Case Study E-goi

Rio 2016

Overcoming challenges

e-goi

CASE STUDY

What if you could apply, in your company, the same robust and reliable technology used in Rio 2016?

At any given time… more than 5 billion spectators across the world and more than 6 million visitors are mesmerised by the greatest display of resilience: more than 11,000 athletes from 207 countries fighting to break records and win a medal.

Within a second… this magnificent display of resilience can turn into a daunting scene of terror. What could have happened from one moment to the next?

For example, a delay (even if only by a mere few seconds) in the delivery of an email. Or even worse, if this email never even arrives. Especially if we're talking about security alert emails.

Exactly. We don't associate the Olympic Games with reliance on a robust and reliable email system. A system capable of sending millions of emails to all Rio 2016 "clients" and the almost 45,000 volunteers involved. But just like in any company or organisation, email plays a crucial role.

Clients

The Organising Committee for Rio 2016 had a mission to promote, organise and hold the Olympic and Paralympic Games 2016, following the directives of the Host City Contract, the International Olympic Committee, the International Paralympic Committee and the World Anti-Doping Agency, as well as respecting Brazilian legislation, the Olympic Charter and the IPC Handbook.

Atos has been the official World Information Technology Partner for the Olympic and Paralympic games for over 20 years. It has more than a 100,000 employees in over 70 countries. The success of any Olympic and Paralympic Games depends on a multitude of "behind-the-scenes" technologies". For example, most people don't even begin to imagine the possible consequences of an inefficient email service with inconsistent delivery speeds and poor technical support.

Challenge

Guarantee the fast delivery of transactional emails (275 million deliveries)

Rio 2016 started by working with a French system. This supplier, however, did not have the capacity to guarantee fast and efficient technical support 24/7... not even 1 hour of SLA... let alone sending millions of daily transactional emails (this requires a more complex structure than conventional email).

Continuing with their existing supplier during Rio 2016 was unfeasible..

The main concern was guaranteeing the fast delivery of transactional emails (given the importance of their content). For example:

- **Password recovery emails**
  must not take more than a few seconds

- **Disaster alerts**
  (mainly with the threat of terrorism)

- **Changes in the time or place of competitions**
  (which affects volunteers, the public and even international press)

The failure of any one of these messages could have an enormous impact on the running of the games.

Solution

They knew that they had to assign the project to a company that could perform analysis and management with realistic expectations. They wanted to avoid disappointment.

They found the right solution with the right people: E-goi

E-goi's solution stood out because:

- **It already had a robust product that served Rio 2016's needs**

- **It already had an API integration that was very similar to the previous system (which would facilitate implementation)**

- **They felt that, with E-goi, they would have the flexibility to develop tailor-made solutions**

- **They felt confident that E-goi's technical team would always be available, to ensure the smooth running of the world's greatest event**

All this, together with the ability to quickly implement the solution (which would replace the previous supplier) were paramount in choosing E-goi's platform.

Implementation

Fast implementation and custom developments

Implementation had to be fast in order to replace the previous supplier, without affecting any pre-scheduled mailings. To make all of this possible and, given the complex structure required to serve an event of this size, many technicians were involved to ensure that nothing would go wrong.

In only three weeks, E-goi created and set up a structure capable of sending millions of emails (in under 10 seconds), across the globe on a daily basis. Besides the question of speed issue, there was also the question of deliverability, which was also optimised.

In addition, in only five days, E-goi trained the entire team (both Brazilian and international) that was to use the platform.

During the pre-games period, E-goi detected several points for improvement and developed custom features for Rio 2016 and Atos. This was to give them more control over everything related to the emails they send, and so that alerts would be triggered in the event of a potential problem.
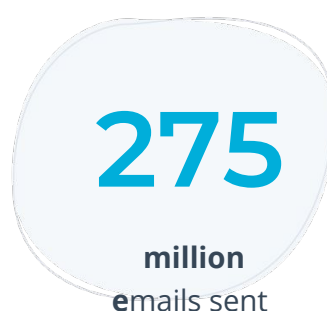
 Some examples of additional custom solutions developed:

- **An email prioritisation system especially for the games**

- **A control panel, especially for Atos, which allowed them to track (in real time) the status of emails sent**

- **An alert system to prevent potential problems**

Results

The E-goi team showed such dedication and involvement that any concerns they (the Organising Committee for Rio 2016 and Atos) had in relation to this project, were quickly suppressed. And this was before the games had officially begun. In other words, they were fully confident that they had made the right decision: to replace the French solution with E-goi's, in record time. The results (see table) proved that the objective was exceeded: **to deliver emails in 10 seconds.**

10 sec
Total Average
of 1 million transactional emails

6 sec
Average
of the top 10%

4 sec
Average
of the top 1%

5
Billion
spectators, 6 million visitors, 11,000 athletes from 207 countries

275
million
emails sent

40%
Average
email opening rates

In addition, the development of custom solutions instilled such confidence that E-goi was promoted to the **official communication solution for Rio 2016.**

E-goi

E-goi offers complete communication and digital marketing solutions, through an online platform which allows sending emails, SMS, MMS and voice messages, all from one place.

In addition, E-goi offers technical support, automatic database validation and the development of custom features tailored to the client's needs (such as Rio 2016, Continente, Boticário, MasterCard, Inditex, etc.)

www.e-goi.com