


Case Study

*How TELUS
Used dotCMS to
**Serve 400+
Retail Outlets***

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Thanks to recent advances in internet technologies,

it has now become easier for companies to communicate with internal staff members and external users. With internal portal systems, communication can be done remotely, and organizations that have large networks (i.e. multiple stores located throughout the country) can benefit from having a widely accessible medium.

But these recent advances have been happening at a very fast pace, and as a result, **it has become increasingly challenging for companies to keep up with the latest developments being introduced.** And for companies who have established themselves with a large consumer-base, this presents a significant challenge.

At the moment, many companies manage their portals through their IT teams who maintain and store their system on servers and data centers. Even though it seems like the best idea to utilize the IT team to manage the portal, the business team, who are the primary users of the system, does not have full control of the portal.

As a result, the internal portal does not perform to its full potential, hence causing latency issues and slow performance. **Having an internal portal that does not perform to its fullest potential can be extremely damaging to client relations, as well as causing inconvenience to staff.**

Customers now want things to happen at an instant¹. And this consumer trend has been growing at an exponential rate ever since the introduction of Internet of Things (IoTs) innovations.

dotCMS PROVIDES

a cloud-based solution to help organizations

dotCMS provides a cloud-based solution to help organizations manage their portals more effectively and efficiently. One of our current clients, TELUS, used dotCMS to replace their old portal, and achieved very positive outcomes. This case study will explain how TELUS used dotCMS to serve their network of more than 400 retail outlets.



Who is TELUS?



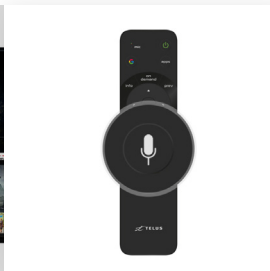
A Canadian National Telecommunications Company



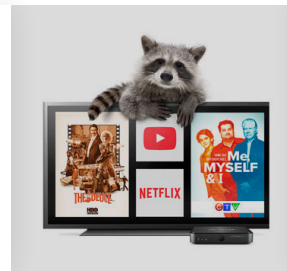
Internet access



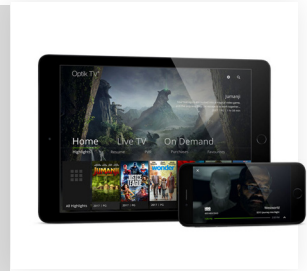
Entertainment



Voice



Video



Online streaming

TELUS is a Canadian National Telecommunications Company. Founded in 1990 in Edmonton, Alberta, Canada (now based in Vancouver, British Columbia), that provides a range of telecommunication products and services which include internet access, entertainment, voice, video and online streaming.

Since being founded, TELUS has been recognized as Canada's largest telecommunications provider and has a vast network of retailers that serve throughout the country. As of this writing, **TELUS has over 400 stores throughout Canada and are continuously looking to expand and grow.**



Portals and Their Problems

Many companies, in particularly larger companies like TELUS, have an internal portal. These are online digital mediums which have been designed to provide services within an organization. The most common internal portal that many companies use is the intranet. Other examples of internal portals also include digital workspace tools and digital asset management (DAM) tools.

Organizations use internal portal systems to serve two main purposes. First, it is used as a communication tool, and the second as a go-to resource for internal employees. Many intranet portals would have information on key dates, business news, product information, and news of upcoming events. Some even hold key documents such as training documents and employee handbooks to which staff can refer to as-and-when needed.



THE MOST
common
internal portal is
the intranet.



But many organizations, who have their own internal portal systems, encounter many problems. **Large organizations tend to have their portal platforms managed by their IT team who store their portal on internal servers and data centers.**

Since the main users of any internal portal is the business team, it is difficult for the IT team to maintain a portal that meets the primary end-users requirements. One reason is that the IT team is not heavily involved with the day-to-day running that the business team usually undertakes. The other reason—and perhaps the most significant reason—is the IT team’s conflicting priorities. For an IT team to manage and maintain the company’s internal portal and update the content on request, whilst attending to other priorities, it takes up a lot of their time and resources.

For TELUS, they were experiencing similar issues mentioned above. Their old internal portal was managed by their IT team and was stored on internal servers and data centers. And since their IT team was not able to dedicate a great deal of time due to conflicting priorities, their portal soon became outdated.

The end-result is that most internal portals tend to become outdated and slow. And this ripples throughout the organization.

