

ELECTRALINK VIDEO CASE STUDY TRANSCRIPT

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Abstract: See the story of how the ElectraLink team uses the DTS (Data Transfer System) to sell electricity to commercial companies and how their processes now are better than with a previous system.

Dave Mutton: (*Super: CEO ElectraLink*) ElectraLink is a specialist in electronic data transfer services. We're critical to the UK electricity industry. The UK electricity market has 26 million customers, and any one of those customers can change supplier any day of the week.

Alireza Abdi-Tehrani: (*Super: Client Delivery Executive, EDS, an HP Company*) If the supplier wants to request for your meter to be read, rather than you read the meter, they will send a message to a meter company, which there are several of them, and the meter company, they will send a message back saying, "We read it." And all these messages basically go through the system we refer to as Data Transfer System. The Data Transfer Service application is an EDS-made application, and is basically written and designed specifically for this purpose. We deliver 96 percent of all the messages in the system within ten minutes.

Jim Maud: (*Super: Information Analyst, EDS, an HP Company*) Each of these lines represents a route for a piece of data from a sender to a receiver. It's our job to make sure that it gets from end to end, every time.


Dave Mutton: Well, we had a data transfer service which somebody else built for us in 1998, but we felt that the cost of that was far too expensive. We've appointed EDS to build a new network, and that network has worked well. It's saved us eight million pounds over a five-year period, and the service has worked exceptionally well ever since.

Alireza Abdi-Tehrani: We are responsible for transferring all these flows in a timely manner. It is really critical to get these messages to the destination within the accurate SLA or even sooner.

Jim Maud: What we have on screen here is our fatals log. So anything that happens on the DTS, within 15 minutes we have an engineer there, looking at the problem and resolving it, 24 hours a day, 365 days a year.

Alireza Abdi-Tehrani: The system is extremely secure. Each of the users basically got their own dedicated servers at their site, and the reason for that is so that they can connect that server to the back-end systems, and that allows them to securely enter the central hub and exchange messages. We process on average between 40 to 50 gigabytes a month.

Dave Mutton: The EDS team that we're working with are absolutely excellent. They understand what we're trying to do; they understand our culture for customer service excellence, and they've bought into that and they help us to deliver it. Well, EDS delivered the data transfer service, and it has worked, month in, month out; just about perfection. That relieves us of all the worry of making sure it is working, and we've been able to concentrate more on developing our



business. My view today is that EDS is just about the perfect partner for ElectraLink. I say that based on their — their track record of service excellence. The whole UK electricity market relies on ElectraLink and EDS doing its job perfectly.

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