

connecting Canadians  
into our Second Century

MTSallstream

**A cause for celebration.** With 100 years of innovation under its belt, Manitoba-based MTS Allstream has emerged as a competitive force among Canada's leading telecom service providers. What does it mean to your business? For starters, count on better service and smart products to improve your performance.



**C**ompetition in Canada's burgeoning telecommunications market is about to get a whole lot hotter. Armed with a uniquely different approach, Winnipeg-based MTS Allstream is getting set to increase its challenge to competitors in the battle for customers' hearts and minds.

One of Canada's leading national communication solutions providers, MTS Allstream provides innovative products and services through its Enterprise Solutions and Consumer Markets divisions.

MTS Allstream CEO Pierre Blouin says delivering true value as seen through the eyes of its customers will continue to be the company's key differentiator as it expands technology choices to Canadians.

"Today, we are stronger than ever before in the national marketplace, and we are determined to bring our

unique brand of service and innovation to more Canadian businesses and consumers," says Mr. Blouin.

Offering customers even more choices through an expanded wireless offering is one option the company is exploring: MTS Allstream is currently considering whether or not it will bid for the

Advanced Wireless Services spectrum being auctioned off by the federal government in May, says Mr. Blouin.

Telecommunications industry analyst Iain Grant of the Seaboard Group in Montreal says the spectrum auction is an obvious business opportunity for MTS Allstream.

"Other companies will also be interested, but only MTS Allstream has the national glue to connect all the dots and enter the national consumer market for wireless," Mr. Grant says.

Mr. Blouin says service

innovation has always been among the company's key strengths. MTS Allstream introduced Canada's first telex service and, more recently, the first countrywide IP Multi Protocol Label Switching network, and offers the best broadband digital television services in North America.

"At the end of the day, it all comes down to our overall approach to business and how well we listen to our customers and meet their needs, nationally and regionally," says Mr. Blouin.

For example, as Westjet added flight routes and aircraft to its fleet, it turned to MTS Allstream to help meet its intensified communication requirements with customized, innovative solutions to address current and future needs, but within a low-cost business model so that it could continue to pass savings on to customers.

At the conclusion of the project, Hugh Dunleavy, Westjet's executive vice-president, commercial distribution, commented Westjet chose to partner with MTS Allstream because the team focused on asking the right questions and understanding the nuances of Westjet's business.

"Once we engaged with MTS Allstream, the team did infinite amounts of work to design a network that could grow with us, but only charged us for the parts we were using. That proved how much MTS Allstream understood our business – we were able to keep costs low, be effective and support our growth," commented Mr. Dunleavy.

In Quebec, MTS Allstream is working with the provincial government on a five-year, \$17-million contract for the provision of communications services that will be used by ministries, organizations and

potentially other clients such as health, education and municipal networks.

The migration of services from the incumbent provider to MTS Allstream's network began last year and involves approximately 31,000 phone numbers, 800 analog lines and 500 network accesses for the ministries, organizations and health facilities across the province of Quebec. The scope of the initiative underscores how MTS Allstream is connecting Canadians.

In Manitoba, MTS Allstream worked with the Manitoba Education Research and Learning Information Network (MERLIN) and the Manitoba Department of Education to design and implement IT skills development tools to ensure success in school, the workforce and the community. Working with MTS Allstream, MERLIN and the Manitoba school divisions are improving access to

hard to reach school communities across the province.

MTS Allstream's commitment going forward, says Mr. Blouin, is to continue to provide both consumers in Manitoba and businesses across Canada with innovative, customized telecommunications solutions that will keep them at the forefront of technology.

"The fundamental strength of our business is our ability to deliver true value as seen through the eyes of our customers – this is what differentiates and defines us.

"Our network, our people, our record of innovation, our connections with customers, and our ability to react quickly to deliver on their needs – these are what set us apart," Mr. Blouin explains. "We have built our strategy on these advantages – advantages that we will continue to provide our customers into our second century."

## About MTS Allstream

MTS Allstream, a leading national communications provider,

delivers innovative products and services to consumers in Manitoba and to businesses across the country. The entrepreneurial spirit and skills of our 6,000 employees, our deep

customer relationships and our national broadband network position us as leaders in our industry. To learn more, please visit [www.mtsallstream.com](http://www.mtsallstream.com).

## MTS TV blazes a trail across North America

**W**hen people think about technological innovation, especially in the realm of entertainment, they don't always think of Manitoba.

