

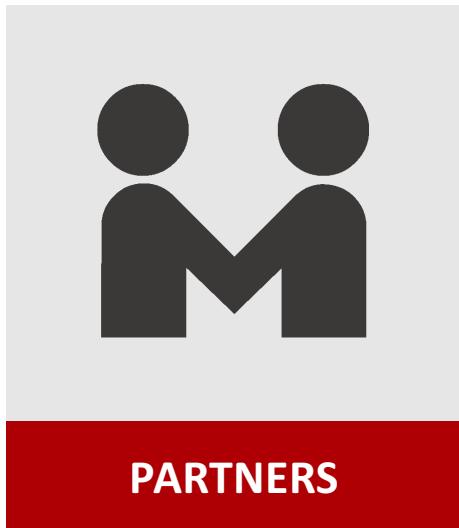
A WINNING COMBINATION FOR TELUS



Team Innoventures: Jun Boon | Stewart | Yong Boon

Addressing All Stakeholders

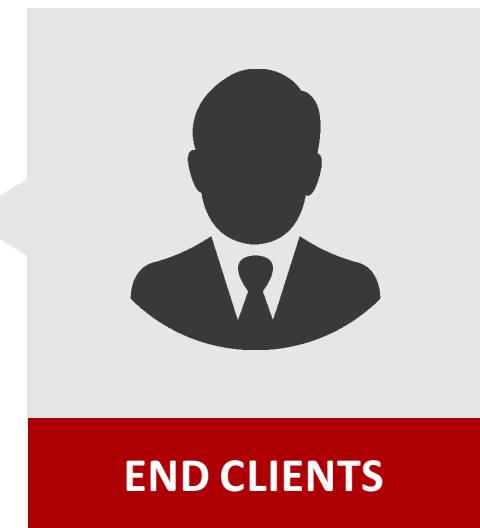
To be the leading IoT marketplace player, we need to understand our stakeholders



Attracting the best IoT developers to deliver superior services



Finding a sustainable model to grow our IoT marketplace



Value-adding rather than just being a middle-man to customers

The Game Plan

Our Main Objective: To be the leading B2B IoT Marketplace in Canada

What are the challenges we need to tackle to get there?

What is the best way to re-structure the IoT marketplace?

How can we value-add to our end customers?

How can we be the preferred partner for IoT solutions developers?

How can we tackle these questions to achieve our objective:

Consolidating services in verticals in IoT marketplace

Connecting to customers to deliver maximum value

Collaborating with partners to be their no.1 choice

Our First Conundrum

Our Main Objective: To be the leading B2B IoT Marketplace

Expansion to allow almost all IoT solutions to be listed but to transfer sales and promotion handling back to partners

What are the challenges we need to tackle to get there?

What is the best way to structure the IoT marketplace?

How can we value-add to our end customers?

How can we be the preferred partner for IoT solution developers?
OR

How can we tackle these questions to achieve our objective?

Consolidating services in verticals in IoT marketplace

Connecting to customers to deliver maximum value

Consolidation of product offerings to ensure standards at the expense of some demand and existing partner relationships

To Consolidate or Expand?

Does expansion align with the three pillars of our IoT strategy?



Experienced Team

Does our sales team have the capacity to deal with additional products?



Best Products

Can we continue to attract capable partners to develop the best products?



Simplification of IoT

Are we able to quickly and effectively implement our solutions for customers?

Not likely, given existing workload

Challenging, if support were to be removed

Possible, but highly dependent on complexity

To Consolidate or Expand?

Key Takeaway

An expansion of the marketplace does not fit well with TELUS' current strategic focuses, and we should instead focus on consolidating our marketplace model

Experienced Team

Does our sales team have the capacity to deal with additional products?

Not likely, given existing workload

Best Products

Can we continue to attract capable partners to develop the best products?

Challenging, if support were to be removed

Simplification of IoT

Are we able to quickly and effectively implement our solutions for customers?

Possible, but highly dependent on complexity

Which Verticals Should We Focus On?

TELUS' service offerings against IoT market demand

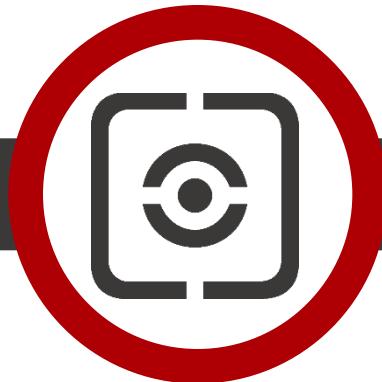
Verticals	Market Demand	TELUS' services
Asset Tracking	22%	26%
Security Monitoring	14%	4%
Monitoring Process Systems	14%	11%
Inventory Tracking	11%	4%
Public Services	9%	14%
Building Monitoring Systems	8%	1%
Vehicle Tracking Systems	5%	4%
In-store Customer Engagement	5%	3%
On-board Vehicle Telemetry	2%	1%
Digital Signage	3%	1%
Other	7%	29%

Overinflated allocation of resources to this vertical



Source: IDC Internet of Things Study, 2014

Which Verticals Should We Focus On?



Our proposed verticals to focus on

- Asset Tracking
- Security Monitoring
- Monitoring Process Systems
- Inventory Tracking
- Public Services

Why focus on these verticals?

- ❖ Highest demand in these areas by enterprises
- ❖ TELUS already possesses strong service offerings in 3 out of 5 of these categories
- ❖ The partners in these categories are significantly more productive in terms of overall sales

CONNECTING OUR CUSTOMERS



Profiling of TELUS IoT Business Client



**General Freight Trucking
Transportation company**

Who is this?

- ▶ Small Size company
- ▶ Specializes in highly perishable products
- ▶ Annual Revenue of \$4 million to \$5 million
- ▶ Do not have good understanding of IoT solutions

What they care about

- ▶ Convenience through easy to navigate web interface
- ▶ Highly personalized services catered to their needs
- ▶ Reliable after-sales support

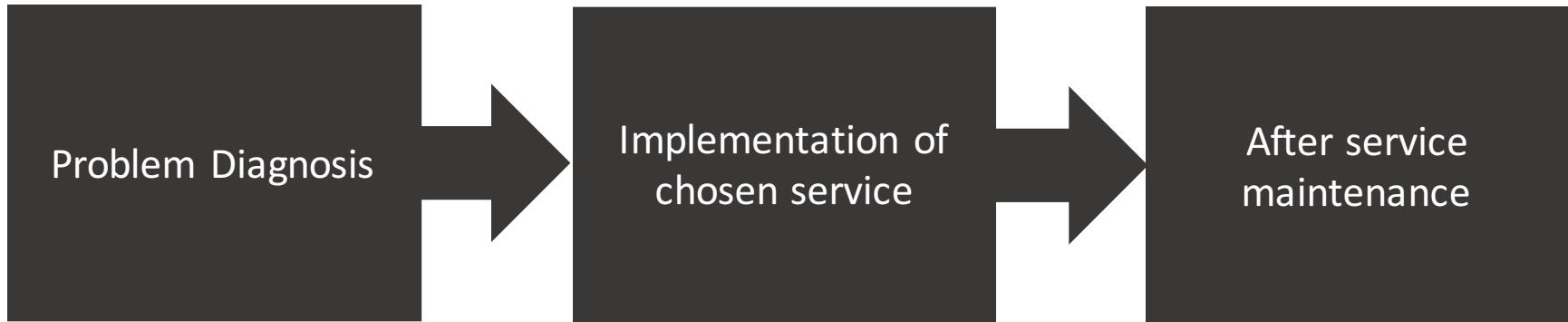
What they buy

- ▶ Willing to pay for IoT solutions to improve operational efficiencies and costs savings
- ▶ Trust and reliability in data security management

How they buy

- ▶ Purchase through e-commerce

Current TELUS model



TELUS Current IoT platform (Diagnosis)



Mobility Connectivity Collaboration Contact Centre IT Security Internet of Things (IoT) Packages & Bundles

< Home < Internet of Things

IoT Marketplace

Connect the things that matter to your business by leveraging connected devices provided by our partner network to help you be more efficient. Whether you're trying to decrease your costs, increase your revenue or monitor resources - we've got you covered.

We've worked hard to pick the best solutions for you.



Search product name

Categories

- Asset tracking
- Digital signage
- Failover
- Fleet management
- Logistics
- Lone worker
- Remote monitoring
- Security
- Platforms
- Professional services

Featured solutions



TELUS Fleet Tracker with my Fleet Solution from Intact Insurance
By: Fleet Complete



SmartFire Monitoring
By: SensorSuite Inc



Self Storage & Warehouse Asset Monitoring
By: Novotech Technologies



ZoneAware: Museums / Galleries / Entertainment
By: AirPatrol Corp.



ZoneDefense: Corporation / Enterprise & MDM



Mobile Payment & Loyalty
By: SmoothPay

- Westfreight who is new to IoT might not understand the category classification.
- Whole list of 90+ Solutions for West freight to choose and they are unsure about which solutions will fit them the best

TELUS Current IoT platform (Diagnosis)



Mobility Connectivity Collaboration Contact Centre IT Security Internet of Things (IoT) Packages & Bundles

< Home < Internet of Things < IoT Marketplace < blueRover Inc.

Yard Management

Transportation companies need to keep wheels moving. blueRover sensors will monitor trailer assets for your dispatch team. Reduce time loss, employee workload and keep your assets on the road.

Region Support: Alberta, British Columbia, Manitoba, New Brunswick, Newfoundland and Labrador, Northwest Territories, Nova Scotia, Nunavut, Ontario, Prince Edward Island, Québec, Saskatchewan, Yukon

[Request more information](#)

Categories:

Asset tracking

Partner:



- Westfreight browse through the different categories and choose “Yard Management” that best satisfies their needs.
- Too little information available to make an assessment if the solution is viable.

Consider

Consolidate

Connect

Collaborate

Concretize

TELUS Current IoT platform (Diagnosis)

Request Information

Please complete all areas with a red asterisk*

First name*

Last name*

Email*

Company name*

Phone*

Province

Select a province

▼

Preferred TELUS dealership

Select a preferred TELUS dealership

▼



Yard Management
By: blueRover Inc.

- Westfreight decides to send a request information to know more about this solution.
- However, it does not states the time taken for a follow up or reply.

