

Case Profile for TELUS

iVAULT helps TELUS Provision TELUS TV customers

TELUS is a leading national telecommunications company in Canada, serving over 12 million customers. TELUS provides individuals and businesses with a wide range of communications products and services, including data, Internet protocol, voice, entertainment and video. For over a decade Pacific Alliance Technologies has provided extensive training, professional services and support to help TELUS meet their corporate goals.

Challenges

In recent years TELUS has grown dramatically through a consolidation of three corporate entities at different times with different business systems. They'd recently made huge investment in infrastructure to increase Internet speeds, expand wireless networks and introduce new products. TELUS initiated the GeoHAWK (geospatial Holistic Access to Working Knowledge) Project as a first phase technology trial to prove that spatial data can be accessed enterprise-wide and aggregated with other business systems. They needed a flexible, targeted web & mobile mapping solution that would work with its spatial data store for all its user groups. TELUS needed tools to view, search, analyze and edit spatial and attribute data through a browser and capture/edit data in the field using smart phones.

Solution

TELUS chose Pacific Alliance because of their expertise with web-mapping implementations and their iVAULT product, which offers numerous benefits, including platform flexibility, a single authoring tool for easier data integration, easy report creation and web-based administration.

Pacific Alliance developed a spatial viewing tool hosted on iVAULT MapGuide OpenSource. It connects and aggregates many spatial data formats, with multiple web-map publishing option. As well, it delivers TELUS' data or image data in searchable and locatable formats with data mining and reporting capabilities based on user security access. Corporate data and image data is now editable and field workers can make map markups.

Using defined data layering, TELUS can easily identify customers of one product, but not others. This delivers improved corporate intelligence for marketing, infrastructure planning and construction.

“iVAULT delivered more than expected in terms of the use of our service, client and infrastructure data”

*Dan Shannon, TELUS Corporation,
Business Consultant – Systems Architecture*

Summary

Goal

- Demonstrate access to legacy Framme IMAGE system
- Modernize web mapping application for analysis and presentation of corporate infrastructure and customer data
- Integrate customers, services and infrastructure data into one database for enterprise use
- Empower TELUS team members, from across the enterprise, with a geo-spatial tool to conduct marketing, planning, engineering and GIS analysis

Challenges

- Limited support, maintenance and functionality available through the existing Framme IMAGE system
- Lack of data integration between systems resulting in poor quality of data available to TELUS team members for analysis
- TELUS team members deprived of proper tools to conduct field work
- No visibility of spatial trends in customer retention, services provided or potential up sell areas

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Results

- Designed and developed ORACLE Spatial Data Store live linked to existing IMAGE system
- Implemented iVAULT web GIS technology as an alternative to FieldView application empowering TELUS to identify products\service usage, potential clients, bridges taps and new areas for growth
- Visually highlighted trends and limitations of existing infrastructure

Results

Pacific Alliance created a single geospatial Oracle data store with FRAMME mapping combined with IMAGE data attributes. It connects to all the TELUS corporate and commercial spatial data stores, requiring a full data integrity review and conversion to a single coordinate system: the FieldView Next Generation. For the first time TELUS's aggregated corporate and IMAGE data are now easily searched, mapped and edited. This delivers improved decision-making capabilities to many departments for infrastructure investment, target marketing and field crew management. iVAULT's user administration tools provide for secured data access for viewing, editing, customized analysis and reporting.

"This Proof of Concept demonstrated Pacific Alliance's capabilities. They were highly responsive and collaborative, providing creative suggestions and delivering the project on-time. The GeoHAWK Project helps us to effectively demonstrate geo-mapping techniques by putting infrastructure, customers and products into context," said Dan Shannon, TELUS Corporation, Business Consultant – Systems Architecture. "We can now further explore opportunities to deploy web and mobile mapping on a larger scale across our network."

Pacific Alliance Technologies

Pacific Alliance Technologies, a member of StarDyne Technologies, provides proven CAD and GIS solutions and services for different industries. Easy, flexible and affordable, Pacific Alliance's solutions enable company's staff to manage, query and analyze their spatial, attribute and financial information. Delivered via a web browser, data is integrated from multiple sources to deliver a solution that streamlines Asset Management and facilitates self-service for the public. With a combined 120+ years of Technical experience, Pacific Alliance is lauded in the industry as a GIS technology and service provider. For more information, visit <http://ivault.pat.ca> or www.pat.ca . For Sales information, call us at **1.877.691.9171, ext.2** or email us at sales@pat.ca.

