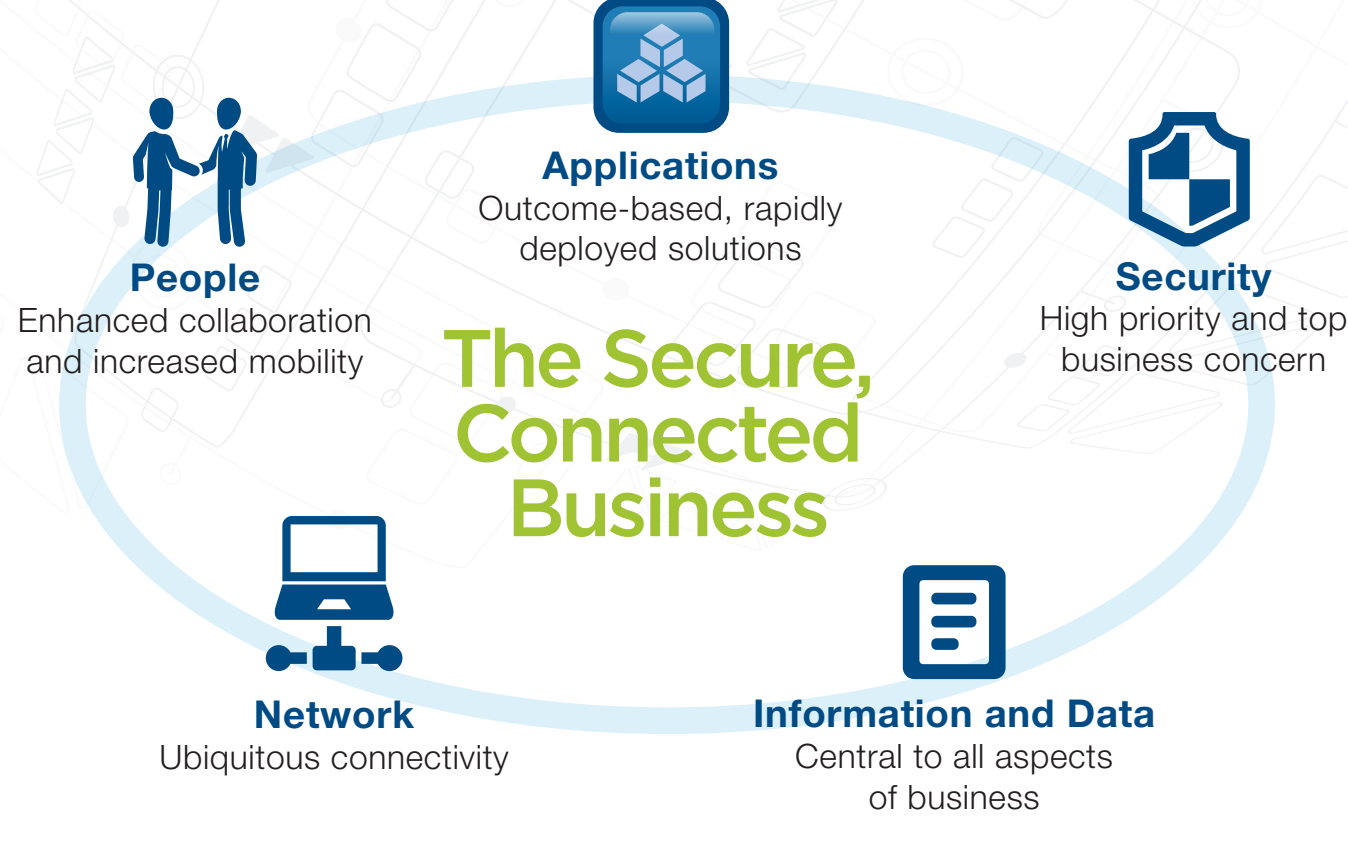


The Secure, Connected Business in Canada

Cloud, mobile, and social technology, as well as analytics are fundamentally changing how businesses create efficiencies, serve customers, and empower employees.

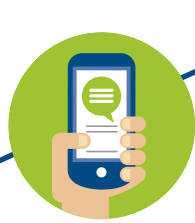


Ensuring the security of company data is the #1 IT priority among Canadian business executives.

