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
• 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.

“‘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

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