Staff members at TELUS who used their internal portals were experiencing latency issues and were unable to use their portal to meet their business requirements.



MOST INTERNAL

portals tend to become outdated and slow.

TELUS, who have over 400 stores throughout Canada, knew that having an efficient portal which would enable their staff to keep up-to-date with the latest news and information is the key to their success. **But with their outdated portal platform being slow and inefficient, TELUS needed to make a change.** Otherwise, they will lag behind the increasingly fast-paced market.



Out With the Old...

TELUS's previous portal used to serve to more than 4000 retailers across their 400 stores located throughout Canada — with the total number of users expected to double in the next year. The purpose of TELUS's old portal was to help users gain access to the latest operation, training, marketing, and merchandising content.

With such a large number of active users, it requires a portal system that was fast and flexible. This was something the old platform could not deliver.

As mentioned, TELUS's portal used to be managed by the IT team, but the day-to-day user was the business team. Having no control over the technology, the business users ended up with a platform that had severe latency issues. Users encountered difficulty to do the most basics of tasks. For example, when updating content, it could take a single author more than 10 minutes to get from the main login screen to the content input section. It was time-consuming and caused a great deal of frustration for users.



IT COULD TAKE A SINGLE

**author more than
10 min. to update
content.**



“In our historical arrangement, we were limited to what we could do on the platform”

Says

KRIS LIVINGSTONE

“The IT team would build out a few reusable templates, but they couldn’t really do full blown projects on their own [and we] couldn’t evolve our communications program.”

With having an outdated portal where TELUS was unable to improve their portal to meet their requirements. This was putting TELUS at risk of falling behind their competitors.





...In With the Cloud

TELUS's main priority was to give the control of their portal back into the hands of their business team, since they were the primary users of the system. In achieving this objective, **TELUS made the decision to migrate their outdated portal to the dotCMS Cloud using Amazon Web Services (AWS) for hosting.**

One of the main reasons why TELUS chose dotCMS was down to the import tool. This enabled TELUS to effortlessly migrate their old content on to the dotCMS Cloud platform. It was essential for TELUS to move to a new system quickly, not just for migration of content but for moving forward and staying on track with their competitors.

In addition, dotCMS Cloud allowed TELUS to cut out the middleman and receive support directly from dotCMS themselves. **TELUS no longer has to worry about their IT team undergoing upgrades and maintenance.** They can instead focus on their main business objective.

Now, TELUS's business team can create new projects and programs suited to their needs. And more importantly, the business team can quickly login to the portal to update content, promotions, marketing collateral, and more.

“

“dotCMS is so flexible and easy to use from a business perspective—we don't need to undertake complex IT projects to create new content or programs in dotCMS, we can go in and do it ourselves, it's fantastic.”

Says

KRIS LIVINGSTONE

How dotCMS Improved the B2E Experience

The key to retaining highly talented employees comes down to business-to-employee (B2E) experience. **B2E is an approach where the main focus of the business is the employee** rather the consumer (i.e. business-to-consumer, or B2C) or other businesses (i.e. business-to-business, or B2B)². In a general sense, **B2E embodies everything that a business does to attract and retain the best talent** in a highly competitive market whether it may through using recruitment tactics, adding staff benefits, providing education opportunities, flexible working hours, employee empowerment strategies, or bonuses.

But in more technical terms, B2E is often referred to as the B2E portal (or people portal), which is a customized home page developed for everyone working within the organization. It is synonymously referred to as the intranet but it differs since it primarily focuses on the employee's desires. To put this in layman terms, an intranet is focused on the organization, whereas a B2E portal is focused on the individual.





A well designed B2E portal will include everything that an employee will hope to find on the intranet (such as directories, employee handbook etc.) but it will also provide personal information and links that an employee would want to know (i.e. payroll, stock information, access to personal drives and emails). **Having a good B2E system is extremely important because it allows a company to attain efficiency, achieve employee satisfaction and also give workers a sense of community within an organization.**

For TELUS, migrating to dotCMS has seen an improvement in B2E Experience. dotCMS Cloud has allowed TELUS to create a B2E portal which evolves with their business needs whilst enabling new functionality to be created by business users or front-end developers.

But more importantly, the TELUS staff are able to work more efficiently. As one user mentioned on launch day, the new portal is “Blazing Fast!” And the search functionality on dotCMS helped customer service representatives and the sales representatives to find relevant answers to consumer queries more quickly. In addition, staff members are better informed of sales, promotions, and product launches.

