Bell

Case study

Rethinking communications and connectivity to better support rapid growth

In the highly competitive industrial waste management industry, growth depends on being able to offer something different. For Terrapure Environmental, that differentiator is the ability to quickly deploy new and innovative solutions. To help achieve this, Terrapure required an advanced in-house infrastructure and turned to Bell to build the communications and network foundation that would be up to the task. Bell quickly became a trusted advisor and partner – taking the time to understand the company's business needs and supporting its rapid growth across Canada.

Challenge — Reliable and secure connectivity in times of extraordinary growth

At one point, Terrapure had 900 employees and 35 branches across Canada. Over the course of three years, their team and locations had more than doubled. In the middle of this rapid growth, the company needed to centralize departments, standardize technologies and keep mission-critical applications like its enterprise resource planning (ERP) system up and running. ERP availability is especially important to Terrapure as a single hour of downtime could cost the company $700,000 in lost productivity.

Terrapure was also dealing with a fragmented communications infrastructure inherited from their former parent company. Different offices used different solutions from a multitude of vendors and as the company grew, acquired divisions brought more systems into the mix. At a certain point, deploying more PBX phone systems became cost prohibitive.

What Terrapure needed was a partner to help define their needs, pinpoint a flexible and cost-effective solution, and determine the best way forward.

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Terrapure Environmental provides a broad range of waste management, field services and environmental solutions to organizations in the industrial, institutional and commercial sectors. The company has more than 70 locations from coast to coast and is growing rapidly.

"In our industry, there is no established model. We invent as we go, and need a communications partner flexible enough to invent along with us."
— **Mike Madole**, Vice President, IT, Terrapure Environmental

Solution — Understanding the business to implement the right technologies

From the beginning, Bell came on as more than just a solutions provider. A dedicated Bell representative worked directly with the Terrapure team to learn about the company's business, vision and pain points – with the objective of truly understanding what success would look like.

"Throughout the entire process, Bell went above and beyond," says Mike Madole, Vice President, IT at Terrapure. "They were always available to answer my questions, respond to my concerns and make sure I was totally comfortable with everything that was happening."

Madole says security is top of mind for the company's executives. To satisfy their stringent security requirements and support advanced applications, Bell designed and deployed a multi-site Wide Area Network (WAN) using their MPLS-based IP VPN connectivity service.

To optimize this WAN spend, Bell then rolled out a unified communications solution over IP VPN so that the company could quickly and easily expand the capabilities of its phone system without having to install new hardware at every location. With Bell Total Connect, all offices use the same technology – managed centrally by the IT team – and all maintenance, licencing and upgrade costs are included in the standard service fee.

Terrapure's communications and network infrastructure now includes:

- Bell IP VPN, a MPLS-based network that provides secure, reliable and high-performance connectivity to all key systems from any location.

- Bell Total Connect, a unified communications solution that provides easy access to telephony, conferencing and collaboration tools for more than 2,000 employees, all from a single platform.

Results — Quality and cost-effective solutions make Terrapure unstoppable

Terrapure couldn't be happier with the results they've seen since they started working with Bell. The high levels of security and performance of the IP VPN network have provided them with peace of mind and an outstanding 100% uptime within one year of its implementation. Bell Total Connect is much easier to manage and lets employees communicate more efficiently. And with lower maintenance costs, no hardware investments and a drastic reduction in long-distance charges, Bell Total Connect has led to 60% savings across the country.

"The branches that were upgraded first saw such great results that others across the country were clamouring to be next," says Madole.

All of Terrapure's telecommunication needs are now supported by Bell, including mobility. They have big plans for the future – and their partnership with Bell will play a major part. Internet of Things fleet management solutions, virtual data centres, emerging security technologies and virtual network services are just some of the solutions Terrapure is excited to explore with Bell.

"They've never steered us wrong," says Madole. "I'm confident that they'll continue to take the business information we share with them and keep offering the right solutions that will make our lives easier."

Madole says of Terrapure's relationship with Bell: "They made it their business to know our business. Because of that, they can offer us better ideas and solutions now and in the future."

Visit **bell.ca/enterprise** for more information on how Bell can help you achieve your communications and connectivity needs.

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