

CASE STUDY

Telefónica UK

One of the leading services that Telefónica UK provides to its customers is its My O2 application. Through this critical application, the company can deliver a more intuitive user experience for customer care support and enable its customers to manage their account.

After several years of organic growth and development, the system behind the My O2 app had reached its physical limits and Telefónica needed to re-architect their digital infrastructure to facilitate continuous growing customer demand and enhance its functionality. PlatformDIGITAL™ from Digital Realty was Telefónica's infrastructure platform of choice to support their future growth plans.

The Challenge

In order to better serve customers, Telefónica needed to expand the capabilities of its My O2 application that is used to on-board new subscribers and allow existing users to manage their accounts. However, their existing infrastructure had reached its capacity and needed significant re-architecting to be able to support their growth plans.

The infrastructure to support My O2 had developed organically over several years, which meant Telefónica needed to work with a strategic partner to rationalise and

optimise their design and approach. The project had added complexity due to assets being spread across a data centre location. Digital Realty's Sales Engineers worked alongside Telefónica's team and concluded that redesigning a new, consolidated infrastructure would result in simplified system administration, and the provision of a platform that enabled them to easily scale for future growth.

The Solution

Telefónica selected Digital Realty's PlatformDIGITAL solution because it could deliver flexibility and customisation. This would mean their digital infrastructure could scale to support the future growth of its growing customers and enhanced functionality of the My O2 application.

Digital Realty designed the PlatformDIGITAL™ solution, using a blend of Network and Data Hub models. This enabled Telefónica to consolidate several dispersed racks into a single, secure environment in the Digital Docklands, Sovereign House data centre in London.

The solution included:

- PlatformDIGITAL™ Data Hub to localise data aggregation, staging, analytics, streaming and data management to optimise data exchange and maintain data compliance.

“With PlatformDIGITAL™ we have resolved issues of scalability that were limiting the potential of the My O2 account management application – and improved the experience of our customers. With the assistance of Digital Realty, we have been able to consolidate and upgrade our assets to create a seamless, scalable digital infrastructure that is more secure and efficient, capable of meeting increased demand as we continue to attract new subscribers to our network.”

JOSÉ PLANA MARIO
PRINCIPAL SRE, TELEFÓNICA UK



TELEFÓNICA UK COMPANY PROFILE

- Under the O2 brand, Telefónica is the second largest mobile operator in the UK.
- Telefónica and Liberty Global announced an agreement to combine Virgin Media and O2 into a 50:50 joint venture in May 2020, bringing together the fastest broadband network and the largest mobile platform in the UK.
- The company is part of Telefónica S.A., which is one of the world's largest telephone operators and mobile network providers, employing around 115,000 people across Europe and Latin America.

“We’re proud to be a strategic partner for Telefónica, supporting their growing ambitions with PlatformDIGITAL™. By delivering Telefónica’s critical infrastructure behind the My O2 app, we have provided a cost effective, future- proof and scalable platform from which they can grow their user base and continue to improve the service they offer to their customers.”

JEFF TAPLEY
MANAGING DIRECTOR EMEA, DIGITAL REALTY

- PlatformDIGITAL™ Network Hub to optimise network performance and provide a choice of network connections.
- Flexible infrastructure to support future development of the My O2 application.
- Upgraded power supply.
- Optimised cooling.
- 99.999% uptime guarantee.
- 24/7 on-site security with additional biometric and proximity-card protected premises.

The Outcome

By re-architecting the digital infrastructure behind the My O2 application, Telefónica could scale in line with their growing customer base, as well as improve its customer experience through added services. This includes biometric fingerprinting for faster customer login, a new artificial intelligence (AI) virtual assistant allowing customer interaction based on cognitive intelligence and the capability to provide exclusive content and promotion to users.

Additional outcomes included:

- Lower overall cost-per-unit operations.
- Improved performance with increased speeds.
- A seamless migration with no downtime or impact to customers who actively use the My O2 app.
- Full compliance with industry and security standards.
- A scalable infrastructure ready to support the growth in number of My O2 users.

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