Overall, by having a fast and efficient B2E portal through dotCMS Cloud, it helps staff to work more effectively. It also improves employees’ moral as they don’t have to be in a situation where they’re working with customers and not able to retrieve the relevant information due to latency issues or problems with the search function – causing inconvenience for both staff and customer, which can result in loss of business.

SINCE MIGRATING TO dotCMS

TELUS has seen an improvement in the B2E experience.



How TELUS Realized the 12 Benefits of Cloud Architecture

Prior to migrating to dotCMS, TELUS was experiencing a number of internal and external pain points. When they fully migrated their portal to dotCMS, **TELUS was able to fully acknowledge the following 12 benefits of the cloud architecture:**



01. IMPROVED SPEED

Latency issues were a major problem with the old portal. For users, it would normally take between 3 to 10 minutes to open content for editing and further 3 to 10 minutes to publish the content. When TELUS had fully migrated to dotCMS Cloud, it now takes them less than 30 seconds to login and open up content. And publishing is now measured in seconds.

Since migrating to dotCMS, Kris Livingstone has stated that **TELUS has never incurred any problems with latency issues and the system has been working smoothly** ever since.

before

NORMALLY
TOOK

3 - 10 min

to complete
a certain task

now



LESS THAN

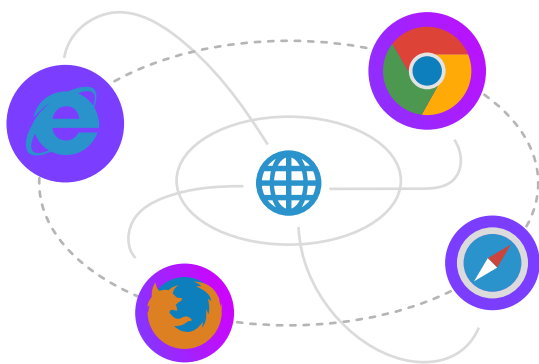
30 s

to log in
and open up
content



02. BETTER COMPABILITY

The previous portal relied on an outdated Java Browser plugin. This limited the usage of the old portal on most modern browsers. The new portal on dotCMS allows users to access the system on all major browsers, including Internet Explorer, Firefox, Chrome, and Safari, without having to worry about running any updates as that is all taken care of by dotCMS.



03. DOING MORE WITH LESS

When TELUS migrated their portal to the cloud via dotCMS, TELUS realized they no longer had to rely on servers, data centers, and hardcore software coding to manage, maintain, and store their portal. But more importantly, TELUS has realized that they have significantly reduced their IT costs without heavily impacting the organization's IT capabilities.



04. SCALABILITY & ACCESSIBILITY

Another significant benefit of using a Software-as-a-service (SaaS) like dotCMS is that it provided TELUS a great deal of flexibility³ in terms of meeting the requirement of business needs.

By taking the time to understand TELUS's own business requirements, TELUS was able to explore their options and change their usage plan without providing any advance notice. And since dotCMS is a web-based vendor, users can access their portal from any location that has access to the internet, which leads nicely onto the next point.