Big mistake. And not just because of Manitoba's thriving movie industry.

In Winnipeg in 2003, MTS Allstream launched what was at the time a pioneering product – digital television delivered to the home over the telephone line – which is still today best-in-class in North America.

"MTS TV really is a groundbreaker in every sense of the word," says Kelvin Shepherd, president of the Consumer Markets division of MTS Allstream, which is responsible for MTS TV. "We have changed the way customers in Manitoba think about their television service.

MTS TV offers the whole package: superior quality 100 per cent digital picture and sound, smaller channel packages to give customers greater flexibility in choosing channels, and "bonus" features that come with receiving your television service on the same line as your phone and your high-speed Internet, like Call Display on your television screen, and on-screen access to your e-mail and digital pictures."

MTS TV offers built-in features that its cable competitor doesn't – from a searchable program guide that allows you to easily find the next time a favourite show is on, to a pre-programmable viewing schedule, which lets you set in advance what shows you want to watch and changes the channels automatically for you at your pre-set times. Perhaps one of its most

significant competitive advantages, though, is the fact that MTS TV delivers its 100 per cent digital programming to all the TV sets in the house with just one set-top box.

With more than 75,000 customers and 30 per cent market share in Winnipeg after

only four years in the market, MTS Allstream's achievement in delivering this service goes far beyond its peers in wireline television services across North America.

"A large part of the reason we have been so successful with MTS TV is that it's built



MTS Allstream helped pioneer digital television delivered over phone lines in 2003, and has since established itself among North America's best-in-class service providers. PHOTO SUPPLIED

on a fibre network that goes deeper into our markets than any other telecommunications company on the continent," says Mr. Shepherd. "In the greater Winnipeg area, 85 per cent of homes are 650 metres or less from our fibre. That gives us the reach to provide a high-quality digital television service that blows the competition out of the water – and our market share numbers in the relatively short time we've offered MTS TV back me up on that."

With the introduction of MTS TV, MTS Allstream has, in Manitoba, a rare competitive advantage in terms of bundling services: the "quadruple play" of voice, wireless, high-speed Internet and television services. The company has profited from the opportunity to bundle these services together to

encourage customers to sign up for more than one – a marketing strategy that has yielded impressive increases in its growth services quarter after quarter.

"MTS customers enjoy more integrated functionality and capabilities in the products they buy from us than Canadians being served by our competitors to the east and west – not to mention right here in Manitoba," says MTS Allstream CEO Pierre Blouin. "We are proud of this distinction, which is a clear advantage over our competition."

"With these four key products as well as our alarm services all offered over our leading-edge network, we are exceedingly well positioned to continue offering excellent value to our Manitoba customers," says Mr. Blouin.

## IT'S ABOUT

connecting Canadians  
into our Second Century

**BUILDING ON OUR HISTORY OF TELECOMMUNICATIONS LEADERSHIP AND INNOVATION**  
CONNECTING CANADIANS TO EACH OTHER AND TO THE WORLD AROUND US – NOW AND INTO THE FUTURE

MTSallstream

©Manitoba Telecom Services Inc., used under license.



“As our prime development partner and solution integrator for the ParkPlus System™, MTS Allstream really helped the CPA bring this world-class technology to the City of Calgary. As one of the world's most innovative pay parking systems, ParkPlus gives customers a more convenient and efficient way of on-street parking.”

Dale Fraser, General Manager, Calgary Parking Authority, Calgary, Alberta, on the launch of ParkPlus, a solution that enables customers to pay for on-street parking using Interactive Voice Recognition technology through their cell phones, vastly improving customer convenience.

## A history of innovation

When MTS Allstream CEO Pierre Blouin rings the bell to open the Toronto Stock Exchange this morning, he'll be kicking off celebrations of the telecommunications company's 100th anniversary. More than that, though, Mr. Blouin will be celebrating MTS Allstream's history of innovation.

“For any company, whether it is in telecommunications, software or hardware, the ability to adapt to changing market conditions is its most important sustainable competitive advantage,” says John MacDonald, president, Enterprise Solutions division, MTS Allstream.

The company has a long

history of providing innovative choices to Canadian consumers and businesses. “The most important innovations have to do with how we define products and services and how we bundle them for our customers,” he says.