Key Implication

Consumers will drop out of the process as the webpage is difficult to navigate around and unable to find the right solutions for their needs.

Key Issues Identified In The Current Model



Long Lead Time



Verticals categorization
makes it difficult for new
clients to comprehend



Constraint in after sales
service specialists



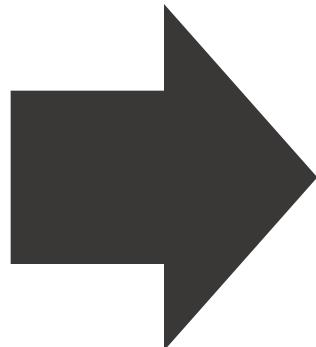
Direct sales
support is not
available instantly

Inability to cater webpage according to characteristics and needs of consumers

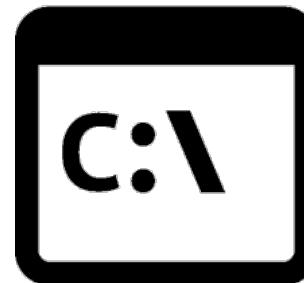


“Provide a seamless customer experience of IOT services to satisfy their varied needs”

Introducing TELUS Hub



**Single Login convenience
across all solutions
purchased**



**Easy to use web interface to
track existing products**

**TELUS Hub
one-stop platform**



**SalesForce.com
CRM Platform**

Single Login Convenience

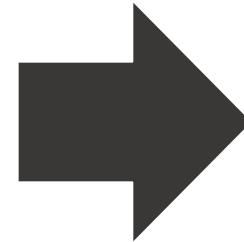


TELUS HUB

Login

Username

Password



The screenshot shows a web browser window titled "TELUS HUB Solutions" with the URL "http://www.telushub.com/solutions". The page displays a list of tracked data under the heading "Track Real Life data".

	<u>Expires in</u>
1. AirPatrol Corp.	Jan 2017
2. SmoothPay	June 2017
3. Fleet Complete	Dec 2017

At the bottom right of the dashboard, there is a "Logout" link.

Login



Secure IP Anywhere (“SIPA”) – Private and secure connection to network. This eliminates the requirement to use the public internet and therefore eliminates the security concerns inherent in use of public internet

Easy to use web interface

IoT Marketplace

Book An Appointment

Key Implication

Offers high degree of convenience as clients are able to use the single time login to view all real time data from different service providers with top security features



Transportation



Tourism

Last Name *

Email *

Submit



Healthcare



Retailer

Consider

Consolidate

Connect

Collaborate

Concretize

Easy to Use Web Interface



24 hours live chat support service to reduce lead time for information search and implementation of solutions



Categorization by industries



Dashboard to allow consolidation of key activities and purchases



Aftersales service support and maintenance of solutions



Feedback loop process

Easy to Use Web Interface

IoT Marketplace

Connect the things that matter to your business by leveraging connected devices provided by our partner network to help you be more efficient. Whether you're trying to decrease your costs, increase your revenue or monitor resources - we've got you covered.

We've worked hard to pick the best solutions for you.



Asset
Tracking



Inventory
tracking



Public Services



Security
Monitoring

Book An Appointment

Learn more about how the Internet of Things can benefit your business by scheduling an initial consultation with one of our solution specialists.

First Name *

Last Name *

Email *

Submit

Single login convenience

Key Implication

The screenshot shows a web application interface. At the top, there's a header with the TELUS HUB Solutions logo and a search bar. Below the header is a navigation bar with links like Home, My Profile, and Help. On the left side, there's a sidebar with sections for Account, Support, and Tools, each with a list of items. The main content area has a login form with fields for Username and Password, and a 'Forgot Password?' link. A large orange button labeled 'Log In' is at the bottom of the form. To the right of the login form, there's a sidebar with a title 'My Profile' and a list of items: '1. AirPatrol Corp.', '2. SmoothPay', and '3. Fleet Complete'. Each item has a small icon and a date next to it: 'Jan 2017', 'June 2017', and 'Dec 2017' respectively.

TELUS HUB Solutions

Log In

Forgot Password

Username

Password

Log In

My Profile

Account

Support

Tools

1. AirPatrol Corp. Jan 2017

2. SmoothPay June 2017

3. Fleet Complete Dec 2017

Attaining values from effective salesforce



SalesForce.com CRM Platform

Retaining and Growing Customer Base

1. Look for opportunities to upsell and cross-sell products
2. Retain existing consumers through seamless follow-up services and data history of clients
3. Acquire new consumers through prospects leads

Customer Intelligence and Actionable Insights

1. Ability to prioritize and make quick decisions based on most up to date information
2. Territory Management
3. Sales forecasting

How Can Salesforce Benefit Telus Hub

Understand everything you
need to know on the fly

Highly scalable
after-sales processes

Growing and Retaining
Customer Base

Attaining values from effective salesforce

Daily customized report
With real-time updates

Customer Intelligence and
Actionable Insights

Actionable customer
Intelligence / insights

Easy to use web interface

IoT Marketplace

Book An Appointment

Key Implication

Whether you're trying to connect sensors to your business or monitor resources - we can help. Contact one of our solution specialists.

Seamless transition of customer service engagement and allows scalability of the business model .



Transportation



Tourism

Last Name *

Email *

Submit



Healthcare



Retailer

Consider

Consolidate

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Collaborate

Concretize

COLLABORATING WITH PARTNERS



Why IoT Developer Chooses Telus Hub?

What should IoT developer look out for in a partner?

Business Development Potential

Channel coverage and reach

Alignment with verticals / portfolio

Room for Synergies

Ability to support cloud computing / IT Security

Presence of effective sale force

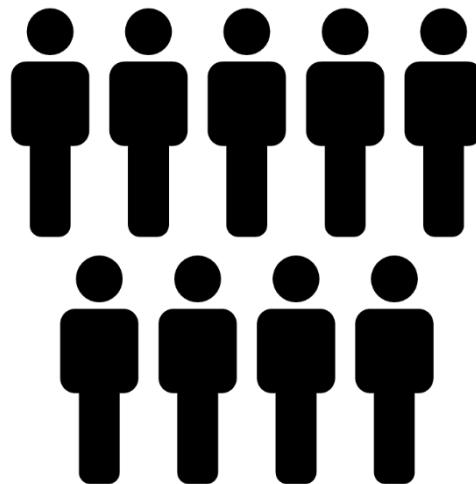
Technical Infrastructure Maturity

Reliability and speed

Seamless Telco API / provider API integration

HIGHLY DESIRABLE PARTNER TO COLLABORATE WITH

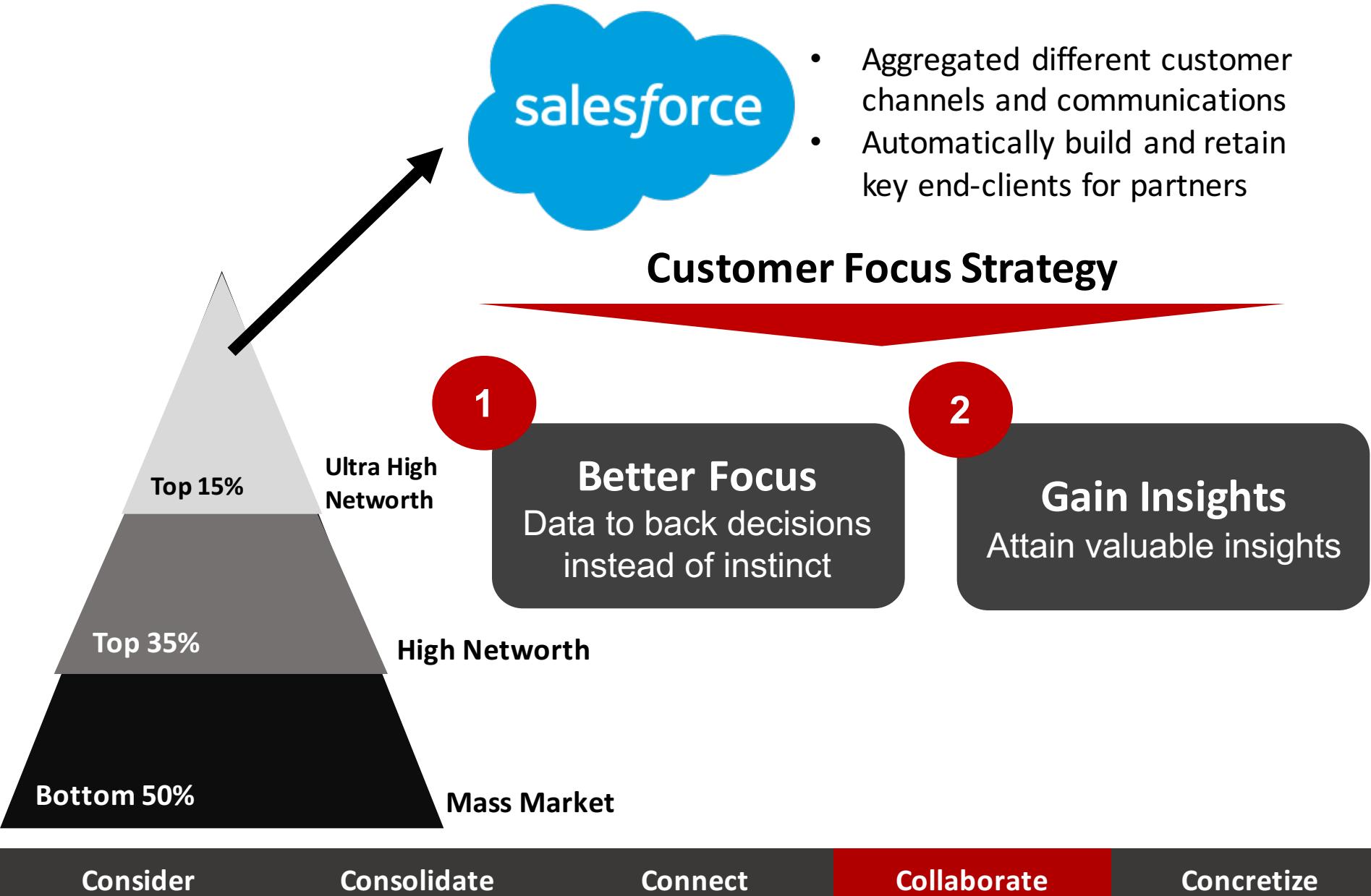
Key Value Proposition for Telus Hub



Effective Sales Force



Seamless API Integration



Synergize IoT Partner's Offering with RocketFuel

CATEGORIES

- Asset Tracking
- Security Monitoring
- Monitoring Process
- Public Services
- Inventory Tracking

