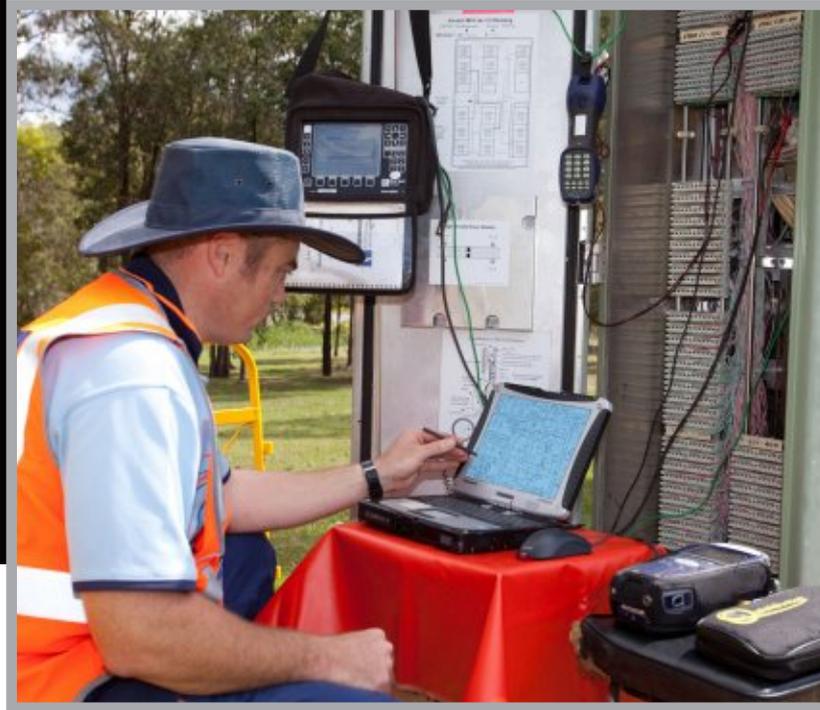


Telco Giant Talks Tough



Telstra expands Panasonic Toughbook deployment

Telstra has refreshed its Panasonic Toughbook rugged notebook fleet to assist it in providing and maintaining superior customer service. This will make Telstra the largest and longest standing customer of Panasonic Toughbook in Australia.

The country's leading telecommunications and information services provider is currently rolling out over 4,500 new fully rugged Toughbook CF-19Mk5's to replace its legacy CF-19 fleet that it deployed back in 2008. These fully-rugged models are used by Telstra Service Delivery Communication Technicians in the field.

Telstra has also deployed around 400 semi-rugged Toughbook CF-53 models within the company's Service Delivery Enhanced teams. The CF-53 is ideally suited to this task, with a larger screen and enhanced features for easy portability and excellent performance for use in presentations.

Since its first introduction of the Panasonic Toughbook with the CF-18 in 2004, Telstra's average annual repair rate has dropped to 3.7% - a reduction from 25% over the previous notebook solution. Telstra anticipates that the average annual out of warranty repair rate will further reduce as the new models roll out over the next six months.

Ken Gray, Service Design Solutions Manager - Telstra Operations, said: "After several years of rigorous testing and monitoring, we are confident that we can rely on Panasonic Toughbook to provide not only rugged features but also exceptional connectivity, screen visibility and battery life to complement the complex technical equipment and applications required out in the field."

"More importantly, we are continuing to see the Total Cost of Ownership (TCO) of our Toughbook fleet fall as a result of very low repair rates - this is a top priority for Telstra in driving down operating costs, reducing downtime and improving overall customer service," he added.

Panasonic independently won the account against a broad range of competitors and selection criteria, including quality, TCO, productivity requirements and rugged specification.

"The Toughbooks have performed above our expectations in terms of the TCO concept we have adopted in Telstra, delivering a broad range of functionalities which are required to withstand the harsh conditions our teams face daily," said Mr Gray.

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"Australia has some very unique and challenging geographical conditions, so rugged mobility is crucial in allowing our team to provide a reliable and effective service. Our field based technicians need equipment that can survive exposure to a variety of environmental contingencies such as heat, ambient temperature, dust, humidity, moisture and rugged wear and tear," Mr Gray explained.

"In fact, our technicians who receive a Panasonic Toughbook are very passionate about keeping their tool of the trade close to them - our recent experiences of working during natural disasters such as flooding and fires confirmed how vital these tools are to our team."

Mr Gray said he expected efficiencies within Telstra to be enhanced as a result of the latest deployment, with the CF-19Mk5 featuring a larger backlit keyboard, brighter antiglare screen, GPS and Fingerprint Reader as well as faster connectivity and enhanced performance. The Toughbooks are also designed to be fully integrated and programmable to work in conjunction with other Telstra systems and solutions.

Mark Wallis, Group Manager – Toughbook, Panasonic Australia, said: "We are extremely proud of our relationship with Telstra - ever since the company's first deployment over seven years ago, the partnership has gone from strength to strength."

"We are looking forward to continuing to nurture this partnership as both Telstra and Panasonic Toughbook evolve and grow and I'm confident that there are still many opportunities ahead for us to collaborate with Telstra in delivering their customers even greater service," he added.



About Panasonic Toughbooks

Panasonic Toughbooks are used extensively worldwide by the military, utilities, heavy industry, emergency services, field workers, mobile professionals and organisations where durable mobile computing is critical to maximising productivity and uptime. In Australia, Panasonic Toughbook customers include Ambulance Victoria, Queensland Ambulance Service, Tasmanian Ambulance Service, Coca-Cola Amatil, Telstra, Honda, Port Phillip Sea Pilots, ETSA, Western Power, BlueScope Steel, Centennial Parklands, Yarra Valley Water, Aurora Energy, National Foods, and Mitsubishi Motors.

For more information about Panasonic Toughbooks, please visit www.toughbook.com.au