



The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

LOCATION:
Broomfield, CO, US

ORGANIZATION:
Everything Everywhere Limited

YEAR:
2011

ORGANIZATION URL:
<http://everythingeverywhere.com/>

STATUS:
Laureate

PROJECT NAME:
Expanding Network Reliability

CATEGORY:
*Business
Responsiveness*

PROJECT OVERVIEW

Everything Everywhere was formed through the merger of T-Mobile UK and Orange UK. Owned jointly by Deutsche Telekom and France Telecom, Everything Everywhere Limited is the UK's largest mobile communications company, with a customer base of 30 million subscribers. A typical mobile operator within Europe such as T-Mobile UK, will have between 300 to 450 SMS bilateral agreements (GSM AA.19 contracts or GSM Roaming Agreements) with other mobile operators for the purposes of sending and receiving SMS messages. Some of the text messages sent by customers to friends and relatives outside of the UK weren't getting through. The percentage wasn't high: about 400,000 out of a total of 870 million outgoing text messages per month, or less than 1 in 2,000, according to Lee Nightingale, acting interconnect manager for the carrier services group of Everything Everywhere. But that was still obviously plenty enough that the telco wanted to fix it for their subscribers. Messaging networks generally will retry sending a text message for three days before giving up, he said. But the problem is the continued growth in SMS traffic that is clogging up unprepared networks. Everything Everywhere had interoperability agreements with 500 telcos around the globe, enough for agreements with multiple operators in some countries, but not all. That's where failed SMS deliveries were most rife. Rather than going the labor-intensive route of linking more operator agreements one-by-one, Everything Everywhere implemented a single solution that delivered agreements with 940 operators thus expanding the reliability of Everything Everywhere's network dramatically. The number of undelivered text messages sent by its users has plummeted due to an extensive redundant network.

SOCIETAL BENEFITS

Everything Everywhere is using technology to bring the world a little closer. A recent statistic sites there are more cell phones in the world than toothbrushes. Everything Everywhere's extensive redundant network is crucial to supporting a world dependent on mobile communication and



ensuring that all of its customer's communications are sent and received.

PROJECT BENEFIT EXAMPLE

Based on Informa figures it is predicted that SMS traffic worldwide in 2010 will grow 30% from last year, to 6.5 trillion text messages. Text messaging is becoming the way that individuals connect with one another. This technology allows individuals to instantly communicate despite country location. Text messaging even has the power to save lives. In 2008, a British doctor volunteering in DR Congo used text message instructions from a colleague to perform a life-saving amputation on a boy. The British vascular surgeon, Dr. Nott knew he needed to perform a forequarter amputation, requiring removal of the collar bone and shoulder blade. He contacted Professor Meirion Thomas, from London's Royal Marsden Hospital, who had performed the operation before. "I texted him and he texted back step by step instructions on how to do it," he said. Amazingly the surgery was a success and the young boy was able to make a full recovery. With an increasing number of examples where text messaging has affected and saved lives, it is crucial that the technology can keep up with the demand for text messaging to ensure that the messages are received.

IS THIS PROJECT AN INNOVATION, BEST PRACTICE? Yes