HIDE FILTERS

Sort By:	Popular	Price Range:
	▼	All
	▼	▼
	▼	▼

Image	Title	Status	Developers	Followers	Uptime	Star
	Yoda Speak by ismaelc Turn your sentences and webpage into Yoda-speak! Credits to...	FREE	6727 developers	5479 followers	100% uptime	
	Free Natural Language Processing Service by loudelement 100% free service including sentiment analysis, content extraction, and language...	FREE	5846 developers	4696 followers	100% uptime	
	Faceplusplus face detection by faceplusplus Detect the information of the given photo(e.g. face location, age, race, gender etc.)	FREE	3645 developers	3050 followers	100% uptime	
	Email Validator by nozzad	CURL JAVA NODE PHP PYTHON OBJECTIVE-C RUBY .NET OPEN IN PAW				
ENDPOINTS <p>1. Yoda Speak</p> <p>URL PARAMETERS</p> <p>sentence <small>STRING</small> <input style="width: 200px; border: 1px solid #ccc; border-radius: 5px; padding: 2px; margin-left: 10px;" type="text" value="You will learn how to speak like me someday."/></p> <p>Input sentence to turn into Yoda-speak</p> <p>REQUEST HEADERS</p> <p>API SIGN UP TO CONSUME THIS API</p> <p>The Mashape application you want to use for this session.</p> <p>TEST ENDPOINT</p>		<p>ENDPOINT DEFINITION</p> <p>GET <input style="width: 200px; border: 1px solid #ccc; border-radius: 5px; padding: 2px; margin-left: 10px;" type="text" value="https://yoda.p.mashape.com/yoda"/></p> <p>REQUEST EXAMPLE</p> <pre>curl --get --include 'https://yoda.p.mashape.com/yoda?sentence=You will learn how to speak like me someday.' -H 'X-Mashape-Key: <required>' -H 'Accept: text/plain'</pre> <p>RESPONSE BODY</p> <p>200 / TEXT 1-Yoda-Speak Response</p>				

Telus
RocketFuel

Consider

Consolidate

Connect

Collaborate

Concretize

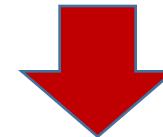
Synergize IoT Partner's Offering with RocketFuel



If Nest Protect detects a carbon monoxide emergency then all staff gets a notification alert for evacuation

by Telus RocketFuel

48 favorites



Turn off the lights

by android

175



Toggle on/off your WeMo Switch with a #LongPress on your Light Switch

by wemo

379



If it rises above ___ degrees outside then turn your A/C on

by quirky

32



Add an iOS reminder when my check engine light comes on

by automatic

807



Check Engine Light on again? Set a reminder to schedule a mechanic appointment!

by dashlabs

26

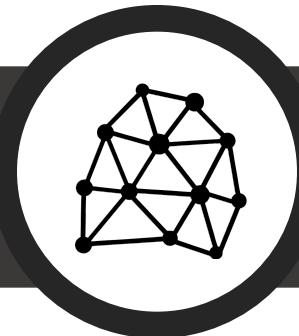


See the big picture of how you sleep. Track your Zzz's with a spreadsheet!

by alexander

5.3k

Telus RocketFuel Benefits for Partners



Largest **IoT API**
community in
Canada



Leverage on
Telus's **Technical**
Infrastructure



Standardized **API**
Interface



Lowers
Implementation
costs



Why Telus RocketFuel?

Key Implication

Telus Hub will be highly desirable for partners with its provision of an effective sales force and ability to seamlessly integrate powerful APIs

Highest Return on Investment

Sales Force

Dedicated sales and support team to help you turbocharge success with Telus DreamForce

1 Billion People

Community of API Marketplace for IoT

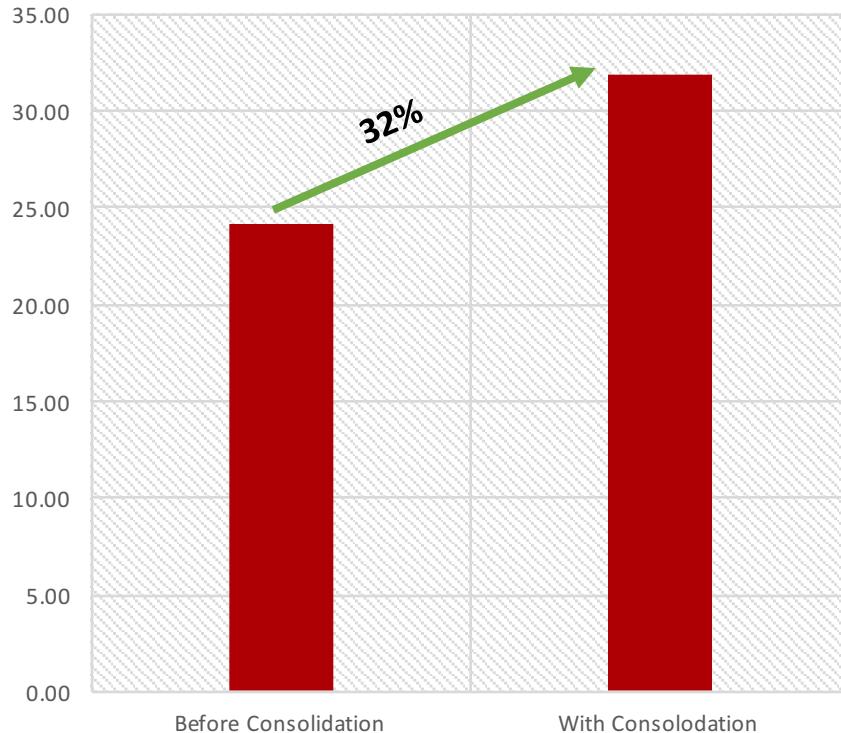
CONCRETIZING OUR STRATEGY



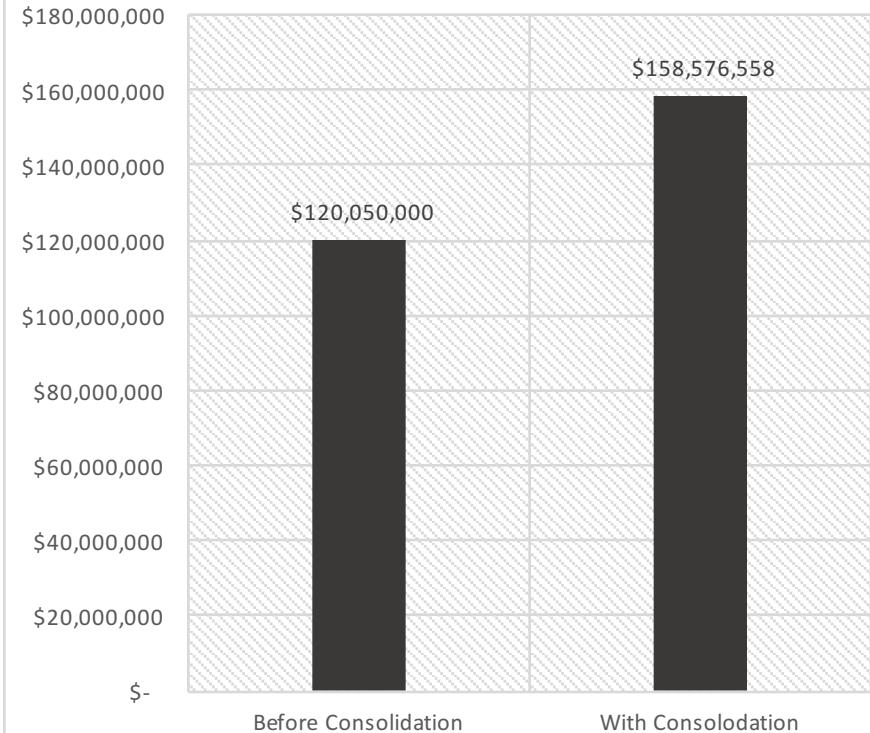
Delivering Concrete Returns

By consolidating the service offerings of its marketplace, TELUS can achieve the following gains:

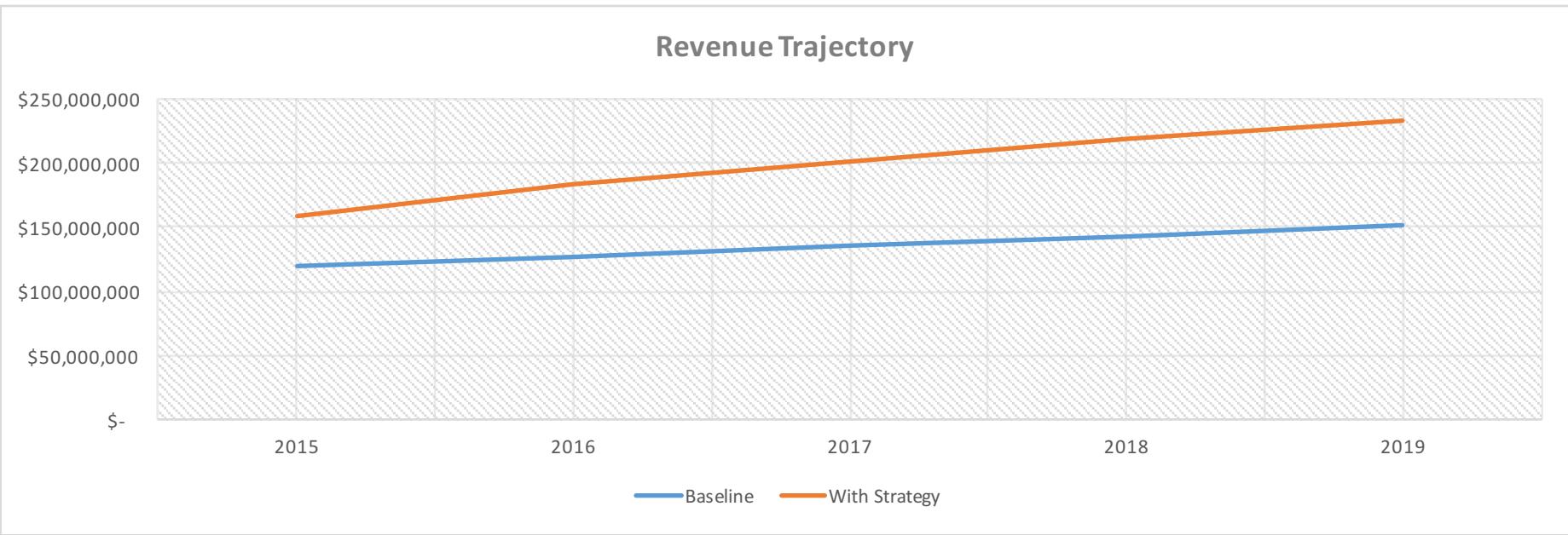
Labour Productivity



Base Revenue Increase



Delivering Concrete Returns



Consolidating

Improving starting revenue by
32%

Connecting

Increasing overall average revenue growth by
46%

Collaborating

Consider

Consolidate

Connect

Collaborate

Concretize

A WINNING COMBINATION FOR TELUS



Team Innoventures: Jun Boon | Stewart | Yong Boon

To Consolidate or Expand – Justification

Why is an expansion strategy unable to fulfil our IoT strategy's three pillars

Experienced Team	Best Products	Simplification of IoT
<p>Does our sales team have the capacity to deal with additional products?</p> <ul style="list-style-type: none"> The IoT specialists are already highly taxed due to them requiring to have knowledge of the workings of 90+ product offerings Even if TELUS were to hire more specialists, they would require substantial time in training to be familiar with the products 	<p>Can we continue to attract capable partners to develop the best products?</p> <ul style="list-style-type: none"> Transferring sales and promotion support back to partners would make us lose our unique selling point to partners Relaxing the approval products for IoT products to be listed may result in poor customer experiences with inferior products that hurts TELUS' brand name 	<p>Are we able to quickly and effectively implement our solutions for customers?</p> <ul style="list-style-type: none"> IoT specialists already serve as the sole point of contact between the customer and the purchased solution, and additional products would compromise CRM New products require additional unique implementation know-how, demanding the need for additional tech support

Defending Against Marketplace Imitators

Long lead time in implementation

Any copycat would take time to train their sales team to be able to understand all the products they are selling. They would also need to be able to learn how to manage the relationships between partners and clients

Weaker ability to value add to customers

Having the usage patterns and demands of existing customers allow us to better deliver value added services such as unique analytics and propose which verticals to branch into for better usage of IoT technology

Switching costs for our existing customers

Deep integration with partners and customers' systems mean that any attempt to switch to a new provider would incur considerable work and downtime

Managing Backlash from Consolidation

Backlash from Partners	Backlash from Clients
Partners who are dropped may turn to join rival services instead	Existing customers of these services may switch to rivals instead
Dropped partners may refuse to develop any more solutions for TELUS in the future	

Mitigating the negative impact of backlashes	
Loss in revenue from axed partners is made up by the increased ability to expand in the chosen verticals that are faster-growing and more profitable	TELUS has the opportunity to win back these customers in the long run when it offers services for other verticals
TELUS may continue to re-enter these verticals after developing the required capacity in the long-run; and the good relationships with existing partners should be help sway former partners	

Characteristics of Business Client

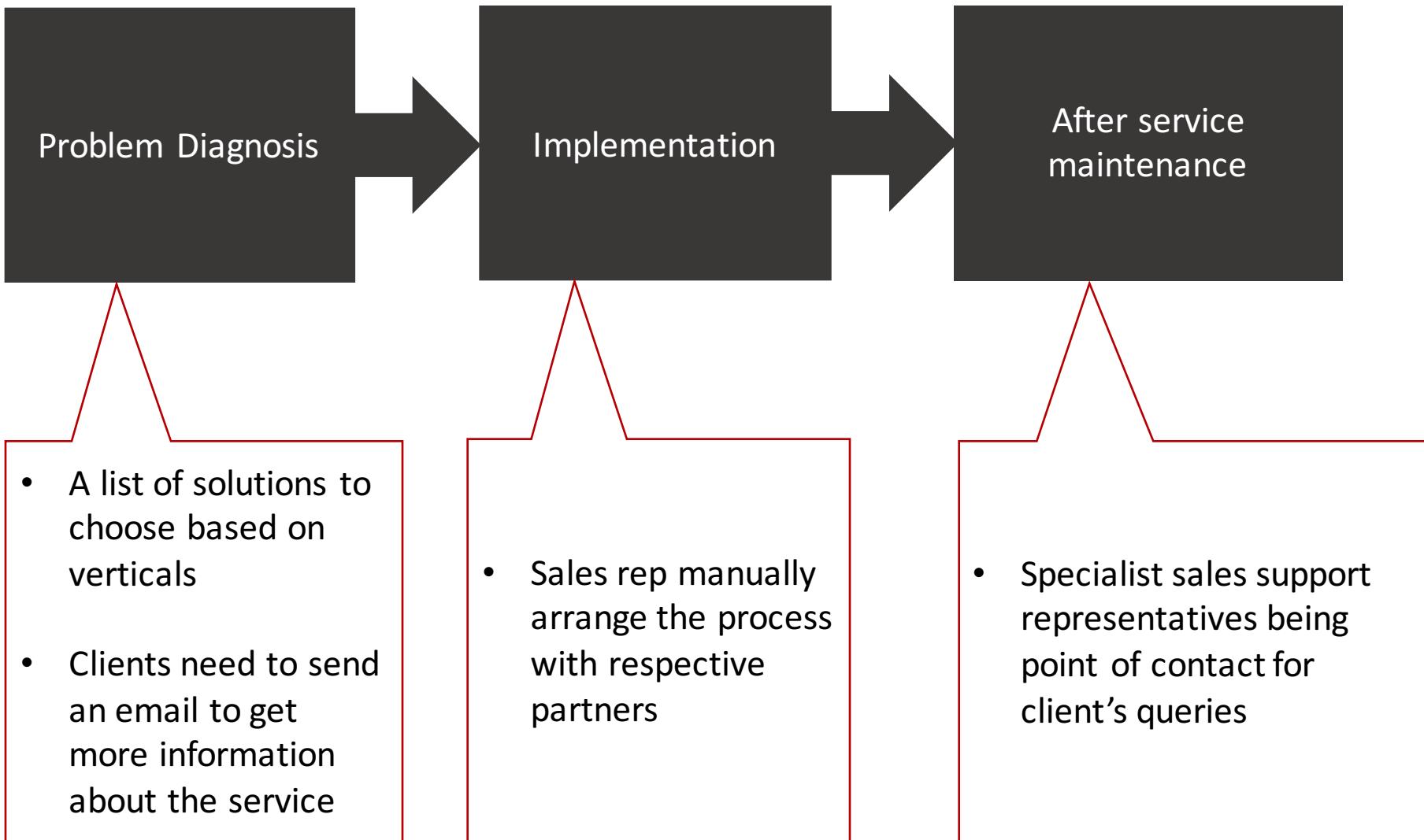


Easy to use web interface

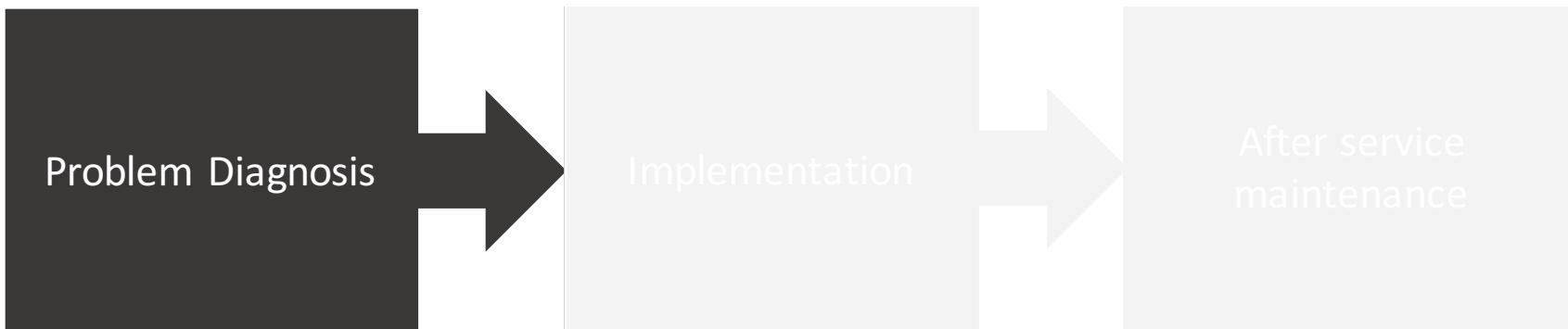
Desire for highly personalized services catered to their needs

Reliable after-sales support

Current Touch-Point for TELUS Client

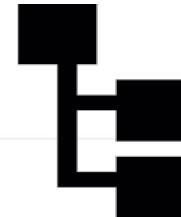


Issues Faced For Current Touch-Point



Long Lead Time

- Solutions to choose based on verticals
- Sales rep manually arrange the process
 - with **Direct sales support is not available instantly**
- Clients need to send an email to get more information about the service



Verticals categorization makes it difficult for new clients to comprehend

- Specialist sales support representatives being point of contact
- Too many products that specialist sales support needs to know

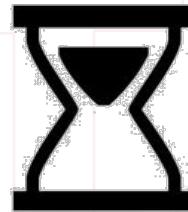
Issues Faced For Current Touch-Point

Problem Diagnosis

Implementation

After service
maintenance

- A list of solutions to choose based on verticals
- Clients need to send an email to get more information about the service



Long Lead Time

Sales rep manually arrange the process with respective partners

- Specialist sales support representatives being point of contact
- Too many products that specialist sales support needs to know