MTS TV, offered through MTS Allstream's Consumer Markets division, is a key MTS Allstream innovation that serves as an example of that unique approach. “MTS Allstream is a North American leader in broadband digital television, and it is a key pillar in the growth of our overall business,” says Kelvin Shepherd, president of the Consumer Markets division at MTS All-

stream. “MTS TV is widely recognized across North America as a groundbreaking service – not just because we were one of the first to deliver digital television service over the phone line, but because of the unique services it offers our customers. You get Call Display on your television, and you can check your e-mail and even look at your digital photos on your TV. MTS TV is an excellent example of how we leverage our advanced network to deliver what customers are looking for in the markets we serve.”

Mr. Shepherd says large telecom companies are following in MTS Allstream's foot-

steps to deliver a TV service similar to the one it offers in Manitoba.

But MTS TV is far from MTS Allstream's first groundbreaking service – in fact, the company has been introducing innovations that have been changing the way people and businesses communicate for most of its long history. In 1992, for example, MTS Allstream was the first to break open long distance competition, as well as offering frame relay data communications and toll-free services.

“As organizations started to build LAN infrastructures, we had to connect these networks together across the country,

and frame relay was one of the first technologies to do that efficiently and cost effectively,” says Mr. MacDonald, who adds that Multi Protocol Label Switching (MPLS) services have now replaced frame relay – which transmitted digital information in a relay of frames.

“MTS Allstream was the first to introduce an MPLS network, and we continue to innovate to make sure MPLS is a state-of-the-art service,” he says.

MPLS delivers packets of data that are routed over data lines shared with other traffic. “We've also since launched an IP trunking service,” says Mr.

MacDonald. “With voice becoming an application that rides an IP network, we've allowed organizations to connect that voice connection to the public switched telephone network.”

“MTS Allstream launched an IP trunking service with a client that won a Canadian Information Productivity Award for the design, because it allowed them to centralize their infrastructure,” he says.

According to Mr. MacDonald, keeping ahead of the competition means always being focused on your customers. It's a fine balance of superb execution, innovation and market penetration.

## A long line of firsts...

Over its century of service across the country, MTS Allstream and its predecessor companies have achieved an astounding number of telecommunications “firsts.” Did you know that MTS Allstream was responsible for:

- The first centre to receive all-dial service in Canada – Brandon – in 1917
- The first major city in North America to receive all-dial service – Winnipeg – in 1926
- The first telex message, in 1956
- North America's first use of the three-digit emergency number 999, in Winnipeg in 1956. (The number was changed to 911 in 1975, to conform with the emergency

number used across North America.)

- The first microwave system for television transmission, in 1964
- The first network capable of handling switched voice or high-speed data transmissions, in 1967
- The first Canadian city to have Touch Tone Service – Brandon – in 1968
- The first offering of the 12-button phone, in 1968
- The world's first rural fibre optics transmission, in Elie and St. Eustache, Manitoba, in 1981
- The world's first dedicated fax network, in 1987
- Canada's first virtual private voice network (VPN), in 1990
- The first competitive long distance provider in Canada, in 1992
- The first Internet Service Provider in the world to offer 56 Kbps service across an entire national network, in 1997

- Canada's first Multiprotocol Label Switching (MPLS) based Internet Protocol (IP) VPN, in 1999
- The first Canadian Internet and e-mail service for Personal Digital Assistants (PDAs), in 2001
- Pioneer in launch of digital TV over the phone line, in Winnipeg in 2003; achieved a leadership position in Canada
- The first Digital Ink Solutions in the Canadian market, in 2004
- Canada's first hosted Microsoft Live Communications Server solution and collaboration suite using Microsoft's award-winning Real-Time Collaboration technology, in 2005
- Canada's first national IP trunking solution, in 2006
- Manitoba's first Evolution-Data Optimized (EVDO) network, providing Internet access wherever cell phones work, in 2006

### IT'S ABOUT

## INNOVATIVE TELECOM SOLUTIONS FOR YOUR BUSINESS

Your business faces an ever-growing set of challenges. To meet them, you need a partner that delivers innovative solutions that meet your unique needs. With solid experience in implementing, managing and securing the telecommunications infrastructure for thousands of businesses across Canada, Allstream understands what it takes to make sure you meet and exceed your business goals.

Employing an experienced and dedicated workforce, powerful technology, national presence and global connectivity, our world-class suite of telecom services and solutions help you improve customer service, increase productivity and lower costs. Plus, by taking advantage of state of the art innovations, like Canada's only national IP Trunking solution, you ensure that your business stays one step ahead of the competition.

Thousands of companies have already benefited from the Allstream difference. Call us today to find out how our solutions can help your business.