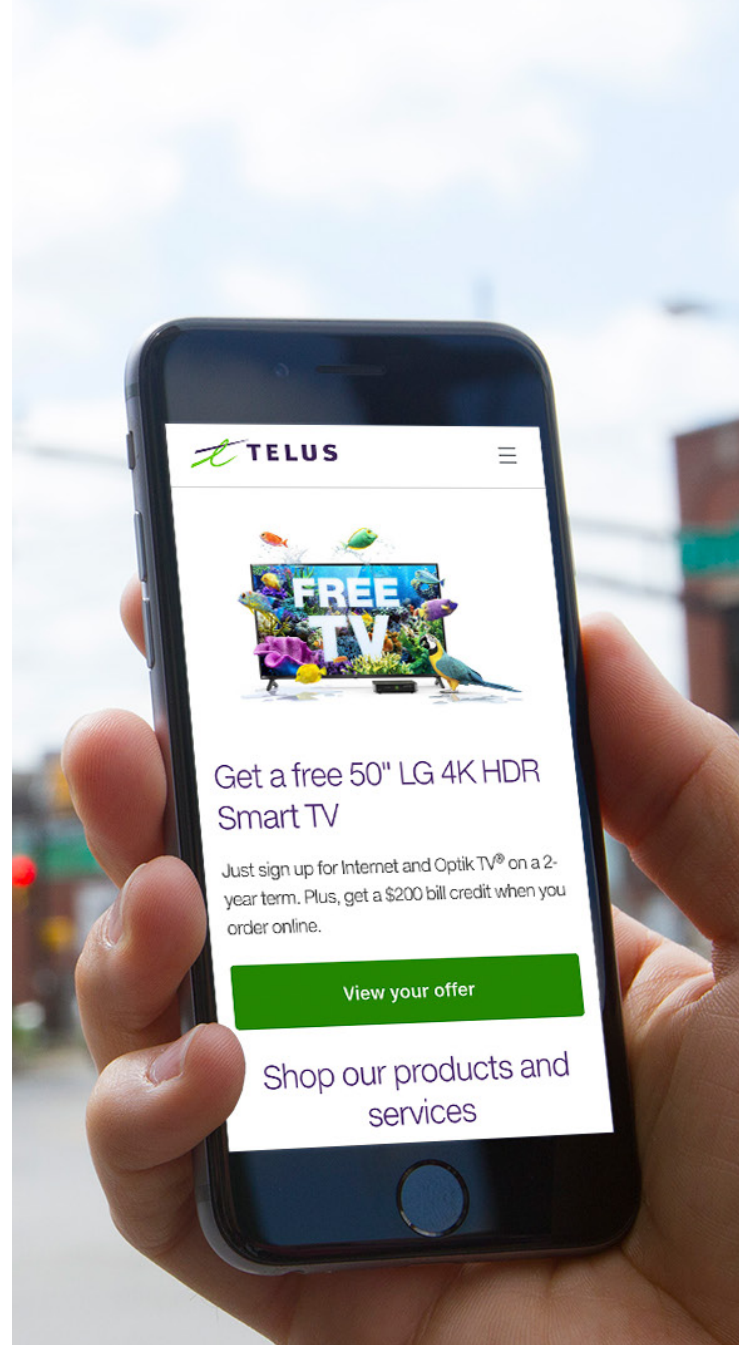


05. PORTALS CAN BECOME MORE RESPONSIVE

In an age where practically everyone has access to a smartphone devices, people now have access to information at their fingertips, literally. The migration to dotCMS has allowed TELUS to prepare themselves to create a mobile experience for their users.

To give you an example of how this can come in action for TELUS, staff members can access the portal via their smartphone, rather than going to the nearest workstation to look up on product information.

As of this time of writing, TELUS is planning to launch a mobile version of their portal in the new year.



STAFF MEMBERS

can access the portal via their smartphone.



06. SUPPORT AVAILABLE 24/7

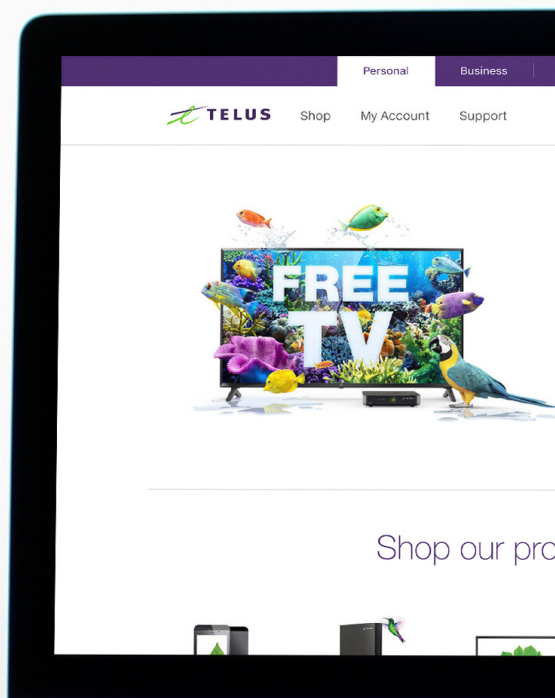
When TELUS initially migrated to dotCMS, they opted to not go for the additional support. From their experience, the first several months were painful to say the least. TELUS has learned that the dotCMS product has a very deep pool of features. Once they upgraded to dotCMS Enterprise with additional support, it gave them peace of mind knowing that their portal is fully backed-up and was supported by a team of experts.