Issues Faced For Current Touch-Point

Problem Diagnosis

Implementation

After service
maintenance

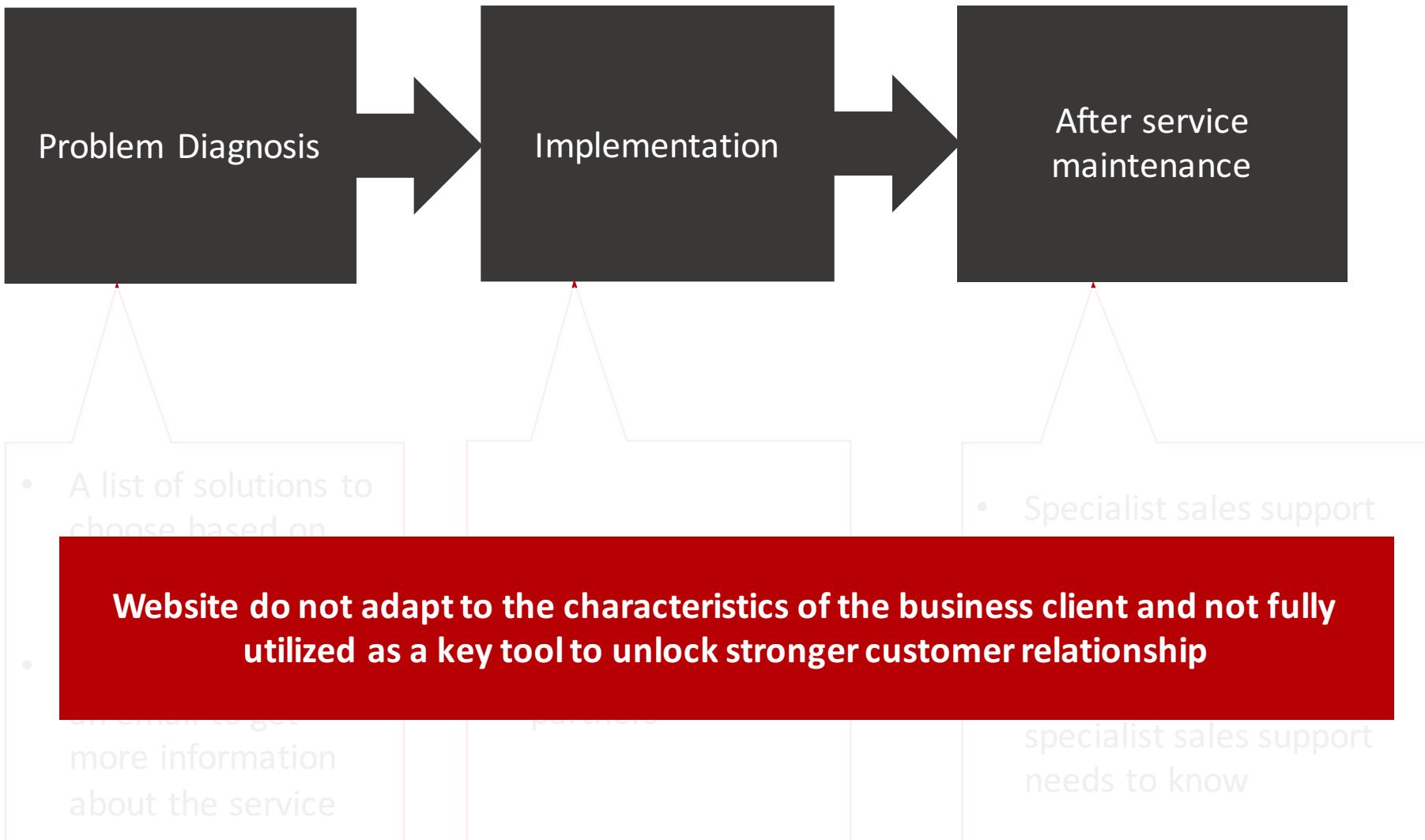


- Client need to choose based on technicalities
- Clients need to send an email to get more information about the service

Constraint in after sales service specialists

- Sales rep manually arrange the process with respective partners
- Specialist sales support representatives being point of contact
- Too many products that specialist sales support needs to know

Issues Faced For Current Touch-Point



Benefits of well designed B2B Website

1. Improve operational efficiency and lower costs – automating previously manual, labor intensive process, and provide customer self service options. Grow revenue without adding headcount, or refocus workers to higher-value-added activities
2. Improve customer retention through building strong relationships with existing customers
3. Grow the business
4. Deliver right information to partners, distributions and resellers, and customers
5. Provide a familiar, B2C-Like customer experience

Improve customer retention

Strengthen relationships with existing customers leading to improving customer retention. – improve customer experience by making it easier for customers to do business with them, improving their responsiveness and service, and helping build brand.

- a. **Making it easier to do business** - B2B e-commerce makes it easier for companies to implement streamlined purchasing, payment, and inventory processes while providing unique product assortment, pricing, and business flows. Able to tailor the user experience by allowing vendors to provide rich pages, targeted dynamic content, and sophisticated search capabilities.
- b. **Improving responsiveness and service** - If a customer needs assistance during or after the purchase, e-commerce platforms help companies respond quickly and effectively through self-service, real-time chat, or voice services. Knowledge management capabilities make it easy for customers or agents to quickly find information about active cases so they can manage incidents with utmost efficiency. Organizations can resolve issues quickly, and recognize each customer as an individual to create a stronger, more profitable customer relationship
- c. **Building the brand.** By using an online channel to strengthen relationships with customers, B2B companies have the opportunity to directly influence customers and establish a brand preference. Integration between e-commerce and social media such as communities can reinforce the brand and increase influence with end users. B2B companies can also gather information about customers in order to better understand and meet their requirements.

Secure IP Anywhere Security Product

Organizations can gain numerous advantages from using TELUS Secure IP Anywhere

1. Enhanced security with one of the most secure device/enterprise network configurations available today to Canadian business.
2. Help improve network performance for your mobile workers with end-to-end IP infrastructure.
3. Help extend back-end resources beyond email.
4. Support enablement of a single network configuration; no VPN requirement.
5. Route customer-owned or TELUS-owned IP addresses.

Backed by Premium Support

1. Technical design and consulting from our Professional Services and Engineering groups.
2. Comprehensive priority technical support 24/7 with a toll-free single point of contact for your technical service needs, so that you can minimize downtime and maximize productivity.

Sales Force automation tool (Enterprise)

Enterprise

MOST POPULAR
Deeply customizable CRM for your business

\$125
USD/user/month
(billed annually)

TRY FOR FREE

Get all Professional features PLUS

Workflow automation
Enterprise territory management
Profiles and page layouts
Custom app development
Integration via web service API
Salesforce Identity
Salesforce Private AppExchange
Report history tracking**
Approval automation**
Sales Data***
Sales Cloud Engage***

Grow sales faster.

With Sales Cloud, you can grow your accounts faster, find new customers faster, and close deals faster – from anywhere.



Close More Deals



Get More Leads

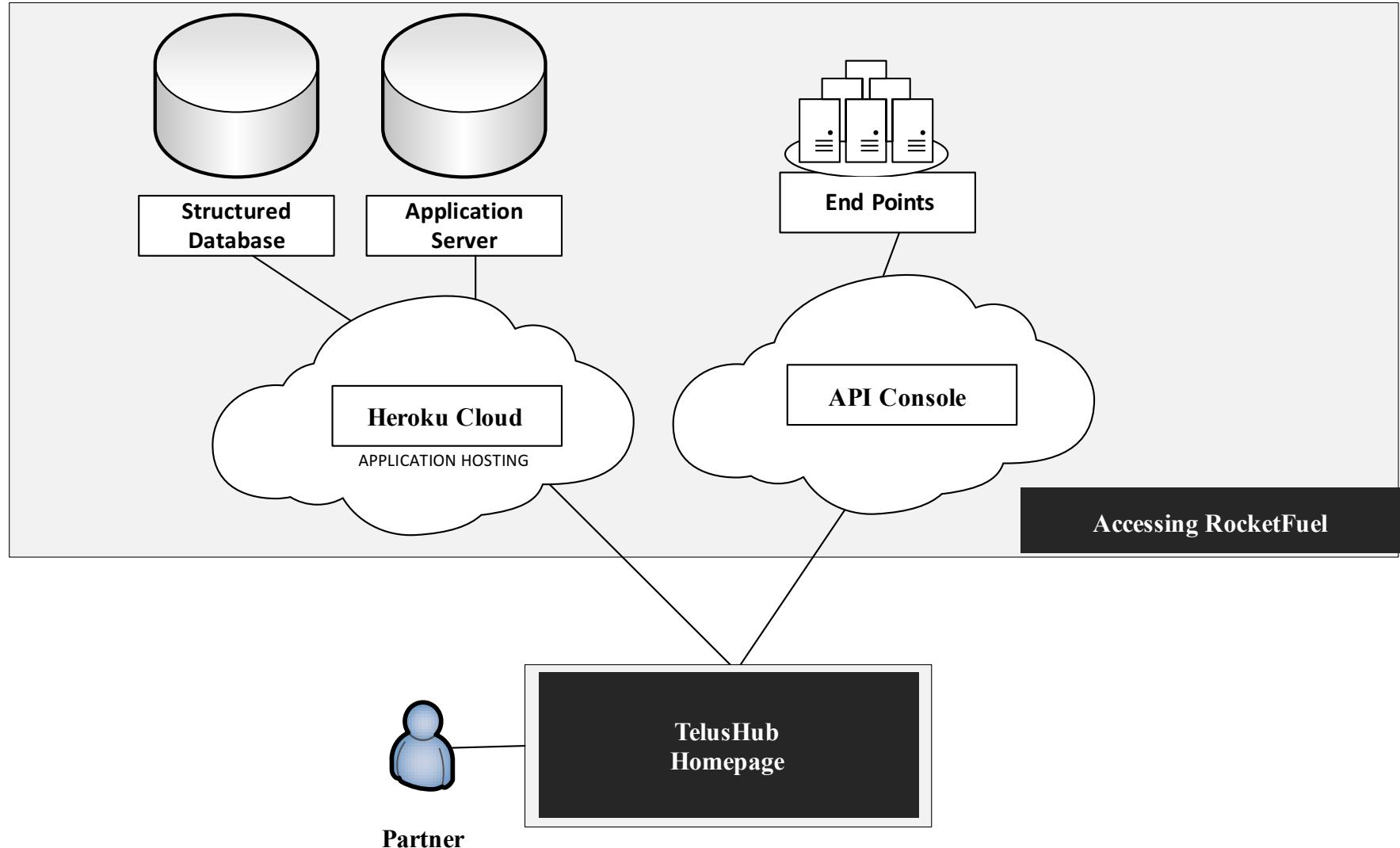


Accelerate Productivity



Make Insightful Decisions

How Telus Hub Works



Building Telus Hub



Chuck Bergeron

Lead Engineer

- 10 years in Software Engineering Experience
- Open source contributor for Ruby on Rails since 2008
- Well versed at D3, Google Charts
- 7 years in Software Engineering Experience
- Open source contributor for Ruby on Rails since 2007
- Interest in Agile, Deep Learning, and organizer of Github



Philippe Creux

Lead Engineer

A screenshot of the Vancouver Ruby Meetup Group website. The header features a red background with the group's name in white. Below the header, there are sections for 'Home', 'Members', 'Sponsors', 'Photos', 'Pages', 'Discussions', and 'More'. A 'Join us!' button is visible. The main content area includes a logo for 'VANRUBY' (a red diamond shape), a member count of 'We're 1,786 Ruby Developers', a 'Welcome Ruby Developers!' section with tabs for 'Upcoming', 'Past', and 'Calendar', and a 'Developer Hack Night' event listing. A 'What's new' section shows a thumbnail of a meeting room.



