



Unlocking IoT Efficiency and Growth: How TELUS is Transforming with Business Marketplace

Customer Success Story



Executive Summary

TELUS aims to transform how they offer IoT products and solutions to their business customers with the launch of [TELUS Business Marketplace](#) – a convenient one-stop shop for businesses to learn, browse, buy, and quickly activate applications anytime from anywhere.

TELUS selected Beyond Now's Digital Marketplace as the underlying platform to help TELUS digitalize and automate the ordering processes for its IoT products and solutions.

Utilizing Beyond Now's [Digital Marketplace](#) platform, TELUS Business Marketplace started with an IoT Connectivity product and was able to streamline its ordering, contracting, and delivery process.

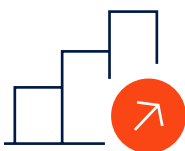
As a result, TELUS was able to increase business efficiency with a 96% improvement in deployment time.

The Outcome

Increasing Efficiency by

96%

utilizing our
Digital Marketplace



Reducing Time to Market

50%

reduction of time to
launch a solution



Time to order

**A few
minutes**

instead of 2-3 weeks
to submit an order

Outlook



Grow vertically
and horizontally



Leverage
AI capabilities



Add more **products**
& **new features** to the
marketplace



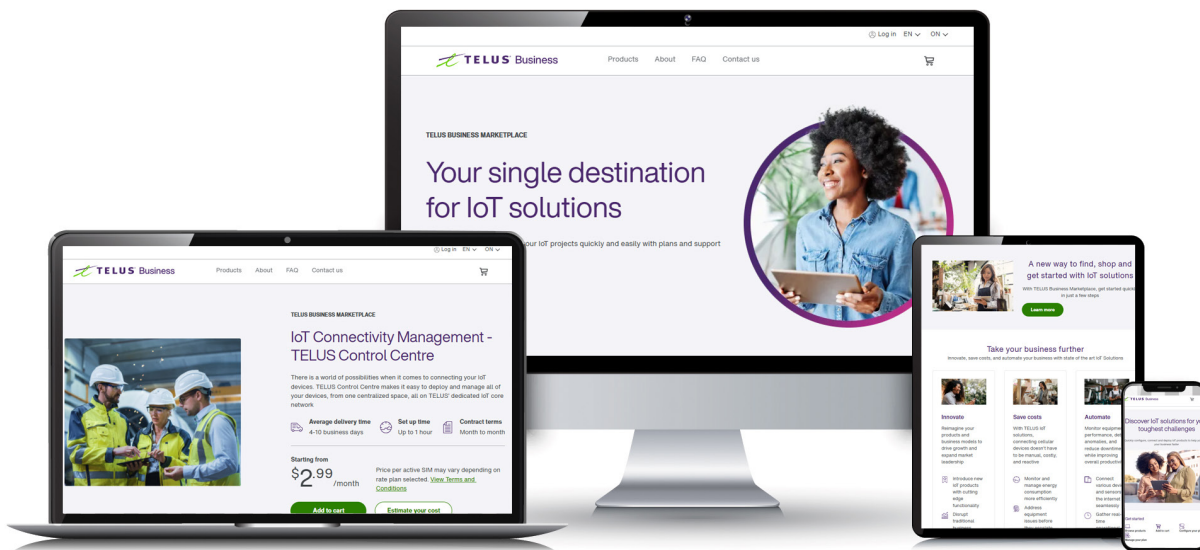
Remove all
legacy systems

The Solution

Beyond Now's Digital Marketplace platform underpins TELUS Business Marketplace, deployed on Google Cloud to meet performance and integration requirements, delivering a secure, scalable, and resilient foundation.

Seamlessly integrated into TELUS's existing IT ecosystem, the solution eliminated the need for costly infrastructure upgrades. Additionally, Beyond Now's event-driven architecture enabled TELUS to automate key processes, significantly reducing operational complexity.

The self-serve shop functionality helped TELUS reduce customer ordering time to a few minutes, in contrast to the days or weeks it would previously take with manual processes. TELUS was able to unify customer experience by integrating their IDP with Beyond Now's Digital Marketplace platform, enabling single sign-on across TELUS's line of business.



Key Business Benefits

Beyond Now's Digital Marketplace yielded the following benefits for TELUS:

Accelerated time-to-market for IoT digital services and solutions

The marketplace platform enables TELUS to efficiently create, experiment, and introduce new solutions to the market through its service and product configuration modules. It also provides the capability to re-use existing service and product structures, integration components,

and tenant setups. Utilizing the marketplace's end-to-end order fulfillment integration, TELUS digitalized and automated business processes associated with the sale and delivery of IoT solutions.

Customer-centric ease of use

TELUS leveraged Beyond Now's Digital Marketplace to develop a scalable and user-friendly self-serve platform, which enables customers to quickly set up, connect, and deploy their IoT projects globally.

The marketplace streamlined the customer buying journey across various IoT solutions, allowing TELUS to simplify how they engage with their business customers.

Streamlined customer onboarding processes

One of the challenges that TELUS solved in order to launch TELUS Business Marketplace was to identify brownfield customers from greenfield customers. Given that Beyond Now's Digital Marketplace was able to support both onboarding processes, it allowed TELUS

to extend its customer base while complying with legal and internal customer profile validations. The customer onboarding process was greatly shortened and subsequently resulted in a more efficient and scalable process.



Partnership with Google Cloud

TELUS has a partnership with Google Cloud to introduce new solutions and improve customer experiences, while also driving new efficiencies through its commitment to public cloud. With this in mind, Beyond Now worked closely with Google and TELUS to ensure that the digital marketplace runs on Google Cloud Platform, making sure that the processes and tools for continuous deployment, operations, monitoring, and security for the cloud-native marketplace all run seamlessly.

Want to try our Digital Marketplace? [Book a demo](#)

About TELUS

TELUS (TSX: T, NYSE: TU) is a world-leading communications technology company, generating over \$20 billion in annual revenue and connecting more than 20 million customers through our advanced suite of broadband services for consumers, businesses and the public sector. We are committed to leveraging our technology to enable remarkable human outcomes. TELUS is passionate about putting our customers and communities first, leading the way globally in client service excellence and social capitalism.

About Google Cloud

Google Cloud is the new way to the cloud, providing AI, infrastructure, developer, data, security, and collaboration tools built for today and tomorrow. Google Cloud offers a powerful, fully integrated and optimized AI stack with its own planet-scale infrastructure, custom-built chips, generative AI models and development platform, as well as AI-powered applications, to help organizations transform. Customers in more than 200 countries and territories turn to Google Cloud as their trusted technology partner.

cloud.google.com

About Beyond Now

Beyond Now is a fast-growing, AI-first ecosystem orchestration and digital platform provider, helping customers harness advanced technologies and partner ecosystems to drive growth and innovation. With our industry-leading BSS, Marketplace, and Digital Business Platform, you and your partners can seamlessly collaborate, innovate, sell, fulfill, monetize, and manage tech solutions – efficiently and at scale.

Our AI-driven platforms enable faster time-to-market and asset monetization, while expanding your portfolio with hundreds of third-party offerings. This allows you to bundle next-generation technologies – including AI, data, 5G, fiber, cloud, and more – into complete tech solutions that accelerate growth, automation, and customer engagement.

Beyond Now supports leading global customers such as Verizon, NTT, Deutsche Telekom, TELUS, BT, Telia, Lyse, and A1. Together with our strategic partners, like AWS, Google Cloud, Microsoft, Accenture, NTT DATA, we foster innovation across the industry – delivering the flexibility and agility needed to stay ahead.

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