



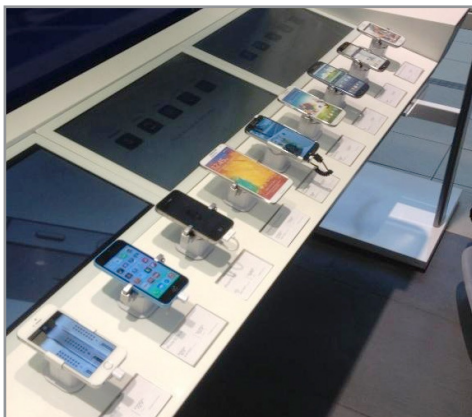
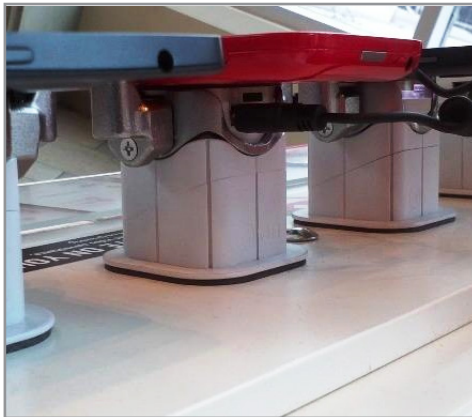
MTI SUPPORTS BELL IN RETAIL AND SERVICE

Customer Case Study: Bell Canada



CUSTOMER:
Bell Canada

INDUSTRY:
Retailer of Consumer Electronics



BACKGROUND

MTI has been the primary security supplier of live and mock phones and tablet devices within Bell, Virgin, and The Source (corporate and dealer) locations across Canada since 2013. MTI provides call center support in English and French, break/fix on-site support, installation, and semi-annual preventative maintenance on the install base of Micro UM positions.

TIMELINE

2013

- MTI was selected, through an RFP, as the primary security supplier of in-store phones and tablets for Bell, Virgin, and The Source corporate locations using Micro UM.

2014

- Bell completed the roll-out of approximately 500 Bell/Virgin locations with Micro UM, custom bracket solutions both direct in-store and through fixture companies.
- Bell rolled out its updated Fibe displays with Micro UM within Bell and The Source locations to support their Residential TV services
- Completed quarterly preventative maintenance store visits to the Micro UM install base using MTI techs

2015

- Bell and Virgin completed a conversion of ~400 dealer locations to the Micro UM platform
- Added call center support through to MTI customer service for Bell/Virgin stores
- Bell signed a 2 year contract renewal for hardware and preventative maintenance service

RESULTS

Geo View:

- MTI is a preferred hardware security partner for live phones, tablets in store as well as supporting this technology.

Engaged Opportunities:

- Retail Merchandising:
 - Annual NSO / Retrofit schedule
 - Corporate Fixture upgrades
 - New device launch support
 - Dealer upgrades
- Service:
 - 2 year PM service contract through 2017 / contact center support

Potential Areas Growth:

- Round Freedom Micro for Virgin
- Core 2 for Bluetooth accessories / wearables
- Continuity PM Service visits