Connecting Canadians  
into our Second Century

For more information,  
call 1 877 379-4311  
or visit [www.allstream.com](http://www.allstream.com)

IP CONNECTIVITY | UNIFIED COMMUNICATIONS | SECURITY | IT CONSULTING

©Manitoba Telecom Services Inc., used under license.



## Environment a key concern for MTS Allstream

In 1992, long before climate change became a universally recognizable phrase, MTS Allstream adopted an environmental code of practice. That early commitment eventually evolved into the organization's Environmental Management System (EMS), a framework for positive change that's been widely recognized for its comprehensive effectiveness. In fact, MTS Allstream has long been considered one of Canada's leading corporate citizens.

Over the past several years, MTS Allstream was named one of the 50 Best Corporate Citizens in Canada by Corporate Knights magazine and earned the title of Canada's most environmentally responsible company in the telecommunications sector from Report On Business magazine. In December 2007, Maclean's magazine ranked MTS Allstream as one of the country's top two most socially responsible telecommunications companies in Canada.

Nominated for Manitoba's Sustainable Development Award of Excellence several years in succession, and recognized by the Federal Minister of Natural Resources for participation in the Office of Energy Efficiency's 'Energy Innovators' initiative to help reduce greenhouse gas emissions, MTS Allstream's work in the environmental arena has been key to it earning recognition as a top corporate citizen.

“There's a real commitment to the fundamentals here,” says Jeff Curtis, director of human resources shared services. “Our CEO is very committed and has challenged us with the task of renewing and redoubling all our efforts in this area.”

For example, fuel efficiency has increased by as much as 10 per cent through education that supports more fuel-efficient driving habits on the job; on an annual basis, the company's Consumer Markets division keeps the equivalent of almost 3,000 trees out of landfills through recycling, and

paper use was reduced by more than 42 per cent between 2002 and 2006.

In the field, the company has undertaken projects such as the successful decommissioning of a microwave tower located at 10,000 feet on Pyramid Mountain in Jasper National Park, Alberta, and restoration of the site to its natural state. On the sensitive northern Manitoba tundra, the company replaced 1,000 kilometres of radio route with more environmentally friendly fibre optics. The company has also diverted over 10,000 pounds of used wireless equipment from Manitoba landfills through a joint wireless recycling initiative.

While trying to accomplish even more internally, says Michael Bouliane, MTS Allstream's community relations manager, the company has

also focused on getting others involved. “We've now started to focus on engaging our employees, customers and other stakeholders by sponsoring and participating in events like commuter challenges in cities right across Canada – from Halifax to Vancouver.”

MTS Allstream also facilitates ‘green commuting’ by subsidizing the cost of public transit passes for Winnipeg employees and is looking to expand the program to other large centres across the country.

“We really try to look at efforts that do more than one good thing simultaneously,” says Curtis. “For example, all profits from selling recycled cell phones go to an environmental charity, and for every phone sold, our recycling partner plants a tree. So you get recycling instead.”



MTS Allstream has earned a reputation – and numerous accolades – for its environmental efforts. Among its initiatives, the company replaced 1,000 kilometres of radio route on Manitoba's northern tundra with more environmentally friendly fibre optics, helping protect this sensitive wilderness.

PHOTO: ISTOCKPHOTO.COM



“ Our commitment to excellence has led us to forge a now 13-year-old relationship with MTS Allstream. Our new contract with MTS Allstream will allow Selectcom Telecom to offer a whole array of new and innovative products and solutions geared towards corporate Canada and its changing telecommunications needs. ”

Peter Comito Sr., President and CEO, Selectcom Telecom, Montreal, Quebec, on Selectcom's signing of MTS Allstream contract services including domestic long distance, international long distance, calling cards, toll free, Multi Protocol Label Switching (MPLS), Internet, local lines and private lines. Info: [www.selectcomtelecom.ca](http://www.selectcomtelecom.ca).

## A proud history; a strong future

Pierre Blouin  
CEO, Manitoba Telecom  
Services Inc.

One hundred years ago today, the Manitoba government established Manitoba Government Telephones to provide the new and rapidly-growing telephone service to its population. That company, a century later, is today's MTS Allstream Inc., a leading innovator in the national telecommunications marketplace, looking to change the way Canadians do business.

