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EE: Reducing Costs and Complexity with SAP® Intelligent Hubbing 365

Executive overview

Company

Vision

Why SAP

Solution

Benefits

Company
EE

Industry
Telecommunications

Products and Services
Mobile and fixed-broadband communications

Web Site
www.everythingeverywhere.com

SAP® Solutions
SAP® Intelligent Hubbing 365 mobile service

EE is the United Kingdom's largest communications company, providing mobile and fixed-broadband communications services to millions of customers through the Orange and T-Mobile brands. With SAP® Intelligent Hubbing 365 mobile service, the company offers its customers **a better messaging experience.** SAP also helps EE expand its reach by connecting it to over 6.1 billion mobile devices.

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Keeping millions of UK customers connected

With 27 million customers, EE leads the mobile and fixed-broadband communications services market in the United Kingdom. The company was formed through a merger of T-Mobile UK and Orange UK and is backed by Deutsche Telekom and France Telecom.

Recognized for award-winning customer service, EE employs more than 11,000 customer service and retail staff and operates over 700 retail stores across the United Kingdom.

27 million

Customers

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Building the best network with the best service

EE's vision is to give people in the United Kingdom the best network and the best service so they trust the company with their digital lives. Since 2000, the company has invested over £15 billion (€19 billion) in building Britain's largest mobile networks. EE's 4G network now covers more than 55% of the UK population and will cover 98% of the population by the end of 2014.

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Augmenting bilateral agreements with SAP Intelligent Hubbing 365

Mobile operators are under increasing pressure to control costs and improve business efficiencies. However, many operators have been reluctant to move their global SMS interconnection to hosted hub-based solutions, as they are concerned that they may lose hundreds of bilateral agreements if they make this move.

SAP Mobile Services, a division of SAP, addresses this concern as it processes more than 1.8 billion messages per day, reaching over 990 operators and 6.1 billion subscribers around the world. Therefore, SAP Intelligent Hubbing 365 allows operators to maintain existing bilateral agreements to deliver SMS and still provide a global reach.

After issuing a comprehensive request for quotation to hubbing vendors, EE chose SAP because of its global reach and technical expertise. In addition to an existing business relationship between the two companies, EE also chose SAP because of the time it would take to deliver the necessary technology customization for the solution.

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Providing a better subscriber experience

The service deployed by EE, SAP Intelligent Hubbing 365, is composed of multiple physical servers sharing the same Global Title and two different IP addresses behind a load balancer, which is responsible for serving many of SAP's operator customers. SAP Intelligent Hubbing 365 includes a dedicated platform called the number resolution system (NRS), which addresses mobile number portability (MNP), a standard used in many countries around the world.

SAP also provides EE with access to an SMS report manager. This is a hosted, secure, Web-based SMS reporting platform that enables the company to view its international SMS messaging traffic.

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Exceeding projected goals – and beyond

The SAP solution implemented at EE now enables the organization to combine its existing bilateral agreements with the complete SMS reach list of destinations offered by SAP Mobile Services.

SAP helps EE and its subscribers maintain existing bilateral agreements with complete transparency to the people that use its services. Additionally, the company now maintains a high quality of service on all its SMS routes, with improved customer satisfaction from delivering messages to many more destinations.

With SAP Intelligent Hubbing 365, EE has grown its revenues while providing the optimum subscriber experience. The company has also increased retail and wholesale revenue from its international SMS business and reduced operational expenses and management overhead associated with setting new bilateral agreements.

Based upon this success, EE set what it thought was an aggressive revenue target. In light of the company's current performance, it now expects to not only meet but also exceed this aspiring revenue target.

"I would definitely recommend SAP Intelligent Hubbing 365. As a company, SAP is very open, and the working relationship between relevant people to make solutions work is second to none."

Lee Nightingale, Interconnect Manager, EE

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