



Product:

Itronix GoBook

Application:

Telecommunications field workers

Product Solution Delivered

- Upgradeable GoBook notebook computers used in conjunction with a CDPD radio network
- On-going support and maintenance of all products through a unique partnership between TELUS' in-house support team and Itronix

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Itronix designs, manufactures and deploys mission-critical wireless, rugged computing solutions that maximize the productivity of mobile workers.

For more than 15 years, Itronix has worked extensively in the utilities industry. Today, the company works with roughly 90% of the largest utilities in the United States, as well as organizations in the commercial field services, telecommunications, government, public safety and EMS markets.

More information about Itronix and its products are available at www.itronix.com

Itronix Case Study:

TELUS Corporation

Situation: A progressive telco on the move

TELUS Corporation, Canada's largest telecommunications company, provides a full range of communications products and services for Canadians at home, in their workplace, and on the move. In fact, TELUS is responsible for a geographic area roughly twice the size of Texas! With more than 2,800 mobile workers in charge of maintaining more than 6 million telephone lines, TELUS needs rugged computers they can count on.

Problem: Refining a mobile workforce

When TELUS began automating its mobile field force, few in the industry had tapped into the potential of rugged, wireless computing. TELUS and Itronix began working together in 1993 when the company's field technicians began using an automatic dispatch system. However, by working together, both Itronix and TELUS came to understand that the telco had the opportunity to expand its infrastructure to improve efficiency, customer service and the company's bottom line.

The Itronix solution:

In 1997 and 1998 TELUS was the first telephone company in North America (and only the second in the world) to begin using the CDPD radio network in conjunction with mobile computers. And Itronix was there to support their effort. Using the Itronix XC-6000 notebook computers, TELUS' mobile workers were able to seamlessly communicate with central dispatch and repair lines.

"The equipment made my job a lot less cumbersome," said John Saunders, a TELUS Field Representative. "It's rugged and durable. It's just like any other tool in my toolbox."

But TELUS and Itronix didn't stop innovating. In 2000 the telco rolled out an additional 1,100 GoBooks.

Prior to the purchase, and despite a great relationship with Itronix, TELUS actually reviewed other competitors notebook products to carry and use.

"We did extensive testing with other laptops, but everything always pointed back to the Itronix unit," said Ron Gale, Dispatch Support Manager.

And as a result of sticking with Itronix, TELUS has units with built-in and upgradeable wireless technology, and can handle the toughest environmental conditions and is light enough that it's convenient to carry to even the most remote locations.

Itronix also helps keep TELUS up and running. By contracting with the telco's in-house support team, Itronix provides maintenance to keep mobile workers connected in the field.

Results:

To date, TELUS has used more than 3,000 Itronix notebook computers, and the company couldn't be happier. As a result of Itronix's mobile computing solution, TELUS has increased productivity, improved customer service and identified ways to continue to refine their mobile workforce.

Product longevity, always a concern given the rugged nature of field use has been excellent as well.

"We are able to use Itronix computers beyond a typical computer's 5 to 6 year lifespan," said Ron Gale, a Dispatch Support Manager. "And when our guys are out in the Pacific Northwest rain, the fully sealed features are very important to us."

Looking forward, TELUS is gearing up for even more progressive technology that will help the telco's ROI. As 3G networks are refined and built out, TELUS is prepared with their upgradeable Itronix GoBooks.