



Clear Innovation

# Exceeding Customer Expectations through Operational Efficiency

*Providing simplified access to tools and information to continuously  
improve the customer experience*

## Case Study



**Edge Technologies, Inc.**

1881 Campus Commons Drive

Suite 101

Reston, VA 20191

703-691-7900

[www.edge-technologies.com](http://www.edge-technologies.com)

## Introduction

TELUS is Canada's largest national telecommunications company providing a wide range of products and services including internet access, voice, entertainment, healthcare, video, and satellite television. Their focus and strategic intent is, "To unleash the power of the Internet to deliver the best solutions to Canadians at home, in the workplace and on the move."

TELUS Business Solutions started providing hosting services over 20 years ago and now offers an ever growing and evolving list of IT products and services that include mobility, phone, collaboration, and even complete IT outsourcing.

In an extremely competitive environment, delivering differentiated services and consistently high levels of customer satisfaction requires constant focus and a willingness to change in order to deliver an experience that customer won't find elsewhere.

## Project Goals

Several years ago, the TELUS Business Solutions team conducted an analysis of their existing tools and systems with several goals in mind, including:

- Increasing operational efficiency
- Evolving the infrastructure in support of differentiating services
- Providing streamlined customer access to TELUS support personnel
- Providing fast, efficient internal and customer access to key information including incident, performance, and SLA data
- Integrating the internal tools and third-party applications used to support the infrastructure and multi-tiered service offerings
- Consolidating two internally developed portals to streamline access to information and reduce on-going support requirement
- Implementing a secure, multi-tenant portal platform to provide unified access to needed information for both English and French-speaking customers
- Improving the overall customer experience

## The Solution

After a successful Proof of Concept, TELUS saw that Edge Technologies could play a significant role in quickly achieving the project goals. The desired integrations were pre-built and Edge’s extensive experience with the BMC Software products and proven success in integrating these tools provided an added level of confidence.

The solution is used to provide customer-specific, role-based access to numerous capabilities such as:

- Secure, web-based, bi-lingual Single-Sign On to the customer self-service portal
- Making incident details and SLA information from a variety of tools available to customers through a single interface
- Integrated online live access to TELUS support personnel via Oracle RightNow
- Access to performance metrics through an integration with BMC Performance Manager Portal

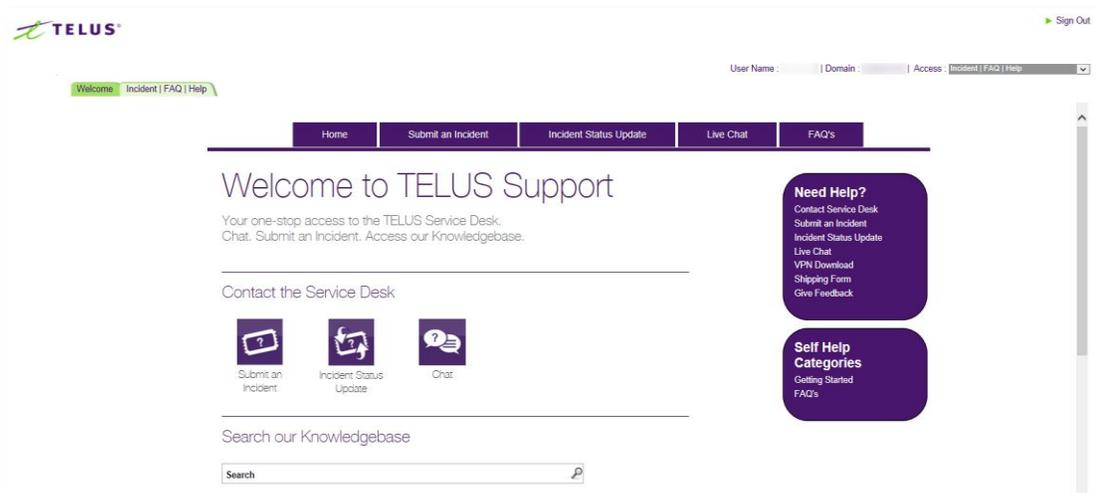


Figure 1. TELUS Support Portal Welcome Screen

Behind this simple image is a powerful underlying system. enPortal® from Edge Technologies is used to provide:

- A simple secure way to show each customer only their information
- The ability to match a customer login to their specific service bundle and provide the information that corresponds to their level of service
- Single-Sign On unified access to both internally developed and third-party tools
- Data presentation transparency – the relevant information is provided regardless of the data source
- Proxied views of existing web-based content from several applications
- Integrated online chat capabilities and knowledgebase access
- A consistent and recognizable TELUS-branded look and feel

