

## BMMA Announces Winners of 2013 Best in Class Marketing Awards

*TELUS awarded Provider Award; Alcatel-Lucent awarded Vendor Award; TDS Telecom and Kindsight awarded Partnership Award at recent BMMA Annual Meeting held in Tampa, FL.*

Biloxi, MS (PRWEB) May 29, 2013 - The Broadband Multimedia Marketing Association (BMMA) recently announced the winners of the 2013 Best in Class Marketing awards.

“Each year the BMMA ([www.bmma.us](http://www.bmma.us)) recognizes teams and companies that demonstrate innovation or excellence in marketing broadband services,” said Ellis Hill, President of ResearchFirst, Inc., the BMMA’s operational firm. This year’s awards went to two service providers and two vendor companies that best displayed excellence or innovation in broadband product marketing theory, practice or operations.

The winners are:

1] TELUS ([www.telus.com](http://www.telus.com)): ‘GPON Sell As You Build’ Sales Program

“Sell as You Build” is a Go to Market strategy that TELUS developed for their Brownfield fibre to the home community builds in Western Canada.. The Sell as You Build Sales Program enables TELUS to shorten the payback period of fibre to the home builds by accelerating adoption.

To drive customer awareness and interest in Optik TV and Internet, TELUS leverages the “hype” and visibility of trucks and crews in the neighborhood to engage with residents and discuss the potential disruptions inherent with construction with the good news of improved service. The primary message: The TELUS fibre optic network is here, bringing the best entertainment experience available with Optik TV.

After two small successful pilot campaigns in 2011, they officially launched this as a sales program in April 2012. The Sell as You Build program will continue throughout 2013.



Kate Baillie, Director - Internet & Voice Services Marketing for TELUS, accepts the Best in Class Provider Marketing Award from Ellis Hill, BMMA Executive Director.

## 2] Alcatel-Lucent ([www.alcatel-lucent.com](http://www.alcatel-lucent.com)): Motive Customer Experience Solutions (CXs) Portfolio Launch

Alcatel-Lucent addresses the diverse needs of service providers with a comprehensive approach to customer experience transformation. This approach is supported by Motive Customer Experience Solutions (CXs), a robust and flexible portfolio of software and services. This modular portfolio is equally well suited for fulfilling senior executive visions and executing stakeholder challenges.

The Motive portfolio of Customer Experience Solutions was [launched on February 7, 2012](#) and linked to a one-minute "[commercial](#)." The campaign ran for the first half of 2012.

The Motive Customer Experience Solutions (CXs) portfolio helps service providers forge stronger and more valuable customer relationships. These solutions and services enable service providers to foster long lasting brand loyalty by building customer-focused improvements into their products and services.

## 3] TDS Telecom ([www.tdstelecom.com](http://www.tdstelecom.com)) and Kindsight ([www.kindsight.net](http://www.kindsight.net)): 'TDS Hacker Alert' Sales Program

The TDS Hacker Alert sales program is a comprehensive joint initiative between TDS Telecom and Kindsight, spun into Alcatel-Lucent on April 1, 2013, to launch the new TDS Hacker Alert product that is based on the Kindsight Security Services platform. The program included sales training, product demonstrations, videos and a sales incentive program. The goal was to drive sales of the new product to TDS Telecom subscribers through the TDS Sales team. The program was a huge success as it easily surpassed all metrics and Hacker Alert became the fastest selling value-added service in company history.

TDS Hacker Alert provides subscribers network-based security for their home network without needing to install anything on their home PCs and other devices, and without any impact to their broadband Internet connection. Hacker Alert is promoted as an additional layer of security on top of TDS Internet Security and other security services.

TDS Telecom researched and performed extensive analysis of malware infections among residential subscribers as well as both internal and external cost analysis regarding customer infections. The conclusion was that network-based security would be a valuable offering for their subscriber and would nicely complement TDS Telecom's comprehensive portfolio of security related products.

Hacker Alert can be offered as a standalone product or bundled with other products in "Plus Packs", such as anti-virus software and premium technical support, to provide complete end-to-end security and remediation services that generate additional revenue. Kindsight customized the product to incorporate existing tools offered by TDS, such as TDS Internet Security, and to upsell these tools as part of the service.



Brendan Ziolo, VP-Marketing for Kindsight, and Matt Apps, Internet Product Management & Development for TDS Telecom, accept the BMMA Best in Class Partnership Award.

#### About the BMMA

The BMMA is an international organization dedicated to helping telcos advance the adoption and use of broadband services.

Member companies: Actiontec Electronics, Afni, Alcatel-Lucent, AT&T, Bell Aliant, Bell Canada, Calix, CenturyLink, Cincinnati Bell, F-Secure, Front Porch, Frontier Communications, GVTC, Hawaiian Telcom, Kindsight, MTS Allstream, North State Communications, Netsweeper, Pace Americas, Radialpoint, SaskTel, Sonic.net, Synacor, Tbaytel, TDS Telecom, teleNetwork, TELUS, ThruView, Windstream and ZyXEL.

Executive Director: ResearchFirst, Inc. ([www.researchfirst.com](http://www.researchfirst.com))

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