“

“The support agreement is new to us, it’s a brilliant idea to have a [support] team to hold your hand through everything. That direct line to talk to someone, and not a system is great. It’s one thing to pay for something and another thing to get a healthy return on that product. We feel like we’re getting amazing value.”

Says

KRIS LIVINGSTONE



07. BETTER SEARCH FUNCTIONALITY

For TELUS, their old portal required an additional product to be installed in order to achieve a better search functionality. With their new portal on dotCMS, it comes bundled with a full Elasticsearch (ES) function which enabled TELUS to continuously improve their search queries.team of experts.



08. THE JOYS OF MULTI-TENANT ARCHITECTURE

With dotCMS Cloud boasting true SaaS multi-tenant architecture, TELUS was freed from having to endure isolated updates and bug fixes. Instead, their instances of dotCMS were upgraded centrally – yet their data was totally walled off from anybody outside of their organization.



09. MULTI-SITE MANAGEMENT

An important feature of dotCMS is that it is able to host multiple sites in one location. This feature serves TELUS extremely well due to the multiple brands they operate including Koodo, Public Mobile, and the TELUS brand itself. Having multiple sites on one system allows TELUS to manage the content on each site with ease and convenience since everything is in one place.



10. MULTILINGUAL CAPABILITIES

dotCMS also supports multi-lingual companies. And to TELUS this was welcomed feature for the Canadian company's English and French speaking customers. This is also great news for companies with a large international presence who will need to adapt and translate their content to different languages from across the globe.



11. PRODUCE MORE ACCURATE CONTENT

In TELUS's previous portal, they were stuck with a limited number of content templates. This restricted TELUS from creating and presenting new and engaging content in different ways. The comments feature on the new dotCMS portal allowed TELUS to receive a constant feedback loop from their staff, ensuring their portal holds accurate up-to-date information at all times.



12. OPTION TO EXPERIMENT AND PROTOTYPE

As mentioned, TELUS's old system was restricted to few content templates. This provided little flexibility in how they wanted to present their content. With dotCMS, TELUS now has the option to experiment and prototype different ways to implement their content. This feature has given TELUS the advantage of exploring the several options that are available to them.



TELUS's Technology Culture Shift

A significant change that was noticed by TELUS was their relationship between their IT and business teams. Before the opting with dotCMS, the business team had to heavily rely on the IT team that had limited resources and conflicting priorities.

Since the implementation of the dotCMS Cloud, the business team has been able to evolve their communication strategies on their own. And since the business team is able to control the output of their portal, this has freed up capacity in the IT team to focus on the more critical aspects of the technology and enterprise.

This shift in technology ownership at TELUS has provided a clearer sense of direction. With the business team taking control of the technology, it has allowed them to evolve the portal to their needs much more efficiently. In fact, they were even able to deploy a separate instance of dotCMS to power a web store.

“

“Business users manage the content in the dotCMS back-end and it’s queried by a separate frontend system via rest APIs.”

“This saved our IT team from having to build a custom business dashboard for managing the content [inside our web store], thus saving us money and increasing the speed to market for this initiative.”

Says

KRIS LIVINGSTONE

The transition to dotCMS for TELUS has also been seamless. The IT team received a quick briefing on dotCMS and were given all relevant documentation. With the minimum training given, TELUS's IT team was able rapidly build their own portal which went live in February earlier this year.

This change in dynamic between IT and the business team at TELUS represents key technology culture shift in how organizations will be operating in the future, especially from a B2E perspective.