TECH RECRUITERS

Backup slide: Implementation Cost (Technical)

	Description	Cost
Human Resource	4 x Ruby Web Developers	\$370,000 / year
Cloud Servers / Hosting Costs	Heroku	\$10,000
SalesForce.com (SalesCloud)	70 x License	\$105,000 / year
Software Maintenance	10% SalesForce Maintenance	\$10,500 / year
Appirio SalesForce Consultant	2 x consultant	\$200,000 / year
Total Costing	Implementation Cost	\$495,000 / year

Source: PayScale.com, 2016

Why Heroku?

	Amazon AWS	Microsoft Azure	Heroku
Type of service	Infrastructure-as-a-Service	Platform-as-a-service	Platform-as-a-service
Advantage	Ability to scale with largest amount of servers	Ability to offer enterprise solutions for Microsoft Suite	Built on top of AWS, acts as an outsourced dev-ops team to help us scale and maintain load
Availability	99.95%	< 99.95%	99.95%
Costing	\$958 / month	\$928 / month	\$1000/month

Why Heroku?

Service	Price	Units	Total
SQL Server License	0	0	0
On-Demand SQL Server RDS	495	1	495
Small Instance (100 IOPS, 10GB Standard Storage)			
100 IOPS, 10GB of Standard Storage			
10GB Tx In, 10GB Tx Out			
No Backup			
100% Utilization			
Total Estimated Monthly Database Cost	495		
10 EC2 Small On-Demand Instances (Web)	26	10	264
2 EC2 Medium On-Demand Instances (Middle-Tier)	53	2	105
500GB Tx Outbound to Internet	45	1	45
Elastic Load Balancer	19	1	19
Total Estimated Monthly Web & Middle-Tier Cost	433		
SQL Server 2012 License (express edition)	0	1	0
1 EC2 Small On-Demand Instance	26	1	26
1GB Tx Outbound to Internet	0	1	0
Total Estimated Monthly Reporting Services Cost	26		
Total Monthly Cost (Amazon)	\$ 954		
Amazon AWS 2013 Pricing	\$ 1,832		
Amazon AWS 2015 Pricing	\$ 954		
Savings	48%		

Service	Price	Units	Total
SQL Server License (Azure SQL Database)	0	0	0
P1 Instance (with 125 DTUs)	465	1	465
500GB Storage			
Tx inbound			
tx outbound			
Total Estimated Monthly Database Cost	466		
10 Standard A1 Instances, 1CPU, 0.75GB RAM, 20GB	15	10	149
2 Standard A2 Instances, 2cores, 3.5GB RAM, 135GB	134	2	268
500GB Tx Outbound to Internet	30	1	30
Load Balancer (included in Standard instances)	0	0	0
Total Estimated Monthly Web & Middle-Tier Cost	446		
SQL Server 2012 License (express edition)	0	1	0
1 Standard A1 Instance	15	1	15
1GB Tx Outbound to Internet	0	1	0
Total Estimated Monthly Reporting Services Cost	15		
Total Monthly Cost (Azure)	\$ 928		
Microsoft Azure 2013 Pricing	\$ 1,491		
Microsoft Azure 2015 Pricing	\$ 928		
Savings	38%		

Why Heroku?

X

						
	Free \$0	Hobby \$7/dyno per month	Standard 1x \$25/dyno per month	Standard 2x \$50/dyno per month	Performance M \$250/dyno per month	Performance L \$500/dyno per month
What is it good for?	Ideal for experimenting with cloud applications in a limited sandbox.	Perfect for small scale personal projects and hobby apps.	Enhanced visibility, performance, and availability for powering your production applications.			Superior performance when it's most critical for your super scale, high traffic apps.
Deploy from Git	●	●	●	●	●	●
Automated patching	●	●	●	●	●	●
Self healing apps	●	●	●	●	●	●
Unified logs	●	●	●	●	●	●
Number of process types	2	10	Unlimited	Unlimited	Unlimited	Unlimited
Always on	Must sleep 6 hours a day	●	●	●	●	●
Custom domains	●	●	●	●	●	●
"Slide to scale" out			●	●	●	●

Qualifying Strategic Partners

Staggered Partners Onboarding

SELECTION CRITERION:

Quality of Solution

Potential Demand

Ease of conduct business

Time Staggered:

Phase 1



Asset Tracking,
Security Monitoring

Phase 2



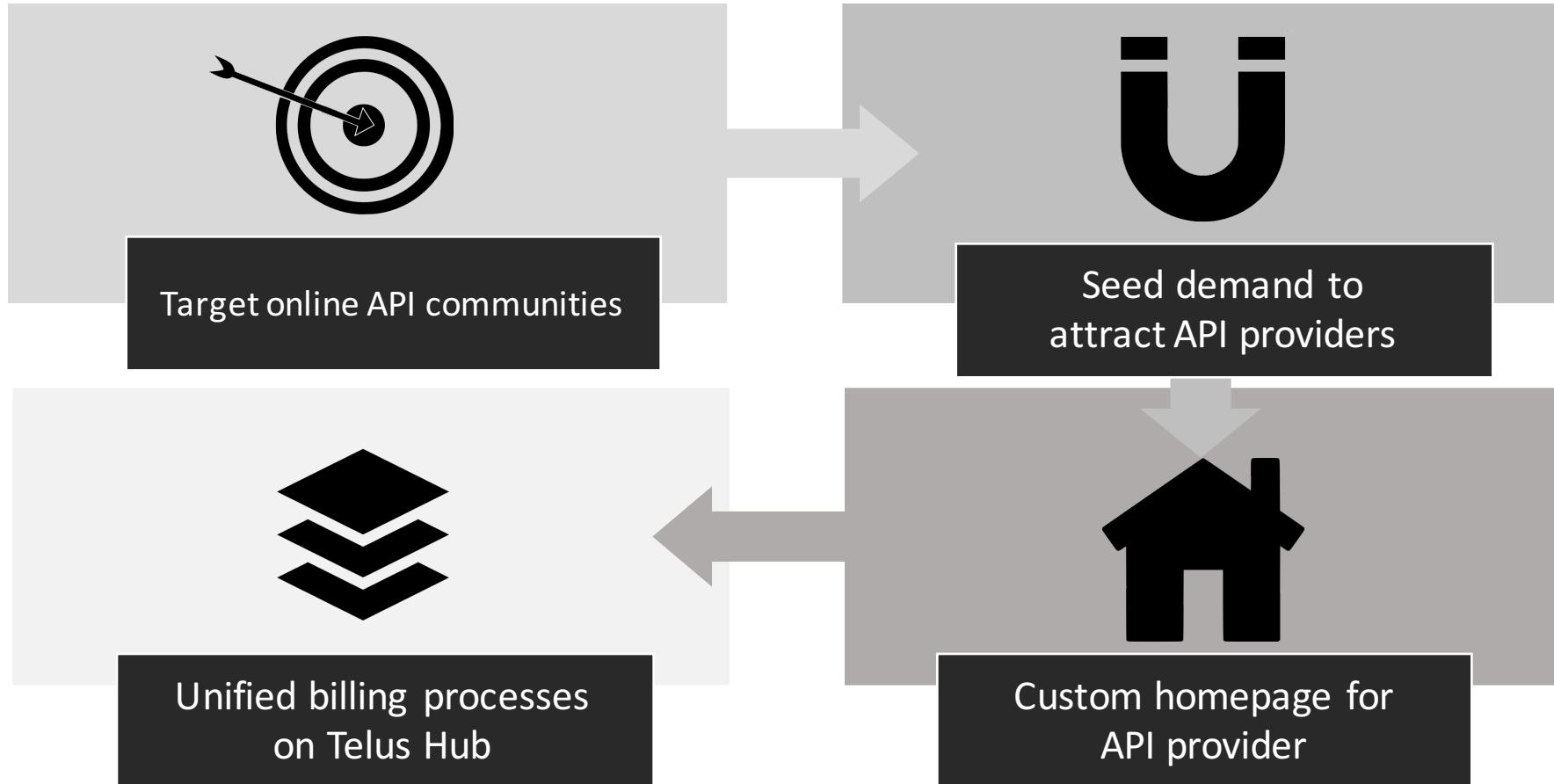
Monitoring Process
Systems, Inventory
Tracking

