

SAVED BY THE BELL

Bell Wholesale's SVP **André Beaulieu** explains how the company is extending its network and service offering to enterprises in Canada and beyond.



André Beaulieu, SVP, Bell Wholesale

How has Bell Canada expanded the reach of its network across Canada in the last 12 months?

Bell has Canada's most expansive network by far, connecting the highest number of enterprise locations with hundreds more added each month.

Our network has expanded through both organic growth and acquisitions.

In November 2014, we completed the \$3.95 billion privatisation of Bell Aliant; the Bell affiliate which operates as the telecoms incumbent in the four Atlantic Canada provinces.

Bell plans capital investment of \$2.1 billion across the Atlantic region over the next 5 years to enable the continued roll-out of broadband wireline and wireless solutions including next-generation business services like data hosting and cloud computing.

How is demand from enterprises for connectivity growing across Canada and beyond?

The enterprise market in Canada is growing in three ways.

First, more businesses are buying more services. In the past, many businesses were content with low-speed legacy voice services. Now they want more affordable advanced broadband solutions.

Second, more businesses want multisite networks. They are upgrading their networks but also require more complexity in their WAN.

Third, Canadian companies are continuing to expand beyond our national borders and rely on Bell to procure connectivity for them in the US, Europe and Asia.

Growth in business activity and complexity is driving demand for more sophisticated solutions.

How does Bell Canada plan to tap into this demand from enterprises?

Growth in Canadian business activity always presents a major opportunity for Bell. Corporate Canada runs on Bell – virtually all of the country's largest companies are direct or indirect customers of ours. As a service provider to foreign telecoms companies, Bell is also a one-stop-shop from coast to coast; from Vancouver to St. John's to Canada's

“Bell Wholesale is focussed on the growth of our Ethernet portfolio.”

André Beaulieu, SVP, Bell Wholesale

northern territories. It's an enviable position to provide the most solutions on net and the most comprehensive solutions off net.

Why are you seeing demand from carriers looking for connectivity into Canada?

Bell can provision connectivity faster and offer more favourable economics if customers deal with us directly instead of bundling Canadian connectivity with other international market providers. Canada's economy is intertwined with the US, and our network capabilities reflect this. We have also leveraged opportunities as European and Asian companies expand their operations in Canada.

What are Bell Wholesale's strategic priorities for 2015?

Bell Wholesale is focussed on the growth of our Ethernet portfolio as well as offering high bandwidth transport solutions and features at competitive price points and with an extraordinary customer experience.

Data centre solutions for carriers remain a high growth area moving forward. Likewise, we are seeing an increased demand for managed services, particularly in professional services and technical on-site delivery.

What new solutions and capabilities has Bell Canada added to its Ethernet portfolio?

Bell continues to invest in extending our Ethernet reach both in Canada and the US. We recently expanded in Western Canada and the Atlantic region, and have established new Points of Presence in multiple locations on the east and west coasts of the US, including New York, Chicago, Seattle and Ashburn, Virginia.

Bell is a contributor to the Metro Ethernet Forum and recently was a finalist for their 2014 Best in Class service award. We continue to enhance our Ethernet service based on MEF standards.

Can you provide an overview of Bell Canada's latest SIP solution?

We are rolling out a SIP solution that we view as a game-changer in the wholesale market.

Our solution helps customers with the transition from legacy TDM services to multiple versions of IP technology. SIP is playing a key role in helping the industry as a whole sweep away legacy voice services. ☐