Like many companies that thrive through times of economic and technological change, today's MTS Allstream builds on successful businesses of the past. The MTS Allstream we know today was born in March 2004, when Manitoba Telecom Services Inc., the market



leader in all telecommunications services in Manitoba, acquired Allstream, the country's leading and only profitable competitive telecom provider. The headline on the front page of the business section in this newspaper on that day said "MTS shatters status quo with bid for Allstream" – and that headline has proven accurate many times over in the years since.

Today's MTS Allstream is a leader in every sense of the

word. Our 24,300-km Internet Protocol (IP) based broadband fibre optic network is unmatched by our competitors and allows us to compete and win, day in and day out, against our competitors in business markets across the country, while the strong network in Manitoba has positioned the company to deliver best-in-class performance in the consumer space. We stand at the leading edge of the trends that are redefining telecommunications in Canada.

Collectively, MTS Allstream and its predecessor companies have been responsible for a number of key "firsts" in Canadian telecom – from making Brandon, Manitoba, the first Canadian centre to receive all-dial service in 1917, to delivering Canada's first national IP trunking solution almost 90 years later. We

have broken a great deal of technological ground in between, as well, introducing Canadians to services including Virtual Private Networks (VPNs), television service delivered over telephone lines, Digital Ink Solutions, and Hosted Microsoft Live Communications Server solutions and collaboration suites, to name just a few.

The reason for this impressive track record: our corporate culture of innovation and a focus on providing true value as seen through the eyes of our customers. This is what has allowed us to survive and thrive where so many other competitors haven't been able to keep up with the giants – and why Canadian customers are increasingly turning to MTS Allstream.

Our outlook for 2008 and beyond is very positive, as we anticipate a new chapter in our growth. We will continue to execute on simple and effective strategies rooted in our customer focus, track record of innovation, and ongoing commitment to operating excellence – and to further develop our growth products including wireless, high-speed Internet, digital television, converged IP and unified communications.

Our balance sheet is among the strongest in the industry, our employees are passionate and motivated, and

our technological foundation is truly leading-edge. With these strengths combined, we are ready to take on new challenges and opportunities, and to find new ways to deliver value to our customers – making their lives easier, richer and more productive through the technologies we provide.

As we have done for a hundred years now, we will continue mapping new territory into our second century. ■

### An ongoing history of growth

MTS Allstream has thrived over the course of a century by evolving to meet its customers' changing needs, in markets across the country. The company's history reflects a steady pattern of decisions that enabled its growth. Some recent examples:

- 2000 Investment of \$300 million in a broadband network to deliver high-speed Internet to the vast majority of Manitobans, and enabling future growth products like MTS TV, which was launched in 2003
- 2004 Acquisition of Allstream, gaining a peerless national broadband IP network, a suite of next-generation products aimed at the business market, and the expertise of 3,000 employees nationwide
- 2005 Acquisition of Delphi Solutions, strengthening MTS Allstream's abilities to deliver converged IP services across Canada
- 2006 Launch of EVDO network in Manitoba, spurring wireless growth by providing wireless high-speed Internet access wherever cell phones work
- 2007 Acquisition of Quebec-based Multinet Communications strengthens MTS Allstream's Unified Communications service and delivery capabilities.



Leading-edge technology and a passionate and motivated workforce are among MTS Allstream's many strengths. PHOTO: ISTOCKPHOTO.COM

This report was produced by RandallAnthony Communications Inc. ([www.randallanthony.com](http://www.randallanthony.com)) in conjunction with the advertising department of The Globe and Mail. Richard Deacon, National Business Development Manager, [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com).

On the human network, the team you follow now follows you. Welcome to a place where players appear in the palm of your hand. Where a goal is as close as the nearest screen. To a network where passion, points and playoffs merge with voice, video and data. Anywhere. The story continues at [cisco.com/humannetwork/ca](http://cisco.com/humannetwork/ca).



"Penalty Kick." Ladakh, India.  
Image courtesy of the human network.

welcome to  
the human network.







“As Canada’s leading provider of software for the mortgage and real estate industries, our ability to respond quickly and effectively to client needs is a vital part of our commitment to customer satisfaction. MTS Allstream upgrades to our telecom systems have helped in this regard by improving our data speeds, response times, customer satisfaction and ROI.”

Andrew Lo, Executive Vice President, Technology, Filogix, Toronto, Ontario, on MTS Allstream’s improvements to Filogix’s network connections, technology convergence, call centres and video conference systems.

## MTS Allstream and the greening of business

There are no simple solutions to the challenges of climate change – but transforming business communication practices may be one of the most effective.

