses score?



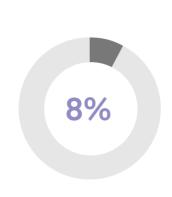
The numbers



74% of businesses consider themselves 'traditional'



87% of leaders agree they must embrace flexible, agile business models



8% of businesses are transformational and optimistic about the future

The five distinct measures

1. CUSTOMER EXPERIENCE

Are your customers advocates and are they satisfied with your level of care?

2. REVENUE GROWTH

How fast is your business growing and is it identifying new revenue opportunities?

3. CUSTOMER LOYALTY

Are your customers likely to use your product/ service again and will they come to you as a partner?

4. EMPLOYEE SATISFACTION

Are your employees working effectively and efficiently? Are they happy?

5. PARTNER SATISFACTION

Are your partners helping you strategically, as well as operationally?

The four pillars of the business model



MINDSET (people)



STRUCTURE (process)



PLATFORM (technology)

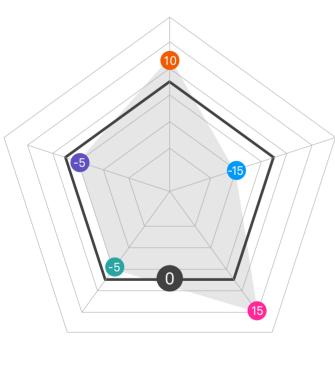


ECOSYSTEM (partners)

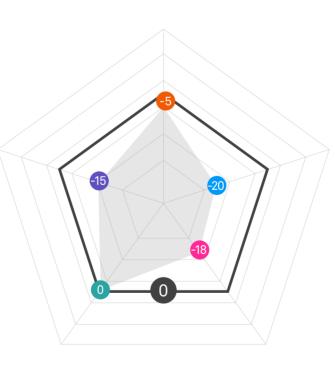
Understanding business types

The three business types are: Transformational, Transitional and Traditional.

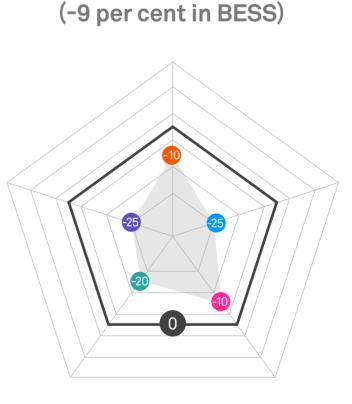
TRANSFORMATIONAL (+9 per cent in BESS)



TRANSITIONAL (-3 per cent in BESS)



TRADITIONAL



BESS refers to the Business Effectiveness Scoring System

How to transform your business

- Understand your business model
- Accept there are no shortcuts
- Adopt an agile and flexible model
- 4 Gradually redeploy assets to make incremental change



of the study agreed that it's important to have one eye on today and one on tomorrow.

Three consistent takeaways begin the process of understanding where your own business sits:

- - Understand the positive impact technology can have on business outcomes
- - centre of your business

Put customers and partners at the

100 were from

ICT companies

Understand how the different pillars of your business model can map back to revenue growth

Behind the scenes



200 business

leaders surveyed





15-minute

telephone interviews







All respondents were

senior business leaders

or C-level executives