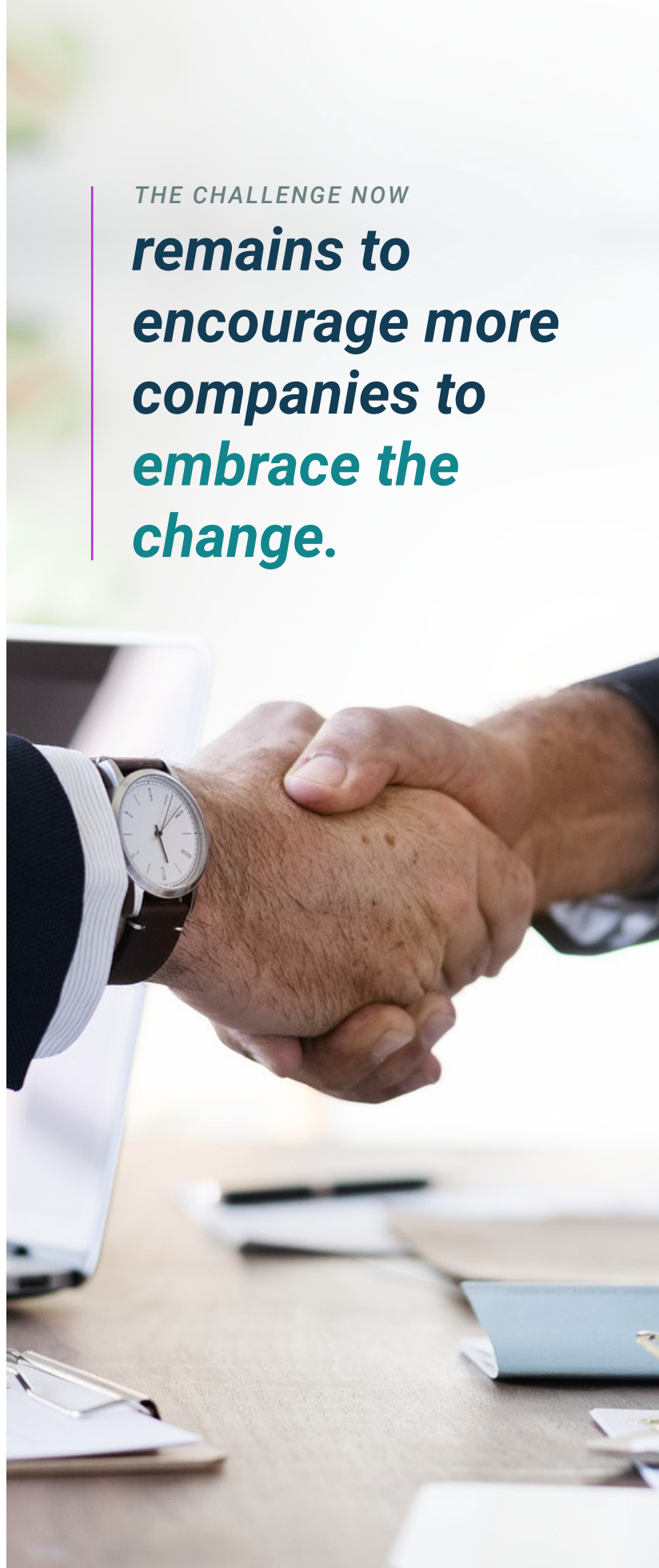
The challenge now remains to encourage more companies to embrace this shift⁴. But with any change in paradigm, there will always be resistance.

There will be IT teams who are used to working within a traditional IT infrastructure who will remain skeptical of cloud-based systems. There is a deeply ingrained culture of building systems around conventional monolithic concepts.

And it is understandable to see why. The prospect of moving to a completely new system that departs from the traditional infrastructure of servers and databases can give any large organization a certain degree of concern. A study by Cloud Native Comes of Age has stated that 65% of respondents have mentioned shifting to a cloud-based system represents a either "significant" or "very significant" cultural challenge⁵.

THE CHALLENGE NOW

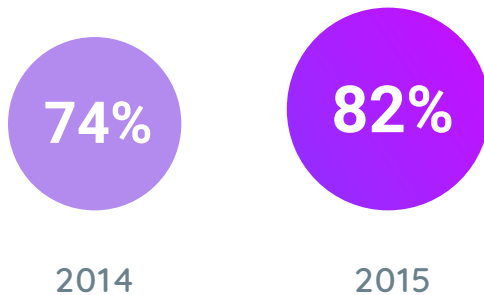
remains to encourage more companies to embrace the change.



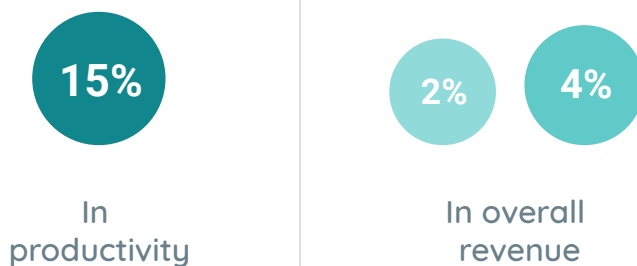
But on the contrary, a 2015 study that spoke with 300 companies has reported a rise in the number from enterprises using hybrid cloud strategy (from 74% in 2014 to 82% in 2015)⁶. Another survey conducted by CMSWire on cloud collaboration found that interactive communications and cloud collaboration technologies led to an increase in productivity by 15% and also an increase in overall revenue by 2%-4%⁷.

