



TELMAX

Case Study: Transforming telMAX's Locating Process with Geolantis.360

telMAX is a Canadian telecommunications company providing high-speed, reliable internet services through its Pure Fibre Network. Serving communities such as Aurora, Newmarket, Stouffville, and Brooklin, telMAX emphasizes customer-centric and community-focused values.

KEY HIGHLIGHTS

- 5,543 sq mi coverage area
- 50 - 70% faster locating processes
- 3 weeks to 1 week reduced timelines
- 3 years Canada's fastest ISP



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— **Jacob Eves**

Damage Prevention Specialist

MEET TELMAX

In Ontario's growing communities, telMAX is on a mission to provide high-speed, reliable internet through its Pure Fibre Network. Serving towns like Aurora, Newmarket, Stouffville, and Brooklin, telMAX isn't just laying down cables; it's strengthening the community. Recognized as Canada's fastest Internet Service Provider by PC Magazine for three years running, telMAX is all about transparency, community engagement, and top notch technology.

At the heart of this mission is a dedicated team of Damage Prevention Specialists: Jacob Eves, Jordan Engineer, and Frank Reeves, led by Damage Prevention Manager Stefania Selvaggio. Their job? Map out underground utilities to expedite municipal consents, avoid rework during construction, and capture digital asbuilts post construction to prevent damages — tasks that are crucial for telMAX's goals.

THE CHALLENGE: OUTSOURCING DELAYS

“Before we came on board, telMAX was outsourcing a lot of their pre-engineering locates,” Jacob explains. “If those companies were handling one or two areas, it might take them three weeks.”

These delays weren't just inconvenient; they were slowing down telMAX's ability to expand quickly and efficiently. Outsourcing was expensive and time-consuming. These external teams didn't have the in-depth understanding of telMAX's needs or the urgency needed to keep up with the company's growth.

Jacob and his team knew there had to be a better way.



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“Geolantis fit the bill perfectly.”

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3 years in a row
Canada's fastest ISP

DISCOVERING GEOLANTIS.360: A REVELATION

When Jacob, Jordan, and Frank joined telMAX in early 2024, they brought a wealth of experience from their previous roles. “We’ve all got solid knowledge of the locating industry—what needs to be done and how to do it,” Jacob says.

From the start, they decided to use Geolantis.360, a GPS-based software designed to streamline the locating process. “We started with Geolantis when we joined the company,” Jacob notes. “It’s the only software we’ve used here.” They needed a tool that could handle complex work efficiently. Geolantis fit the bill perfectly.

IMPLEMENTING GEOLANTIS.360

Getting started wasn’t entirely smooth sailing. “We went through a lot of troubleshooting at the beginning,” Jacob admits. They faced challenges with device compatibility and coordinating internally. “With an internal locating team and new technology, our processes needed review,” he recalls. Jacob quickly points out that these were normal concerns experienced when adopting a new process or tech. “Looking back, I don’t think it was anything to do with Geolantis.360,” he says. “It was more about adjusting our workflows to meet our high marks for growth.”

Despite the early hiccups, the team pressed on. With support from PelicanCorp’s Geolantis.360 Subject Matter Expert, Abe Alpuerto, they navigated the setup process. “Abe is super responsive,” Jacob says. “Anytime we need to jump on a call, he’s available.”



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“What used to take 3 weeks now takes us less than a week.”

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50 - 70% faster
locating processes

THE IMPACT: EFFICIENCY AND PRODUCTIVITY BOOSTS

Once fully integrated, Geolantis significantly improved telMAX's efficiency and productivity. “What used to take three weeks now takes us less than a week,” Jacob reports. The software streamlined their work, cutting process time by 50 to 70%.

This boost in efficiency saved money on outsourcing and allowed telMAX to speed up the rollout of its Pure Fibre Network. “We're delivering results, and everyone is happy about that,” Jacob says. “People are pleased that we can move through neighborhoods quicker and get things in the ground faster.”

STANDOUT FEATURES

Several Geolantis.360 features made a real difference for the team. Custom symbols, like their loss-of-signal marker, helped ensure clear communication with engineers. “It makes it easy to flag areas where we've lost the tone or can't find something,” Jacob explains. The software's reliability was another key advantage. “You can turn the receiver on and off all day, and it reconnects instantly via Bluetooth,” Jacob says. “It's simple and stays connected—it's awesome.”

FRANK'S EXPERIENCE: ADAPTING TO NEW TECH

Frank Reeves, a seasoned professional, was skeptical about adopting new technology. “Having done this before using the conventional method of painting and everything else, I was a little unsure,” he admits. Geolantis.360 quickly changed his mind. “The functionality of the software and how it looks on my screen—it's awesome,” he says. He appreciates how user-friendly it is, which is crucial for a team that needs to work efficiently. “The interface with the user is great,” Frank confirms.

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— **Frank Reeves**
Damage Prevention Specialist



100%
pure fibre network

EXPANDING THEIR USE OF GEOLANTIS.360

The team isn't stopping at pre-engineering locates. They're finding more ways to use Geolantis.360 within telMAX.

“Now we're marking our own infrastructure that's in the ground,” Jacob shares. “We're using the measurement tool a lot, telling them exactly where things are so when they need to install or fix something, they know precisely where it is.”