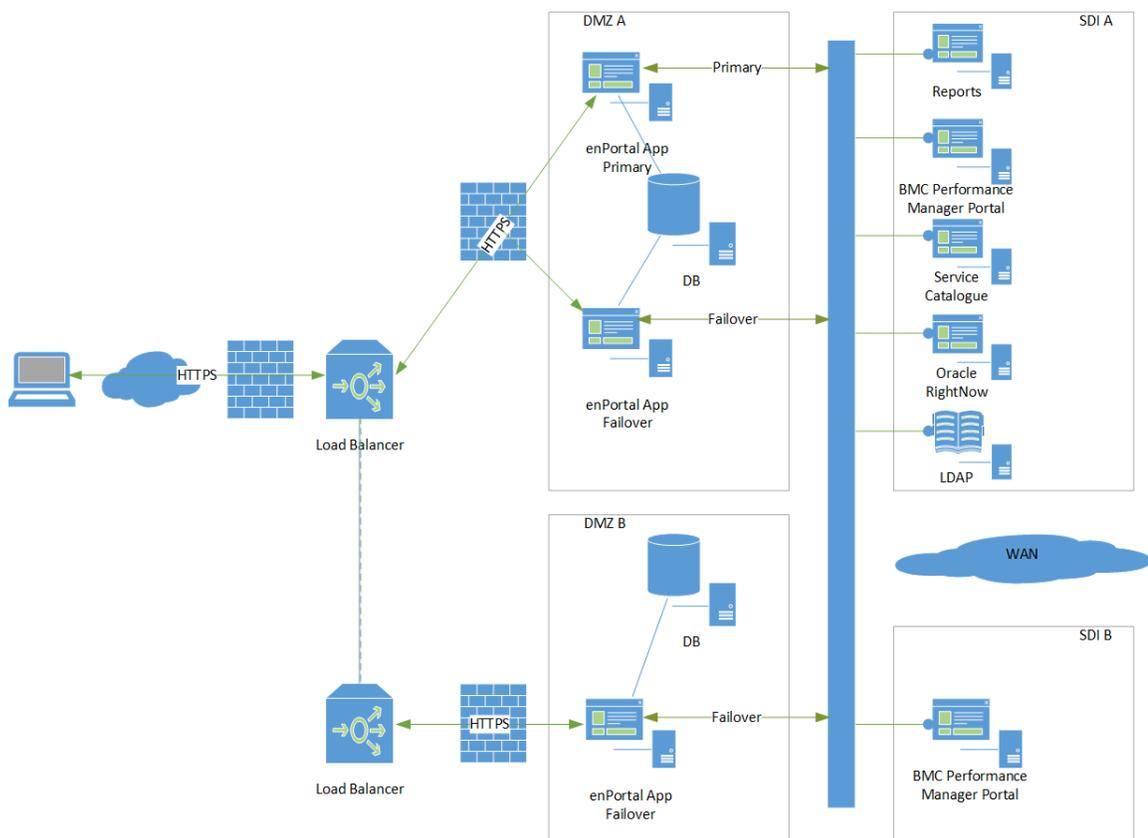


Figure 2. enPortal Deployment Architecture and Integrations

## The Benefits

TELUS was able to achieve the goals outlined at the outset. They have provided quick, easy access to the information their customers need, seamlessly fed by numerous disparate data sources, and built on a highly-secure and scalable platform. As new services are developed and adopted, the framework is in place to give customers instant visibility into how those services are performing.

This system is helping TELUS get the most value from their existing BMC Software, Oracle applications, and other tools and provides a foundation for quickly satisfying any future integration requirements. Customer satisfaction is TELUS' top priority. The investment they've made in this solution and the value they've delivered are proof of their ongoing commitment to strive to delight their customers and exceed their expectations.

## Edge Technologies

Edge Technologies transforms existing tools and information into improved visibility, streamlined workflow, increased operational efficiency, and ultimately, satisfied customers. We do this by creating integrated views with personalized perspectives of information that can be shared with diverse audiences wherever and whenever needed. By combining data in new ways and representing it visually, individuals can derive greater context and meaning from existing information and make better decisions faster. Edge delivers clarity in a complicated world.



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[sales@edge-technologies.com](mailto:sales@edge-technologies.com)