Phase 3

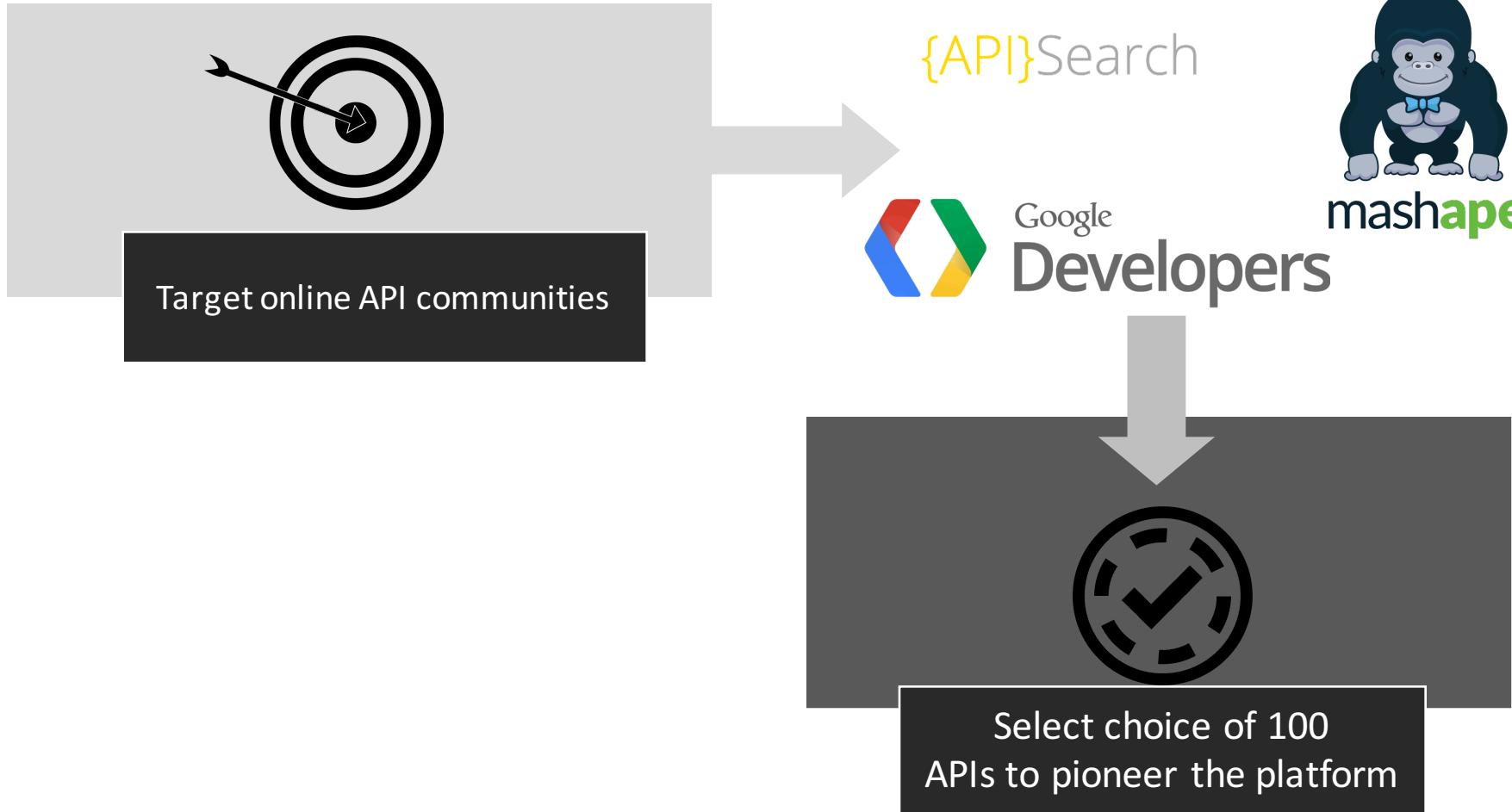


Public Services

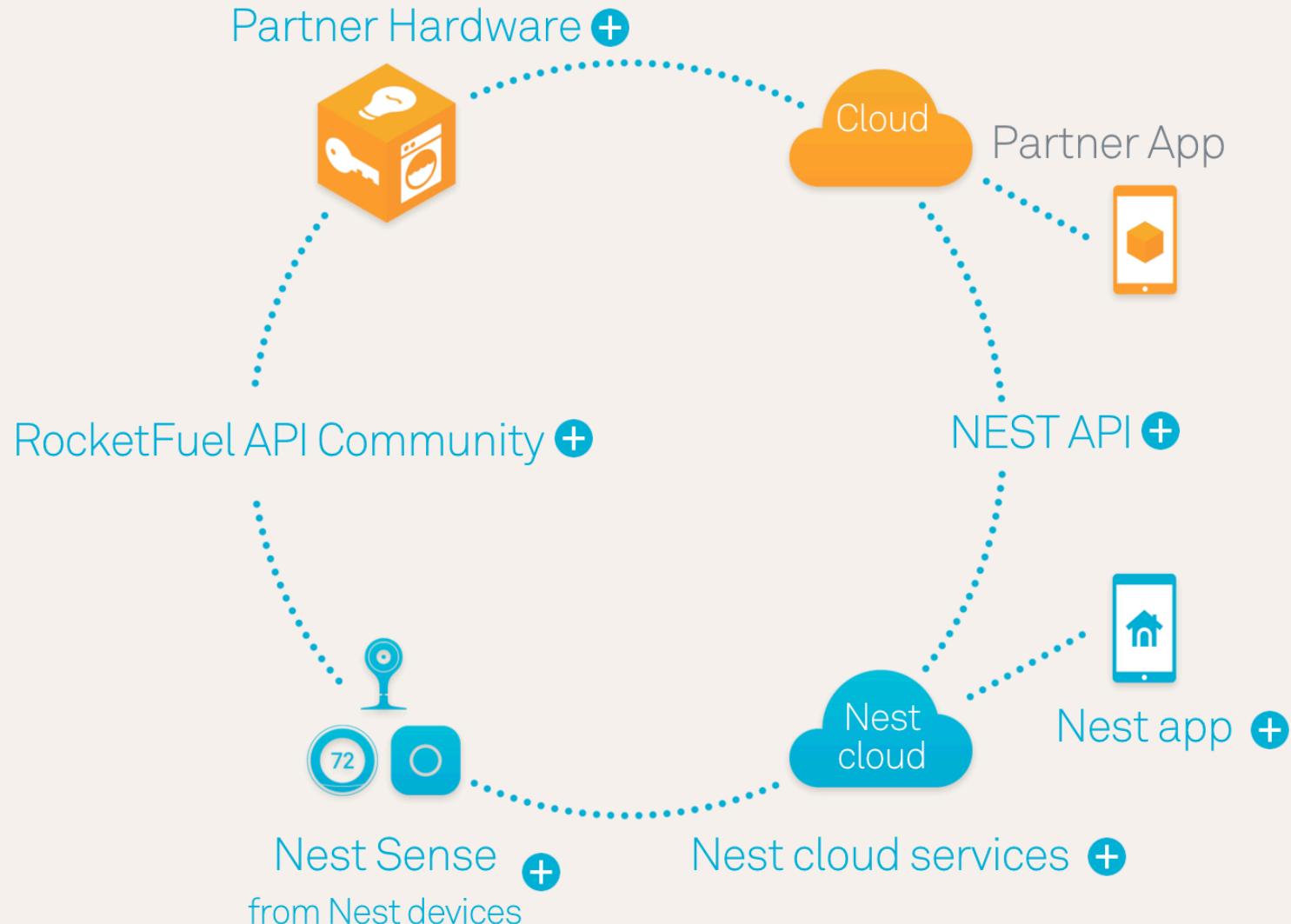
RocketFuel Community Strategy



RocketFuel Community Strategy



Building the RocketFuel Community



Building the RocketFuel Community

Advertising API

Business API

Communication API

Location API

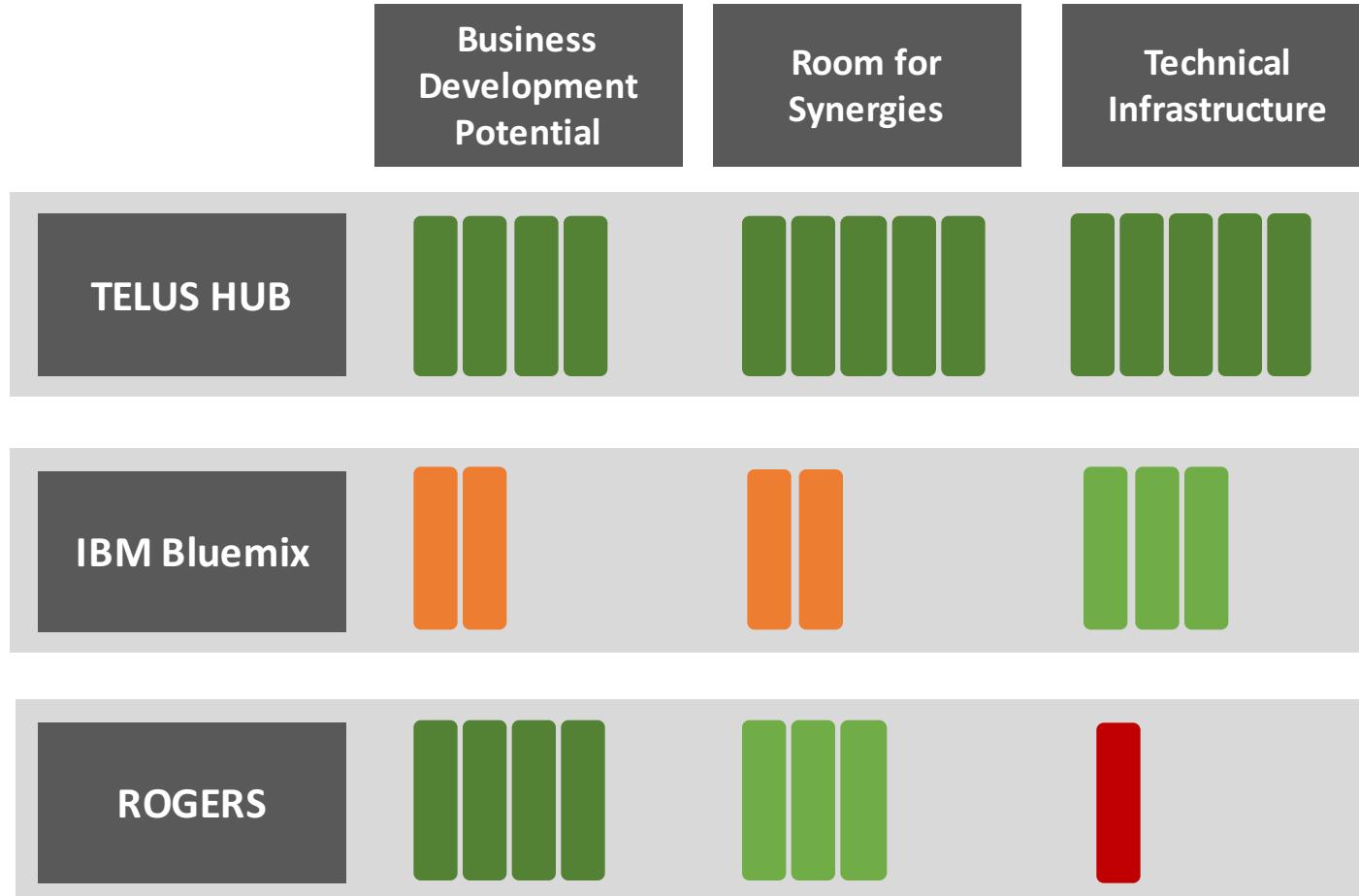
- Telus RocketFuel API Platform turbocharges IoT Development by empowering IoT developers with IoT Related API all at a single place.
- Telus RocketFuel also provides the all new Telus SMS, In-App Messaging & Landline Calling API to turbocharge IoT providers with communication capabilities