This not only boosts efficiency but also enhances safety and accuracy. Having exact data on their infrastructure helps prevent damage and makes maintenance smoother.

SUGGESTIONS FOR IMPROVEMENT

Always looking to make things better, the team has ideas for enhancing Geolantis.360. “Is there a way we can change the number of features that appear when we're plotting points?” Jacob asks. “Instead of just having the top three features, maybe we could have the top five or six. It would be convenient.” Feedback like this tends to highlight the collaborative relationship between telMAX and PelicanCorp, as the team feels heard and supported.



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“We’ve got nothing but good things to say. It streamlines our work.”

— Jacob Eves

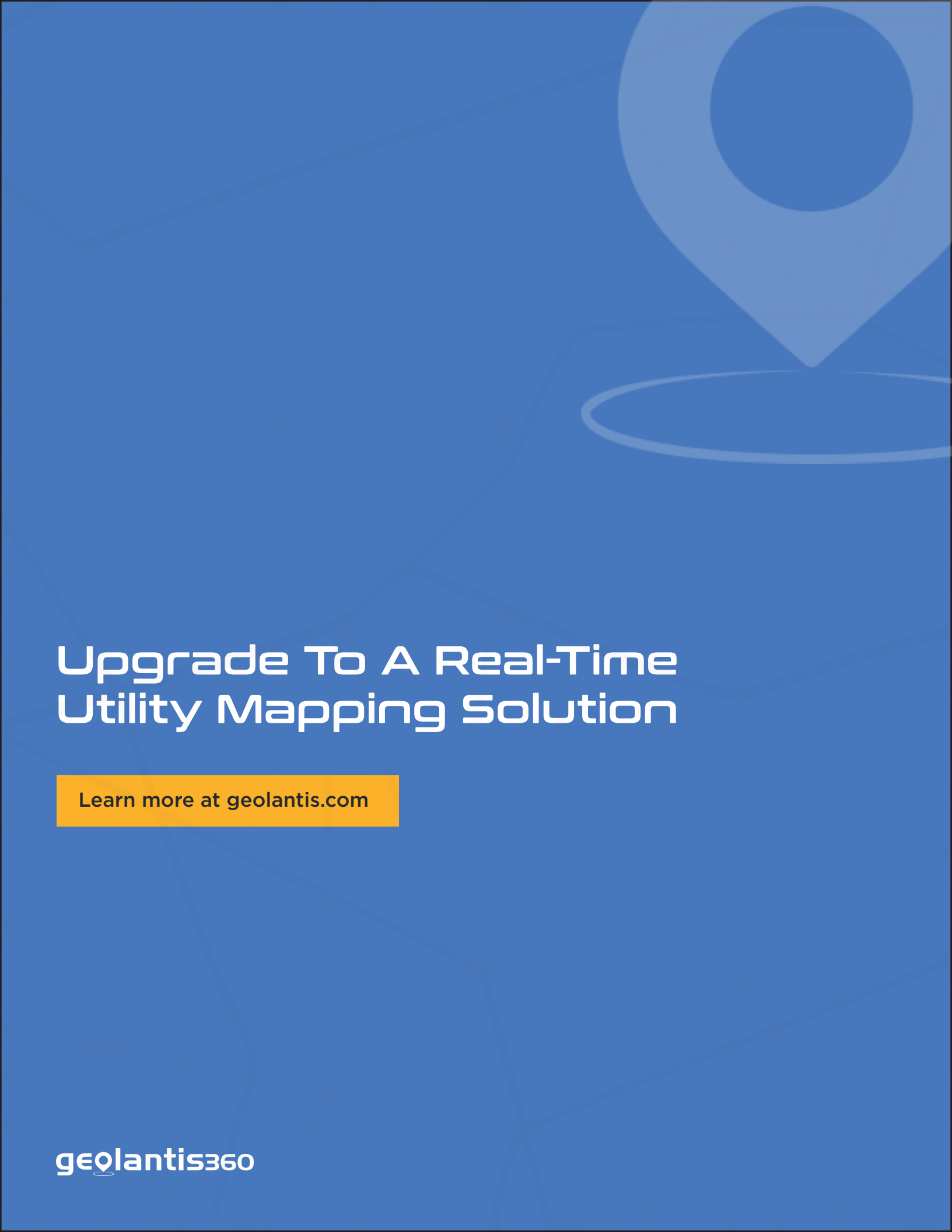
Damage Prevention Specialist

LOOKING FORWARD

For telMAX, adopting Geolantis.360 has been a game-changer. It transformed their locating operations, allowing them to bring critical processes in-house, save money, and work much faster—all without losing accuracy. “I think it can really speed up a lot of processes,” Jacob concludes. “It streamlines our work. We’re moving a lot quicker, which is great because we’re delivering results.”

When asked if he would recommend Geolantis.360 to other companies, Jacob doesn’t hesitate. “Yes, absolutely,” he says. “We’ve got nothing but good things to say about it so far.” In an industry where time, accuracy, and efficiency are crucial, telMAX’s experience with Geolantis shows how the right tools and a dedicated team can make all the difference. telMAX continues to set standards—not just in internet speeds, but in how they operate day to day.





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