USING

hybrid cloud strategy



Cloud collaboration increase:



It is evident that shifting toward cloud technologies has clear benefits. But the main challenge is to ensure companies are willing to embrace this change. And this really comes down to the workforce of the companies. With some organizations, employees will be used to working to a particular way, and so introducing new technologies will certainly bring a shock to their daily routines.

But with dotCMS Cloud, TELUS was able to smoothly transition from a traditional system to a cloud-based system with minimum disruption. And since their new portal was controlled by the business team rather than the IT team, they were able to create a portal well suited to their needs. This not only resulted in better employee engagement, but improved productivity as well.

But perhaps this most significant benefactor was how TELUS now looks at their own company. And that's from a different technological point-of-view, as Kris Livingstone says:



"One awesome paradigm shift [that we've noticed] is that historically, we've felt as though the business was always ahead of the technology. With dotCMS, it's the first time we've ever felt like the technology is ahead of the business."

Says

KRIS LIVINGSTONE

This new perspective as demonstrated by TELUS just shows how important it is for companies to embrace today's fast-paced digital world. We're seeing new innovations with Internet of Things (IoTs), and these new technologies will play a key role in accessing the cloud.

But in order to successfully achieve this paradigm shift, there has to be a culture that is ready to embrace this exciting technological shift.





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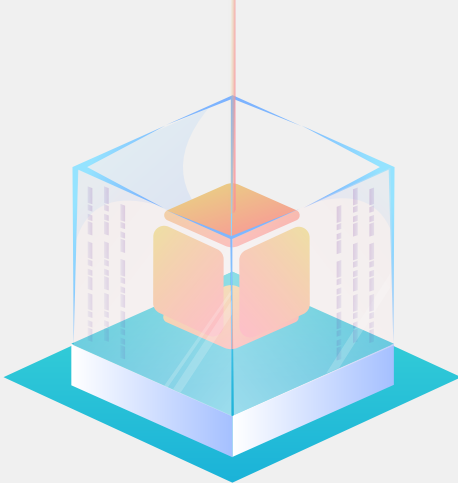
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About dotCMS

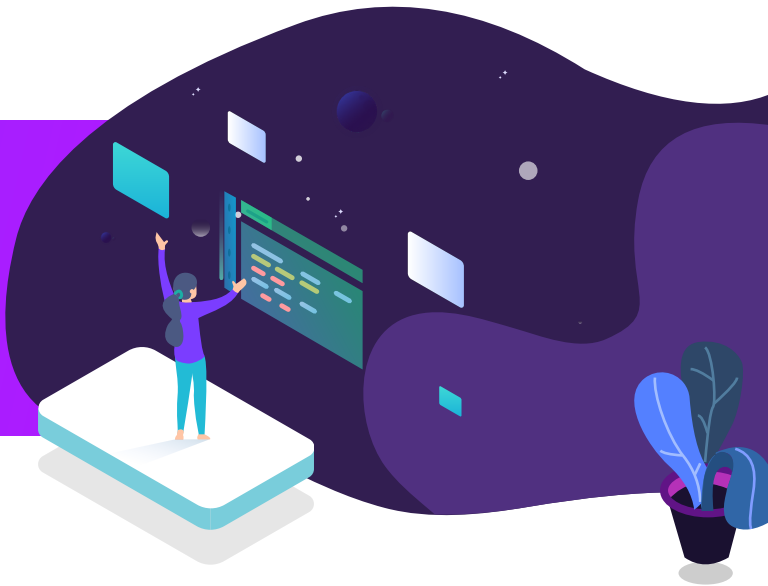


dotCMS is an open-source Java, customer experience orchestration hub for companies that want to drive business outcomes with their websites and other content-driven applications. dotCMS provides the technology to deliver connected and continuous customer experiences that business teams can orchestrate.

dExtensible, scalable, and with headless content management capabilities, organizations can rapidly build their Digital Experience Platform and drive innovation while their marketing and business teams drive customer experiences for every touchpoint, in every customer journey, on any device — all from a single system.