“The overall impact of transportation on air quality and climate change is extremely high, and there’s no doubt that business-as-usual practices are a huge contributor,” says Dr. Quentin Chioti, climate change director and senior scientist at Pollution Probe. “If we could change those practices, primarily through telecommuting but also through tele-meetings and work-related travel behaviour, that would have a significant impact on emissions as well.”

While virtual workplaces, meetings and conferences are not new, a convergence of

public concern about climate change and technological innovation has recently sparked tremendous uptake of these telecom solutions.

“We’ve worked with businesses to adopt and support transportation-demand-management for some time. How do we help companies get their employees to and from work with less harmful impact on the environment in ways that also help productivity and social well-being?” asks Dr. Chioti. “Today, a growing number of companies recognize that carpooling, teleworking and providing incentives on public transit passes are good for employee morale and overall productivity. Technology has evolved to the point where a lot of the corporate concerns about having people always show their face

in the office is becoming less of an issue.”

Dr. Chioti says making the most of new technologies goes beyond video conferencing. “It’s about being totally plugged in to people in all the different offices of a corporate structure. The ability to communicate clearly and quickly in real time is going to make the need to jump on a plane or drive 400 kilometres for a meeting less necessary. That will obviously have a very positive impact on the environment,” he says.

At MTS Allstream, manager of community relations Michael Bouliane is among the corporate leaders driving this technological transformation. “Being a modestly sized telecommunications company, we have a much smaller footprint than some of the big

Canadian enterprises – so where we’re really going to have a significant impact is helping enterprise customers reduce their own carbon footprints and those of their employees,” he says. “We can help our corporate customers cut down on the daily commuter travel of their employees through tele-work, and on air travel through MTS Allstream’s teleconferencing and video conferencing solutions.”

As well as being cost effective and good for the environment, adoption of MTS Allstream’s tele-work and teleconferencing technologies provides a significant business advantage. “It can be more efficient, meaning you get to certain tasks or decisions earlier, because you don’t have to arrange travel,” says Jeff Curtis, director of human

“The ability to communicate clearly and quickly in real time is going to make the need to jump on a plane or drive 400 kilometres for a meeting less necessary.”

resources shared services at MTS Allstream. Through live meetings and online collaboration, people can get together instantly to create, revise, update and exchange information.”

Those advantages are important now, but they may become even more essential in the years to come. “We all know that we have an aging population, and organizations will be competing to attract and retain talent,” adds Mr. Curtis. “What we’re starting to experience already is that, when those potential employees are being interviewed, they want to know what your company does in terms of community and the environment. Socially responsible companies have a significant advantage in attracting and retaining top talent.” ■

## Information asset protection vital concern

Are your organization’s information assets secure?

If not, the ramifications could be severe.

Today, both legislation and security standards exist regarding the security of such information. Should the confiden-

tiality, integrity or availability of information be compromised, the consequences could include financial penalties, loss of reputation and loss of customer trust.

Michael Rowen, managing director of national security practice for MTS Allstream,

says antivirus and firewall protection are not enough. “What organizations have historically fallen short on is the creation of an overall security program towards information asset protection.”

He says an additional layer of security is necessary. MTS

Allstream’s services, for example, range from security strategy and policy development to the implementation of technologies that safeguard organizations’ information assets.

“We help organizations build out policies and procedures, establish an approach to identify the risk that may exist on information assets and the network, and identify safeguards and security controls that can be implemented to reduce that risk,” says Mr. Rowen.

Organizations need to identify their requirements for protecting information assets, including any legislation or security standards that may be applicable to them. For example, the ISO 27001 is a security standard that provides best practices for protecting the confidentiality, integrity and availability of information and information systems. “ISO 27001 provides a widely accepted security standard that organizations can use as a guideline on which to base their security program,” says Mr. Rowen.

“MTS Allstream helps organizations identify which legislation and standards apply, and use that guideline to perform an assessment, identify gaps and assist in addressing those gaps,” he says.

MTS Allstream has a number of partners whose technologies it implements to deal with security shortfalls.

One partner, Websense Inc. Canada, offers two main solutions.

Web filtering – without which an organization’s users can access any site, any time – allows an organization to establish and follow through on an individualized Internet access policy. Policies can be enforced through complete blocks, quota blocks – allowing employees a maximum amount of time online – or blocks during work hours.