Core Competencies for RocketFuel

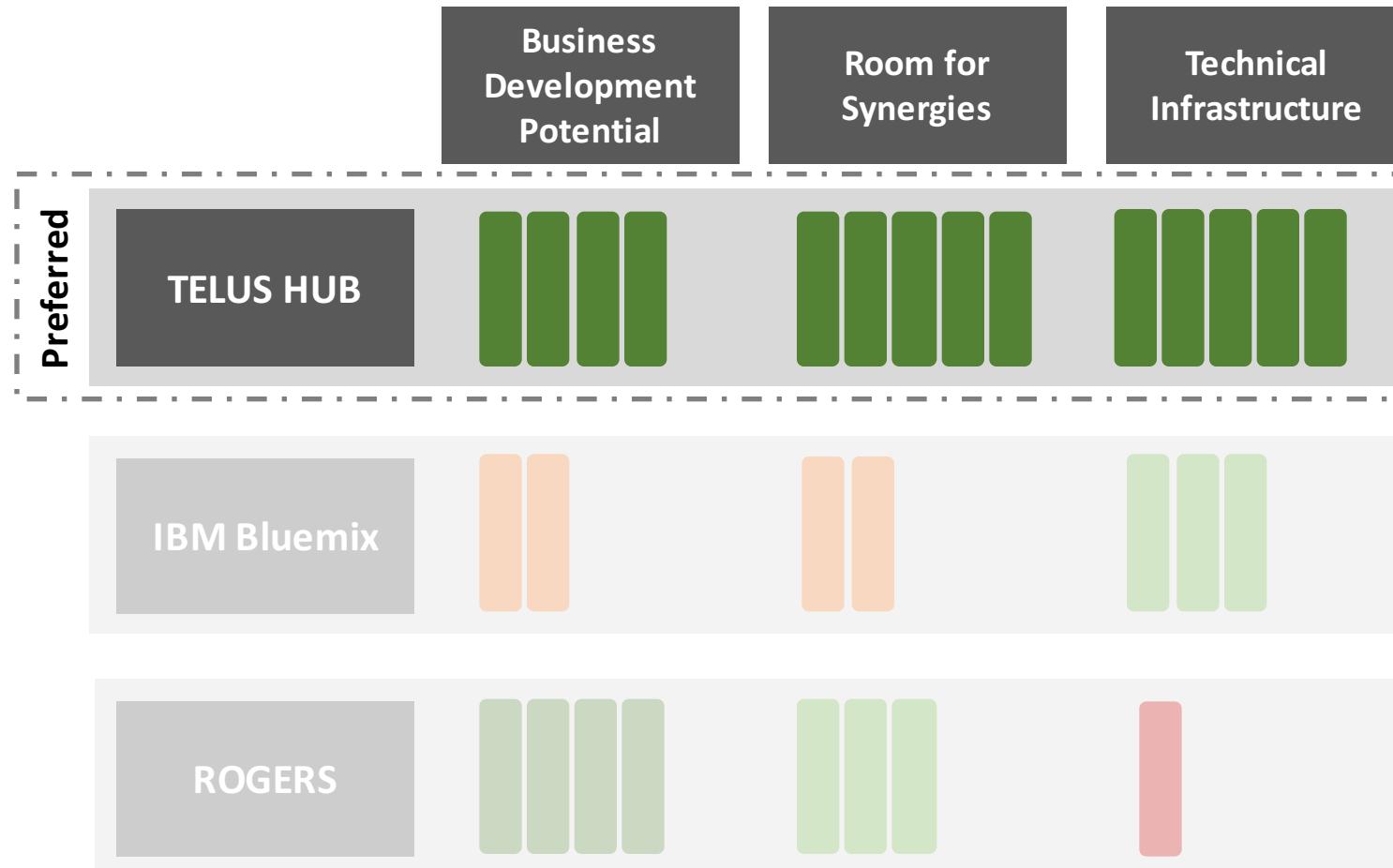
- RocketFuel focuses on making it easy to monetize, distribute and consume IoT related Cloud APIs driven by a passionate community of developers around the world
- Uses state-of-the-art Canada based data centers with geographical/national reach with 99.5% uptime SLA guarantee

Where should IoT developers go?



Source: Business Vancouver, Wireless Performer Analysis

Where should IoT developers go?



Source: Business Vancouver, Wireless Performer Analysis

Partner – Sales Contribution

TELUS' service offerings against IoT market demand

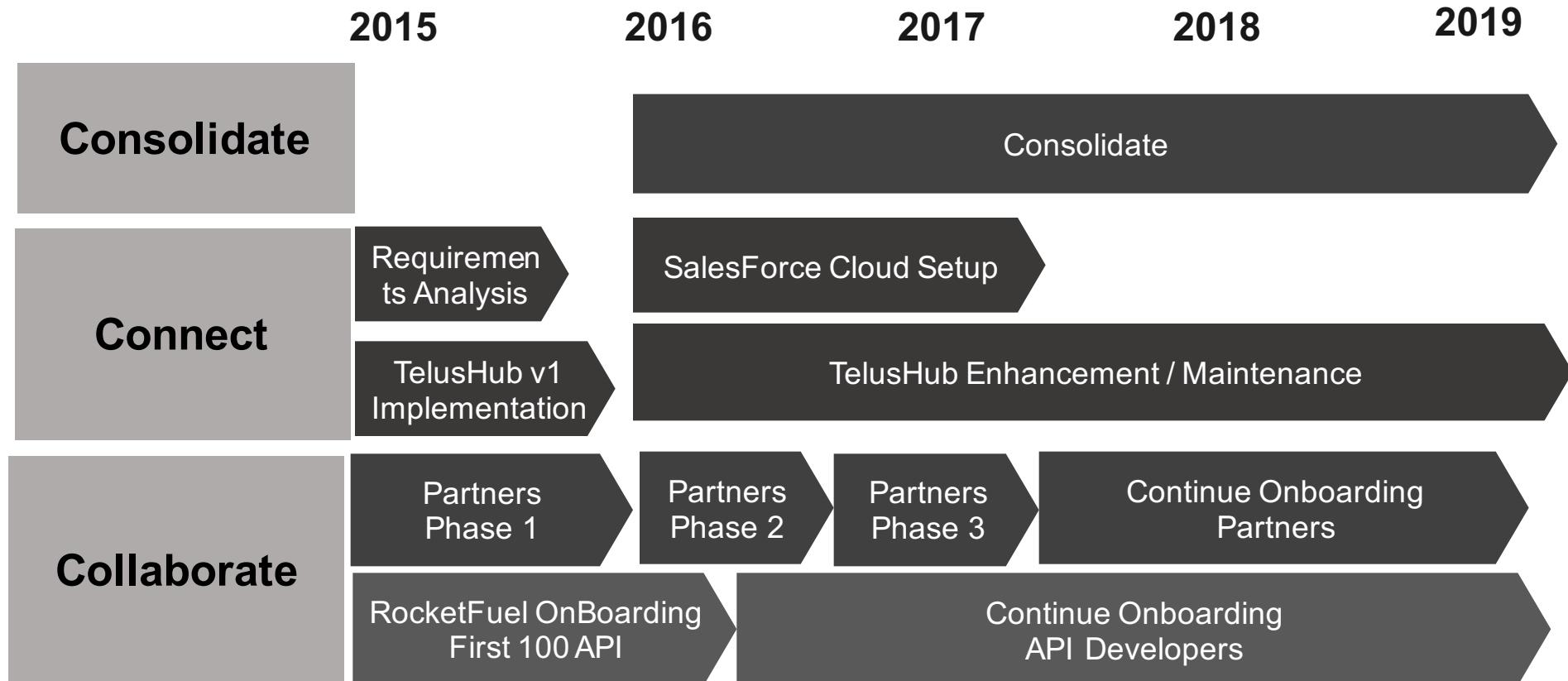
Verticals	Market Demand	TELUS' services
Asset Tracking	22%	26%
Security Monitoring	14%	4%
Monitoring Process Systems	14%	11%
Inventory Tracking	11%	4%
Public Services	9%	14%
Building Monitoring Systems	8%	1%
Vehicle Tracking Systems	5%	4%
In-store Customer Engagement	5%	3%
On-board Vehicle Telemetry	2%	1%
Digital Signage	3%	1%
Other	7%	29%

The partners in these verticals form 51% of the total number of partners but contribute to 70% of total sales

Source: IDC Internet of Things Study, 2014

Assumptions Made in Financial Projections

- Productivity is measured as a factor of labour cost over revenue generated
- Revenue figures are based of the potential size of the IoT market in Canada given by the projection of IDC's Internet of Things Study in 2014
- Revenue figures assumes TELUS has a 1% market share of this market (about the same percentage that AT&T managed to capture in its second year of its implementation of its IoT strategy)
- Changes in revenue after consolidation strategy assumes an increase in market share of 80% to 1.8% after a proportionate freeing up in labour for maintaining previous vertical accounts
- Market share growth is assumed to be linear at 10% per year in baseline scenario whilst being 15% after being augmented with our proposed strategies
- Baseline growth is based on an assumption that revenue will grow at 50% of IoT industry CAGR
- Revenue generation improvement with latter two strategies assumed to be an ability to capitalize on an increased 32% CAGR due to increased ability to venture into other verticals after 3 years



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