Founded in 2003, dotCMS is a privately owned U.S. company with offices in Miami (Florida), Boston (Massachusetts), and San Jose (Costa Rica). With a global network of certified implementation partners and an active open-source community, dotCMS has generated more than a half-million downloads and over 10,000 implementations and integration projects in over 70 countries. Notable dotCMS customers include: Telus, Standard & Poors, Hospital Corporation of America, Royal Bank of Canada, DirecTV, Nomura Bank, Thomson Reuters, China Mobile, Aon, DriveTest Ontario, and ICANN.

**SCHEDULE A
dotCMS demo at dotcms.com**



study case 2018



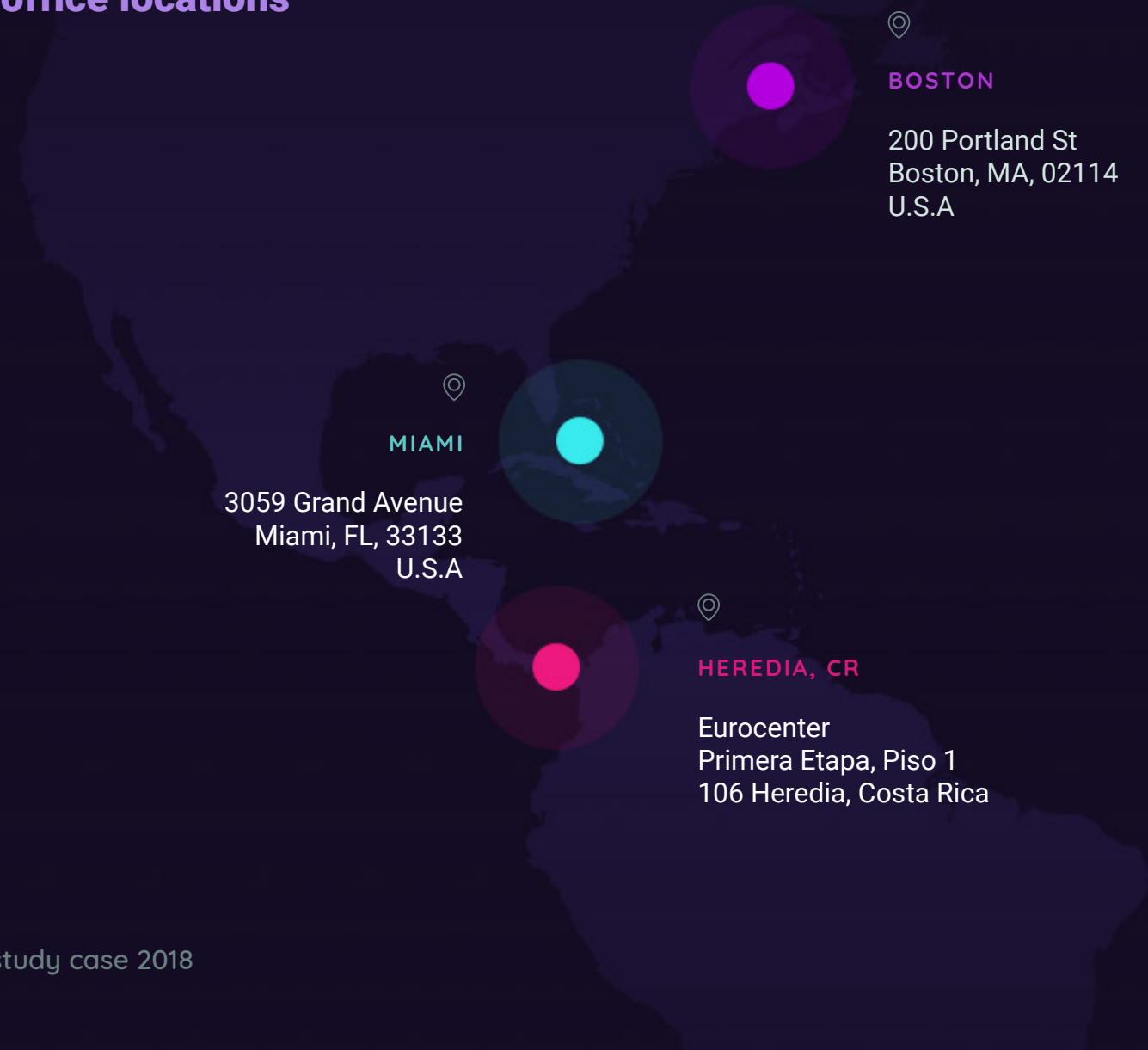
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office locations



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