

Enterprise Moves to IP



Our 1,000 largest customers make up our Enterprise customer segment. These large organizations have unique telecommunications requirements, often extending into information technology and database management.

Anticipating these needs, in 2004 Bell developed plans to move all of our major Enterprise customers to IP-based networks. Among notable clients making the move to IP-based networks was life insurance giant Manulife Financial, which signed a \$140 million, seven-year agreement with us to move approximately 9,000 Manulife employees onto a comprehensive IP network, including Voice over IP. The conversion will deliver greater cost efficiencies and service levels to Manulife, while also outsourcing the management of its call centres, voice and data communications departments directly to Bell.

These solutions are examples of the types of value-added services that Bell is bringing to the Enterprise market. Within that market, Bell has become a major source of integrated telecommunications and data services, including data security, call centre solutions, network management and outsourcing and data storage networks. We are increasingly focused on value-added solutions that offer services beyond pure connectivity. These new services highlight the advantages of our communications and technology integration capabilities, our IP network and our experience in managing Canada's largest and most robust networks.

Bringing IT Management to SMBs



Everyone at the Ambassador Hotel in Kingston, Ontario has something to smile about. Thanks to a Bell Small-and-Medium-Business representative working with them to find the right wireless and wireline solutions. The hotel now features wireless technology allowing guests to browse the Internet at their leisure from the comfort of their room or from anywhere within the resort and allowing staff to offer curbside check in.

But the wireless technology doesn't stop there. Hotel guests can now use the hotel key card as a debit card. At the vending machine. At the bar. At the pool. This means less time fumbling for cash, less time worrying about which credit card to use, and more time simply enjoying the trip.

For the facilities manager, this means less maintenance for the vending machines and change machines. For the general manager, a smoother-running operation with less cash on the premises, lowering the risk of theft and vandalism. For the owners, reduced costs and enhanced productivity of their staff.

This is just one example of how Bell is becoming the technology advisor or Virtual CIO to more than 450,000 Bell SMB customers, providing integrated communications and IT solutions that business customers can afford.