“We mine and analyze approximately 600 million websites a week for malicious codes and hacks as we categorize them. These categories range from shopping, sports and entertainment to spyware or pornographic,” says Fiaaz Walji, country manager for Websense Canada. An organization could then allow access to news and sports websites, but refuse access to sites that have been compromised or deemed unsuitable.

Websense also offers MTS Allstream customers information leakage protection. “Our Content Protection Suite prevents both internal and external data loss and information leaks. We discover where the data is located, monitor and protect it, securing who and what can go where and how. This helps improve business processes, manages compliance and creates risk management policies,” says Mr. Walji.

Mr. Rowen says security technology is a great start, but needs to be used properly.

“The technology has to be tied into the company’s security policies and procedures... so that it is properly managed

and monitored to ensure that the client gets maximum value and protection from it.”

He says that is where using a risk management approach is essential. “The idea of risk management is to identify where the risks are and the potential impact on the organization if the vulnerabilities are exploited. Organizations should focus and plan their security spending to align with business objectives and areas of greatest risk.”

MTS Allstream works with medium to large enterprises, all levels of government, the financial sector and the energy sector.

More recently, the company has started serving the retail sector as well. With new Payment Card Industry (PCI) Security Standards in effect, MTS Allstream has become a PCI Qualified Security Assessor, which enables it to assist organizations that handle credit card data to ensure the proper application of security measures and controls in accordance with the PCI Data Security Standard.

“With these standards and requirements, whether government legislated or not, organizations need to have proper governance and structure in place and recognize that information protection requires understanding the security requirements on the organization, addressing risks through planned alignment of people, process and technology, and should not be undertaken in an ad hoc manner,” says Mr. Rowen. ■

IT security is unpredictable. New, more sophisticated exploits emerge every day and attacks come from both outside and inside your organization.

**WE FIND THEM BEFORE THEY FIND YOU™**

Today’s security solutions are not effective against tomorrow’s threats. Learn how the security landscape is changing, and what you need to do to get protected.

[www.websense.com](http://www.websense.com)

Happy Secure Anniversary MTS Allstream

**WEBSense**



According to Michael Rowen, managing director of national security practice for MTS Allstream, antivirus and firewall protection are insufficient means of protecting valuable data. He advises companies implement additional layers of security, beginning with security strategy and policy development and the subsequent deployment of technologies to safeguard information assets. PHOTO: ISTOCKPHOTO.COM



“ At Rocky Mountaineer Vacations, we strive to provide spectacular vacation experiences to our guests from around the world. Reliable, innovative telecom services that connect us to our international guests as well as our 1,900 affiliated travel agencies across Canada and the U.S have become critical to our success. MTS Allstream is an important business partner and we value their expertise. ”

Bob Nice, Executive Vice President, CFO, Rocky Mountaineer Vacations, Vancouver, B.C., on MTS Allstream's recent upgrades to the company's call centre infrastructure and applications.

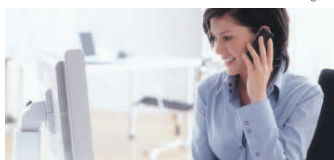
## Simplifying communications in a complex world

These days almost everyone has a cell phone, a home phone, a business line, a fax number and at least one e-mail address. But despite this plethora of communications tools, it can be difficult to actually reach another person. Deciding which number to call first, or whether it would be better to send an e-mail – and to which account – causes needless confusion.

An answer is in sight. According to Jeff Raikes, president of Microsoft's Business Division, "Software is set to transform business phone systems as profoundly as it has transformed virtually every other form of workplace communication." Mr. Raikes illustrates the inefficiencies of the

standard telephone by pointing to a Harris Interactive Service survey that found two-thirds of business phone calls end in voice mail messages. As a result, many information workers spend the equivalent of three full work days each year playing phone tag and leaving voice mails.

New Unified Communications solutions, however, aim to simplify and improve how people communicate and work. By leveraging IP-based technology to converge network resources onto a common platform, the software eliminates bottlenecks to information flow and encourages productive collaboration among workers. Among the benefits, the software strength-



Despite a plethora of communications tools at our fingertips, connecting with colleagues can be difficult. MTS Allstream's unified communications solutions, however, aim to improve information flow and enhance collaboration among workers.

