

TELUS Corporation-IT Sales Opportunities - 2008

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TELUS Corporation (TELUS) is the second largest national telecommunications service provider in Canada. The Company offers various services such as voice, data and entertainment in both wired as well as wireless technology. It provides wired voice services to more than 4.4 million people, with high speed Internet access to more than 1 million customers. Computer telephony is another major segment of its wired operational segment. The wireless segment covers more than 5.6 million customers across Canada with voice, data and mobile Internet services. Through its TELUS TV unit, the company also offers video on demand, pay per view television services etc. TELUS Corporation operates as a local exchange-carrier in British Columbia, Alberta and eastern Quebec. Further, it also provides consulting services in network management for the corporate review.

Industry trends and drivers have a direct or indirect affect on IT spending of all companies operating within an industry. For example – increased threat perception and incidence of fraud would result in increase in demand for security software and hardware. Thus, we can conclude that industry spending on any particular IT product or service is an important indicator of the criticality of that product or service for the industry. Based on the IT spend information available in 'TechNavio', we have computed a 'criticality score' for various IT products and services, for TELUS Corporation.

Various company level developments and events are important indicators of selling opportunities and drive the sales of IT products and services. For example – an acquisition by TELUS Corporation might result in opportunities for IT migration and integration services. By tracking these sales drivers (using 'TechNavio'), we have arrived at a demand score for each product and service.

Through an in-depth analysis of industry trends and drivers and company level developments and events, we have made the 'IT Selling Opportunities Map' for hardware, software and IT services for TELUS Corporation. These maps have been divided into four zones representing Level I, Level II and Level III opportunity areas. Level I opportunity areas have the highest scores and hence, there is a high probability that TELUS Corporation will buy these products and services. Level II opportunity areas have lower scores and hence, lower probability to sell to TELUS Corporation. Level III opportunities have the lowest scores and hence, unlikely to sell to TELUS Corporation.

The report is meant for IT vendors and intends to help them identify selling opportunities within the company. Further, the identified sales drivers can be used to penetrate these accounts or increase current share of the customer's wallet. Also, the report lists key IT spending decision makers, which will enable salesperson to directly contact the key executives within the company.

TechNavio Insights is a set of reports based on TechNavio – a market intelligence platform for the IT industry. It builds on the intelligence available within TechNavio, and leverages on the custom research experience of the 'Technology Navigators'. TechNavio is built on years of experience of Infiniti Research in deep dive custom research and consulting for over 30 Fortune 500 companies and numerous large and mid-sized companies.

Table of Content

1. COMPANY OVERVIEW

- 1.1 Business Overview
- 1.2 Key Figures
- 1.3 Corporate Headquarters

2. IT SPENDING AND DEPLOYMENTS

3. IT SALES OPPORTUNITIES

- 3.1 IT Sales Opportunities - Software
- 3.2 IT Sales Opportunities - Hardware
- 3.3 IT Sales Opportunities - Services

4. SALES DRIVERS

- 4.1 Accelerating Time to Market New Services
- 4.2 Business Continuity & Risk Management
- 4.3 Customer Segmentation & Targeting
- 4.4 Customer Service
- 4.5 Customized & Personalized Offerings
- 4.6 Digital Rights Management
- 4.7 Employee Productivity & Compensation Management
- 4.8 Enterprise Security
- 4.10 Growth from Gaming
- 4.11 Growth from M-Commerce and M-Payments
- 4.12 Growth from Mobile Broadband
- 4.13 Growth from Mobile TV
- 4.14 Mergers & Acquisitions
- 4.15 Partnerships, Alliances & Licensing
- 4.16 Providing Low Cost Telephony Using VoIP

5. CONCLUSION

APPENDIX A: KEY IT SPENDING DECISION MAKERS

Canada

APPENDIX B: DEFINITIONS

- B.1 Software
- B.2 Hardware
- B.3 Services

APPENDIX C: METHODOLOGY

- C.1 Evaluating Criticality Score
- C.2 Evaluating Demand Score

Other Reports in This Series

LIST OF EXHIBITS

- Exhibit 2.1: IT Deployment Details
- Exhibit 3.1: Software Sales Opportunities Map
- Exhibit 3.2: Opportunities and Related Sales Drivers for Software

- Exhibit 3.3: Hardware Sales Opportunities Map
- Exhibit 3.4: Opportunities and Related Sales Drivers for Hardware
- Exhibit 3.5: IT Services Sales Opportunities Map
- Exhibit 3.6: Opportunities and Related Sales Drivers for IT Services
- Exhibit C1: Calculations for Estimating Criticality Score
- Exhibit C2: Criticality Scores for Various Software Applications
- Exhibit C3: Criticality Scores for Various Hardware Products
- Exhibit C4: Criticality Scores for Various IT Services
- Exhibit C5: Calculations for Estimating Demand Score

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