

TELUS Insights

Big data insights for a brighter future.

If you had accurate data about where and how people travel around your town, city or region, you could pinpoint precisely where new health care facilities, shopping centres, transit routes, roads and other infrastructure developments are most needed. You could target advertising and public notifications more effectively so that they reach the right groups at the right times, or be able to see which tourist attractions need more promotion and when.

With TELUS Insights, this is all now possible.

Big data analysis delivers accurate traffic pattern insights.

Manual data collection using entrance counts or license plate surveys can be expensive, time consuming and prone to error. The information is also limited in value because it relies heavily on extrapolation from small, out-of-date sample sizes taken at single moments in time.

TELUS Insights works with massive sets of de-identified and aggregated data drawn from the real world. As people move around, their cellular devices connect to different wireless towers. Using industry-leading privacy standards, TELUS de-identifies this network data and then aggregates it to further protect individual privacy and safeguard personal information, ensuring no data can be traced back to any individual user. The data is also extrapolated to represent the Canadian population.

This de-identified and aggregated information reveals mass-movement patterns and trends, allowing all business and government sectors to use data analysis and plan strategically, with confidence.



Why TELUS?

- TELUS is committed to consumer privacy; industry-leading standards ensure that privacy is not compromised and that all data is de-identified and aggregated to protect the identity of individuals
- Our network's footprint covers the vast majority of the Canadian population, providing a thorough source of data from which to pull insights
- New data is constantly captured in near real-time, across any time period, providing insights that are both current and relevant

Privacy always comes first.

At TELUS, we recognize that the huge potential created by big data comes with a huge responsibility to our customers. We have always been committed to respecting our customers' privacy and safeguarding their personal information, which is why we have implemented industry-leading Privacy by Design standards to ensure that their privacy is protected every step of the way.

All the data used by TELUS Insights is fully de-identified, meaning it cannot be traced back to an individual. It is also aggregated into large data pools; ensuring privacy is fully protected at all times.

Endless opportunities.

TELUS Insights enables you to better understand the population you serve and build more informed business cases by answering questions such as:

- Where do visitors come from?
- What are the busiest days/hours for foot traffic in our area?
- Where should we open our next location, to minimize travel time for existing customers, or to attract new ones?
- Where can we advertise to best reach our target market?

Thanks to TELUS Insights, you can build plans and projects with confidence.

Connect today.

For more information, contact your TELUS Sales Executive or visit telus.com/insights