PHOTO: ISTOCKPHOTO.COM

### A suite of choices simplify/improve communications

MTS Allstream's Collaboration Suite leverages Microsoft's Real Time Collaboration technologies, integrating them in a hosted environment to deliver optimal collaboration to users, wherever they are. Among the solutions the **MTS Allstream Collaboration Suite** includes:

- **Hosted Microsoft Live Meeting** enables colleagues to collaborate in a one-to-many environment.
- **Hosted Microsoft Live Communications Server** offers private and secure instant messaging, audio/video conferencing, application and document sharing capabilities.
- **Hosted Microsoft Exchange** enhances e-mail commu-

nication capabilities from any location and with an array of wired and wireless device options.

- **Hosted Microsoft SharePoint** enables information management, sharing and collaboration, facilitating team-oriented websites for information and document sharing.
- **Also available:** Journaling and Archiving; dual factor security with antivirus and anti-spam protection; Non-Stop Mail; Information Rights Management; Enterprise BlackBerry Services; and support for Microsoft Windows Mobile-enabled devices.

To learn more, visit [www.allstream.com/acs](http://www.allstream.com/acs).

ens connections between people and data and allows organizations to yield higher productivity.

Julija Noskova, MTS Allstream senior marketing manager for unified communications, explains, "Unified Communications combines instant messaging, voice, video and audio conferencing. It's a way of simplifying things. For example, you can receive all your voice mails into your e-mail, listen to them in order of priority, forward them to anyone via e-mail or respond from wherever you are."

Bryan Rusche, unified

communications and collaboration product manager for Microsoft Canada, says, "Unified Communications increases the likelihood of reaching someone on the first try. You'll be able to use the 'Presence' feature to see if someone is in the office and whether they are on the phone or in a meeting. And you'll be able to call one number and even if the person does not pick up, leave both a voice mail and an e-mail message, all at once, to increase the chance of reaching them quickly."

Microsoft has partnered with innovators such as MTS

Allstream, which will implement the solutions and integrate them into its customers' business environments. The result will help companies adopt this new technology for collaboration and mobility and ensure appropriate levels of security. "Companies such as MTS Allstream make it simple to get these services up and running," says Ms. Noskova. While some businesses may choose to switch to these flexible solutions all at once, others may opt for a phased-in approach.

Ms. Noskova points out another benefit of MTS All-

stream's Unified Communications solutions. "They enable greater work-life balance by offering employees a flexible working environment and the ability to work from wherever they are," Mr. Rusche agrees. "Unified Communications solutions are a much-needed response to the changing, more mobile workplace environment," he says. "They enable colleagues to meet and communicate online with confidence, and improve collaboration by bringing features such as file sharing, whiteboarding and video conferencing to the desktop." ■



All we are saying is give perfectly good hardware a chance.

VoIP is the future. So step into it. Not by ripping and replacing, but by sticking with the here and now. It's possible because now moving to VoIP isn't about hardware. It's about software. You can keep your hardware – your PBX, your gateways, even your phones. Move to VoIP with software. Software that

integrates with Active Directory®, Microsoft® Office, Microsoft Exchange Server, and your PBX. Maximize your current PBX and phone investment and make it all part of your new software-based VoIP solution from Microsoft. Your hardware is ready when you are. Learn more at [microsoft.ca/voip](http://microsoft.ca/voip)

**VOIP AS YOU ARE.**

Your potential. Our passion.®

**Microsoft®**

# IT'S ABOUT

## SECURING SCOTIABANK'S MOST VALUABLE ASSET

As one of North America's premier financial institutions, Scotiabank has built a solid reputation for understanding what their customers need, and guaranteeing that the millions of transactions from thousands of locations are handled in a secure and reliable environment.

As part of an ongoing effort to provide the highest levels of security, Scotiabank partnered with Allstream to undertake a comprehensive review of a security infrastructure supporting an important new initiative. By taking the time to get a thorough understanding of their systems and needs, Allstream was able to design a solution that provides the bank with additional backup and recovery capabilities and helps them increase the reliability and availability of its information security systems.

The result was a solution that met and exceeded Scotiabank's expectations providing them with greater operational control, ensuring that Scotiabank is able to continue its commitment to provide the best service to its customers. "By partnering with Allstream, Scotiabank is able to protect our most important asset: our customers." Kim McKenzie, Executive Vice-President, Information Technology and Solutions.

Thousands of companies, like Scotiabank, have already benefited from the Allstream difference. Call us today to find out how our solutions can help your business.



For more information,  
call **1 877 379-4311**  
or visit **[www.allstream.com](http://www.allstream.com)**

IP CONNECTIVITY | UNIFIED COMMUNICATIONS | SECURITY | IT CONSULTING

©Manitoba Telecom Services Inc., used under license.