

Application: 4387

Security, Technology & Migrations Team

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

TELUS

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Security, Technology & Migrations Team

Category

H08. Technology Team of the Year - Business Technology

Technology Team Submission Format

Written Answers

a. Briefly describe the nominated technology team: its history and past performance (up to 200 words). Required

TELUS, a technology leader with over \$20B in annual revenue and 19M customer connections, is known for its innovation and social responsibility. The company spearheads impactful initiatives in healthcare, food supply, and community support, providing a diverse range of home, security, mobility, health and agriculture solutions.

Since 2018, TELUS has seen significant growth in the security sector, expanding from 40K AlarmForce customers to over 1M subscribers. This growth is driven by the Security, Technology & Migrations (STM) team, focused on strategic innovation and operational excellence. The STM team ensures exceptional service and sustainable profitability by integrating acquired customers into TELUS' advanced systems.

Achievements include integrating over 70% of security customers into a robust and streamlined customer management platform, eliminating 9 obsolete-systems and realizing benefits exceeding \$30M, including \$5.3M in annualized revenue directly from acquisitions. This achievement paves the way for increased profits through cross-selling and enhanced customer experience. Consolidating 650K units into one platform allows TELUS to effectively cross-sell its home and mobility products, leading to a maximum lifetime value of \$882M for TELUS.

In Q2-2024, an acquisition of a top security company highlights TELUS' continued expansion commitment, adding 30K customers to enhance services and reinforce its top-tier technology status.

b. Outline the technology team's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

The STM team has driven growth and efficiency, achieving \$30 million in benefits through:

Revolutionized Technology Investment:

- Created the TELUS Automation Platform (TAP), saving ~160,000 hours based on 25 minutes per migrated record.
- Implemented a payment redirect tool, preventing payment errors, generating savings of \$200K/year.
- Redirected an average of 500K proprietary signals per month to the TELUS Monitoring infrastructure, optimizing our monitoring capabilities.
- Enabled subscription billing for 250K+ customers with PCI-compliant encryption for secure transactions.
- Enabled 400K+ customers to self-generate insurance certificates, reducing annual calls by 10K.
- Transferred 215K+ Alarm.com licenses, enhancing operational efficiencies.
- Consolidated 230 receiver channels into 4 within 3-hours using automated scripting.

Technology-Driven Changes to Enhance Customer Experience

- Enhanced billing and monitoring for 590K customers, including 57K Vivint users, with technology-driven improvements such as "Chase extract" and tokenization in TAP for precise credit card expiry details during migration.
- Employed RAID report from Conversion for billing accuracy in capital-systems synced to customer-operational-data-stores after BAN creation.
- Maintained seamless customer monitoring without downtime, while maintaining stable SLAs post-migration.
- Retained pre-authorized payment preferences of 313.3K customers during migrations, ensuring an effortless transition.
- Achieved outstanding service level improvements with consistent alarm response times under 30-seconds and reduced guard-response times by 115%.

Profitable Growth:

- Safeguarded a \$25M investment by transferring ~18.5K AT&T customers to TELUS/Bell network, saving \$5.3M in capital and \$180K in operational costs.
- Generated \$5.3M annualized revenue through strategic acquisitions.
- Migrated 590K+ records, ensuring benefits through 2026 via cross-selling and operational synergies.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's past performance (up to 250 words). Required

In the security sector, the STM team has set a new industry standard with Customer Relationship Management and Central Monitoring Station migrations, successfully transitioning 590K customers in Canada with unmatched scale and efficiency. The team introduced innovative technology solutions like the TELUS Automation Platform (TAP) for streamlined data processing, secure customer data migration, and cost savings through a payment redirect tool. The STM team leads in technological advancements by optimizing alarm signal monitoring, pioneering the use of XML Receivers, and implementing a tamper signal filter solution.

These achievements demonstrate the team's commitment to operational excellence and financial alignment. The strategic migrations of acquired entities enhance operational efficiency, prioritize customer needs, and establish TELUS as an industry innovator in home security.

Despite the challenges posed by the fragmented security industry dominated by big players like ADT and small businesses, the team's unique accomplishments showcase the ability to reuse migration playbooks like TAP with each acquisition. This approach expedites overall integration timelines while reducing complexity, making growth through acquisition more feasible. With over \$900M in acquisitions and the implementation of centralized billing and monitoring systems, TELUS's financial strength and industry leadership are evident, supporting its nationwide expansion strategy.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

We have attached a list of awards received and an explanation of our SLA to support the claims made in this nomination. Additionally, endorsements from Directors, EVPs, and VPs are included to demonstrate the significant impact of our team on both the business and the security industry. For further review, we have provided several links, including a news article about our 1 million subscriber milestone, our 2023 Annual Report, our Guard Response summary, and articles related to the ADT acquisition. Finally, we have included two customer video testimonials sharing their experiences with our service.

Webpage Link

<https://www.sptnews.ca/telus-achieves-smart-home-milestone-with-one-million-customers-in-canada/> (<https://www.sptnews.ca/telus-achieves-smart-home-milestone-with-one-million-customers-in-canada/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://www.telus.com/en/about/investor-relations/reports/annual-reports/2023> (<https://www.telus.com/en/about/investor-relations/reports/annual-reports/2023>)

Would you like to add an additional webpage link?

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Webpage Link 3

<https://www.telus.com/en/support/article/smarthome-security-guard-response-service-explained> (<https://www.telus.com/en/support/article/smarthome-security-guard-response-service-explained>)

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Web Page Link 4

<https://www.sptnews.ca/telus-exec-outlines-road-ahead-following-adt-canada-deal-closure/> (<https://www.sptnews.ca/telus-exec-outlines-road-ahead-following-adt-canada-deal-closure/>)

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Web Page Link 5

https://www.telus.com/en/social-impact?intcmp=tcom_abt_home_tile_social_impact_learn_about_000621 (https://www.telus.com/en/social-impact?intcmp=tcom_abt_home_tile_social_impact_learn_about_000621)

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Web Page Link 6

https://www.telus.com/en/social-impact?intcmp=tcom_abt_home_tile_social_impact_learn_about_000621 (https://www.telus.com/en/social-impact?intcmp=tcom_abt_home_tile_social_impact_learn_about_000621)

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Web Page Link 7

<https://www.youtube.com/watch?v=0UsHFx0M0IA> (<https://www.youtube.com/watch?v=0UsHFx0M0IA>)

Would you like to add an additional webpage link?

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Web Page Link 8

<https://youtu.be/-rXozZgNWQ?feature=shared> (<https://youtu.be/-rXozZgNWQ?feature=shared>)

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No

Supporting Document

Download File (https://stevies-tech.secure-platform.com/file/66668/eyJ0eXAI0iJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjo2NjY2OCwiYWxsYXN0b3R0aWduZWVcmwiOiJGYWxzZSIsImInbm91VFh2S7AzjeDjxFx6xTMsWfLaspM7zVtSUFtQ?Attachments%20referenced%20in%20our%20H08%20Nomination_.pdf)

Would you like to add an additional supporting document?

No

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Terms and Conditions

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