Secure, Connected Worker

Technology will continue to change the way employees work. Bring your own device (BYOD) processes and policies will adapt to meet the needs of mobile workers.

12.5M
Canadian mobile workers in 2014

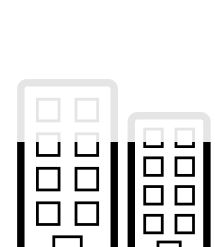


14M
Canadian mobile workers in 2018

Telecommuters are the fastest growing segment

42%
of 18 to 29 year olds use their personally-owned smartphone for work

73%
of organizations supported BYOD smartphones in 2014



BUT **73%** of firms are at risk of data exposure if a device is lost, stolen or hacked

Top 3 drivers of BYOD deployments:

1. Worker satisfaction
2. Employee flexibility
3. Productivity

Security threats are not just a risk to large companies and governments. Without the right protection, any size business can be impacted by advanced and targeted attacks.

Secure, Connected Workplace

Secure, connected workplaces enable resident and mobile workers and improve collaboration, driving creativity, productivity and business agility.



From 2013 to 2020, the digital universe will grow **10x** to

44 trillion GB

Virtual Private Networks (VPNs) are an important element of the secure, connected business.

63%
of firms use conferencing applications (audio and web-based)



23% of firms use desktop video solutions in 2014

+17%
plan to use in 2015

Main drivers of Unified Communications (UC) are mobility, collaborative applications, and integrating communications with business processes and applications.

Top 3 UC benefits:

1. Increased productivity
2. Reduced opex and capex
3. Improved employee collaboration

Unified Communications ROI = 355%

with a 2 month payback (1,200-employee North American firm)

In 2013, businesses were liable or responsible for 85% of all digital content but only 50% of the information in the digital universe had the required data protection.

Secure, Connected Business Processes

Growth in the volume, variety, and velocity of data driven by analytics, mobility, social technologies and the Internet of Things (IoT), creates unprecedented demand for storage and network capacity, driving the adoption of Cloud services.

Cloud

Cloud provides access to specialized resources, helps decrease operational IT costs, and redirects resources to core business activities.

Top drivers of Cloud

46%
agree that public cloud improves IT staff productivity*

41%
agree that private cloud gives faster access to the newest functionality*

* Canadian respondents

25% of midmarket firms and 37% of large firms are actively planning for Hybrid Cloud

68% of Canadian respondents agree that Cloud providers offer better security than their own organization's IT security team.

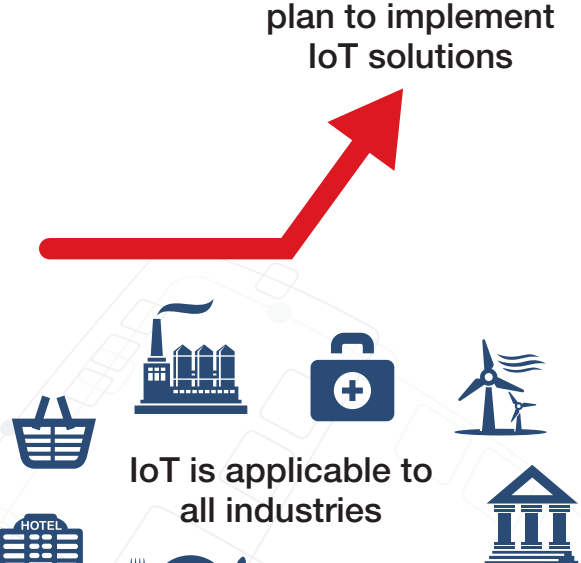
IoT in Canada

IoT allows companies to automate processes, create new revenue opportunities, and drive innovation.

Top 3 benefits of IoT: Reliability, productivity, and security



By 2016, **43%** of Canadian businesses plan to implement IoT solutions



IoT is applicable to all industries

Becoming a secure, connected business requires:

- ✓ A strategic outlook
- ✓ Smart investments
- ✓ The right talent
- ✓ A trusted IT and communications partner that offers business-grade network and data security

Seize the opportunity to accelerate your business as the connected future unfolds.

For more information, visit telus.com/TELUSdoesIT.