SUCCESS STORY
SASKTEL, CANADA

THE M2M PLATFORM FOR INNOVATION AND GROWTH
SaskTel invests in Ericsson’s powerful, cloud-based machine-to-machine (M2M) platform to grow its enterprise business revenues and support local economic growth.

CUSTOMER PROFILE
SaskTel is the leading Information and Communications Technology (ICT) provider in Saskatchewan, with over $1.2 billion in annual revenue and approximately 1.4 million customer connections including over 614,000 wireless accesses, 404,000 wireline network accesses, 266,000 Internet accesses and 107,000 maxTV™ subscribers.

SaskTel and its wholly-owned subsidiaries offer a wide range of ICT products and services including competitive voice, data and Internet services, wireless data services, maxTV services, data centre services, cloud-based services, security monitoring services, advertising services, and international software and consulting services. SaskTel and its wholly-owned subsidiaries have a workforce of approximately 4,000 full-time equivalent employees (FTEs).

The prairie province of Saskatchewan in west-central Canada may be sparsely populated with 1.1 million people spread over 251,700 square miles, but thanks to SaskTel, residents and businesses enjoy some of the most advanced technology communications services available anywhere in the world.

As the largest regional provider serving residents of the province for more than a century – SaskTel has a reputation as a forward-looking early innovator in fiber, wireless and IPTV.

In planning its strategy for what’s next on the technology roadmap, SaskTel’s leadership zeroed in on the implications of the Internet of Things (IoT) and the potential revenues it could deliver over the long-term to SaskTel’s bottom line, as well as the benefits to the entire provincial economy.

“Our motto is that ‘SaskTel has everything you need to keep you connected to your world,’” says Daryl Godfrey, Chief Technology Officer. “We have a long history of firsts and wanted to continue that tradition within the enterprise market.”

“In its strategy to take advantage of expanding their enterprise business, SaskTel sought out a telecommunications partner with the technology and know-how that would allow the company to quickly participate in this growing market segment as an early adopter.

“The whole direction of machine-to-machine and Internet of Things is substantial,” states Stacey Sandison, Chief Strategy Officer, SaskTel.

“We wanted a solution that created new revenue streams, met the needs of our customer base, was simple, flexible and economical to implement, and supported a range of industries.”

Finding the right platform for innovation

Working collaboratively with the Ericsson technology team, SaskTel selected Ericsson’s Device Connection Platform (DCP) – a cloud-based service for connectivity management to enterprise customers that offers an intuitive self-service model.

The platform supports operators in building up M2M business by providing support for managed connectivity throughout the life cycle, including sales preparation and business expansion.

“We chose to work with Ericsson because of their knowledge around industry direction and understanding of best-in-class implementation,” said Sandison.
“Ericsson comes to the table with a very structured and disciplined approach to onboarding their carriers to the DCP platform with a clear view of process, agenda, timeline, accountability and delivery.” SaskTel's strategy team had identified specific industry targets to implement M2M and IoT applications in their basic business based on the region’s business environment. Half the wheat in all of Canada is grown in Saskatchewan, so the agriculture industry is a large natural customer base with millions of dollars of revenue attached to it.

“An example where the Internet of Things and M2M could immediately benefit our agricultural business base can be seen in how farmers store and monitor their grain in bins,” says Sandison. "We have a particular partner and application provider who went down the path of creating a sensor application that would tell the farmer about the grain sitting in their storage bins. As you can appreciate, it costs a lot of money for a farmer to grow and store that grain. That is their livelihood. If that grain gets wet or freezes, or the temperature or humidity changes, that starts to degrade the quality of that asset and it has a huge financial impact on that farmer’s return.”

This early application is validation of how M2M applications can enhance the region’s economic growth. "I can see a future where farmers are monitoring and communicating with remote controlled machinery. There is unlimited potential here for the types of services that can be provided in the future,” adds Godfrey. Other M2M market targets for SaskTel include the insurance industry and fleet management.

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Daryl Godfrey
Chief Technology Officer, SaskTel

“We want to be able to work with our insurance providers and their end customers to give them more information about the asset that they are protecting with data provided through the use of our M2M platform.

SaskTel is also seeking to partner with companies with large trucking fleets to improve their efficiency and safety.

“With partnerships like the one we have defined with Ericsson,” says Sandison, “we feel that we are in a wonderful market position to be able to satisfy our customers and meet the long-term goals of our company around revenue and profitability.”
**THE SOLUTION**

**Managed connectivity through the device life cycle**

The Ericsson Device Connection Platform is a dedicated M2M platform to handle connectivity management, subscription management and OSS/BSS and allows for automation of the business processes between the operator and enterprises. The platform supports enterprises’ business-critical communication for a high number of devices and applications in a wide range of industry verticals. The platform offering comprises:

- Basic functionality delivered as a service (DCP aaS) from our production sites, including hardware, software and the right to use licenses
- Service portals and APIs for operators and enterprises for managing business related processes
- Initial setup of Ericsson Device Connection Platform
- Solution analysis, providing advice to the operator based on its environment
- Training package for the operator

**THE RESULTS**

- SaskTel has implemented an M2M sensor application that provides constant monitoring of grain storage in silos with an agricultural application development partner
- This application alerts the farmer of moisture conditions and temperature or humidity changes, that degrade the quality of that asset, and it has a huge financial impact on that farmer’s returns
- Other potential M2M application partners include the insurance industry and fleet management companies throughout the province

**CUSTOMER**

SaskTel, Canada

**OVERVIEW**

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Stacey Sandison
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