

CASE STUDY:

Mining - Rio Tinto

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The Brief:

Rio Tinto required the ability to advise maritime technicians, helicopter pilots and other port staff one hour before the arrival of large container ships.

The Solution:

One hour before arrival, administration staff dial into an IVR system and enters forecasted arrival time and other required information. This information then gets converted to a broadcast SMS to be sent to relevant staff. Mission critical broadcasts need to be confirmed via reply SMS. Confirmation information is passed back to management.

Benefits and Results:

Using SMS is a low cost solution for communicating to their large number of employees and contractors. The system has proven reliable with no reported outages or issues to date. The system is used daily and guarantees that on call staff are at the port when container ships arrive.

The Optus/redcoal Difference:

Recognising the mission critical nature of this service, Rio Tinto required unparalleled reliability to ensure messages are delivered immediately. Using Optus/redcoal's advanced messaging platform, extremely high service reliability levels are consistently maintained, allowing Rio Tinto to maintain optimum operational efficiency at all times.

About Rio Tinto

Rio Tinto is a leading international mining group, combining Rio Tinto plc, a London listed public company headquartered in the UK, and Rio Tinto Limited, which is listed on the Australian Stock Exchange, with executive offices in Melbourne. The Group finds, mines and processes the earth's mineral resources - metals and minerals essential for making thousands of everyday products that meet society's needs and contribute to improved living standards.

About redcoal

redcoal is SingTel Optus' Australian provider of the following mobile solutions for their corporate & government and SME channels:

Mobile Messaging – Desktop SMS, APIs & custom solutions
SimPoint - Location based, field force management tools
Mobile Directory.



FOR MORE INFORMATION CONTACT YOUR OPTUS ACCOUNT MANAGER OR SPEAK TO REDCOAL DIRECTLY.



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