

O2 UK grows text capacity and capability with phase 2 roll-out of Telsis Intelligent SMS Routing

Mobile network operator O2 UK has begun the second stage of a phased evolution towards an entirely next-generation text messaging network centred on technology from Telsis, supplied via Ericsson.

O2's programme started in early 2006 with an initial deployment of the Telsis technology. Telsis Intelligent SMS Routers and their associated control platforms were configured to intercept all inbound text messages and balance loads across the network to maximise throughput and quality of service. The system also handled key revenue protection tasks.

Now, in a follow-on contract won via its global partner Ericsson, Telsis is expanding the system to handle thousands more messages per second, and reconfigure it to route all person-to-person traffic instantly to target handsets.

The changes will further improve O2's ability to handle increasingly large peaks in traffic caused by seasonal events and mass text voting, and give the operator an enhanced ability to launch new text-based services. O2 already carries more than 30% of the UK's text messages, and regularly carries over 50 million messages per day.

"The stability phase of our programme proved that the Telsis technology makes our messaging network more powerful, more robust and less costly to run. We are now moving confidently forward," says O2's head of network evolution, Peter Lisle. "The Telsis technology is giving us the ability to go on setting records for volume while giving phone users a better experience when sending and receiving text messages. It is also enabling us to consider adding new text-based services in the future."

Telsis pioneered Intelligent SMS Routing and has a leading market share with over 70% of operators that use routing choosing Telsis technology. Intelligent SMS Routing combines massive scalable throughput and programmable intelligence to give networks a significant edge over rivals that rely on slower and less capable legacy messaging infrastructure.



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