

## TELUS sees growth in hosted service double with Cortex

**TELUS hosted service customers are embracing the self-service capability provided by Cortex software.**

TELUS Customer Solutions is using the Cortex cloud control panel to support hosted Exchange, SharePoint, Microsoft Office Communications Server, and Blackberry Enterprise Server.

“Cortex is supporting TELUS’ strategy of differentiating itself in the market by giving customers the tools to combine new products with existing ones,” says Renaldo Scalabrino, Marketing Director TELUS Customer Solutions.

“We offer our customers the ability to add hosted Exchange to business Internet or Blackberry services, for example,” he says. “With Cortex self service, TELUS customers can add or remove users and select the services and service levels they want for each of their employees. These changes are automatically

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**Renaldo Scalabrino, Marketing Director  
TELUS Customer Solutions**

reflected in their monthly bill. Customers can try things on a smaller scale because it is so easy for them to self provision. Blackberry add-ons to email is one example: people are adding the Blackberry service to their existing email account. It’s a very good growth path.”

When TELUS launched a competitive bid for a new cloud control panel, it had two essential criteria: performance with Microsoft products and speed of response to new Microsoft releases.

“Our speed to market relies on how quickly our control panel can respond to new products,” Mr. Scalabrino says. “Cortex typically supports new Microsoft releases



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within 90 days – which is twice as fast as our previous control panel vendor. In terms of performance with Microsoft products, the quality and performance of Cortex is exceptional. It remains responsive and performs well even with a large number of customers. Cortex’s other big advantage is its ‘look’ – the way it appears to customers. Our sales team looks forward to demonstrating the Cortex control panel, customers like it and support calls related to use or performance have disappeared.”

TELUS product managers get accurate, up-to-the-minute reporting from Cortex.

“We are making more informed decisions about the management of the products, and can easily measure the effect of promotions,” Mr. Scalabrino says. “We

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are only using around 50 per cent of what Cortex can do – we are interested in exploring the product further. Cortex can provision and manage other services such as customer relationship management, virtualization and web hosting. Delivering services through a single set of user interfaces reduces cost and time to market, and customers are comfortable using a familiar interface.

“With Cortex, it always feels like the company is working with us to be successful. We find that employees at all levels of the Cortex organization go out of their way to assist and be helpful. They try to understand our business – and they exceed our expectations. We go to market as a team.”

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### Highlights

#### Summary

TELUS, a leading Canadian telecommunications company, is using Cortex software to provision and manage a range of hosted applications for more than 10,000 customer organizations. Self service of TELUS hosted services has been enthusiastically embraced by customers.

#### Original problem

- Growth reliant on marketing spend
- Desire to increase speed to market
- Need to reduce cost to market
- Desire to make it easy for customers to add extra services

#### Business benefits

- Improved customer loyalty and retention through customer self service
- Up-to-the-minute reporting for product managers
- Measureable effect of any promotional spend
- Single platform, giving customers the same user experience for all services
- Less time and cost to release new services

To find out more about Cortex please visit [www.ems-cortex.com](http://www.ems-cortex.com) or contact us on [sales@ems-cortex.com](mailto:sales@ems-cortex.com)