

C&W WORLDWIDE DELIVERS A RECORD-BREAKING PUBLIC SECTOR IT PROJECT, SECURELY AND ON TIME.

“ Everything has gone very smoothly. Our internet solution performed flawlessly and the Contact Centre team provided an excellent service to the public. ”

GRAHAM EMMONS, PROGRAMME DIRECTOR FOR THE 2011 UK POPULATION CENSUS

WHAT WE HELPED OUR CUSTOMER ACHIEVE

Cable&Wireless Worldwide was part of the Lockheed Martin UK Consortium, awarded the contract to manage and deliver the UK Government 2011 Census – the first ever to offer the public the option of completing it online. Our role was to provide secure and accurate data capture and support, including internet gateway, data centre and WAN/telephony services.

As probably the last UK census, the UK 2011 Census (gathering key statistics from all the people and households in the country) was one of the largest public sector IT projects ever undertaken. The highly complex programme involved document processing, data centres, internet websites, national helpline phone numbers and the collation of data gathered by 30,000 Census field managers – all within a highly secure environment to protect data privacy.

As well as collecting and processing all their citizens' data securely and efficiently, the Government needed to win people's confidence in the online Census system by making sure the whole process was carried out on time and to budget. The latter point was especially important in a period of austerity.

THE CHALLENGES WE HAD TO OVERCOME

The 2011 UK Census involved collecting and collating population data from 26 million households – described by independent analysts Ovum as a record-breaking project. This huge task required a joint bid tender process, resulting in our commercial bid team working for six weeks with our partners in the US, to support the project tender.

The project timescales were tight: three years from tender to delivery, including the Government's approval of programme designs and processes, two separate pilot tests and training for the huge team involved. As this included 30,000 Census field managers operating door to door across the UK, regular, clear and effective communication was essential.

With the extra challenge of being the first ever Census that households could complete online, we had to protect their personal information to the Government's highest security rating and ensure we delivered all data on time.

HOW WE HELPED

Lockheed Martin chose Cable&Wireless Worldwide as a partner because of our long and impressive track record of delivering high profile strategic public sector projects. Among our work for the UK emergency services, the NHS and Central and Local Government, we had already supported the 2001 Census.

Cable&Wireless Worldwide is an experienced and dedicated supplier of secure, critical communications, as well as specialists in designing and implementing complex hosting and virtualisation projects. We are unique in the UK, in being able to deliver voice, data and mobile communications at every level, from audit, analysis and solution design, through to implementation, support and ongoing management. Cable&Wireless Worldwide also has Security Clearance to Tier 3 – the UK Government's highest rating.

Continued overleaf 

For the 2011 Census, we provided:

- All the Census call centre telephony, including call routing, IVR self-service menus and recorded messages
- Seven secure WANs, with global server load-balancing and internet traffic pipe capacity for 179,000 simultaneous users
- List-X data centre facilities
- Secure private email communication for 30,000 field managers
- Exceptionally high security levels, including ID authentication, firewalls, network intrusion detection and protection against distributed denial of service attacks
- Design and implementation of the website user interface
- Messaging services
- 24/7 Managed Hosting support.

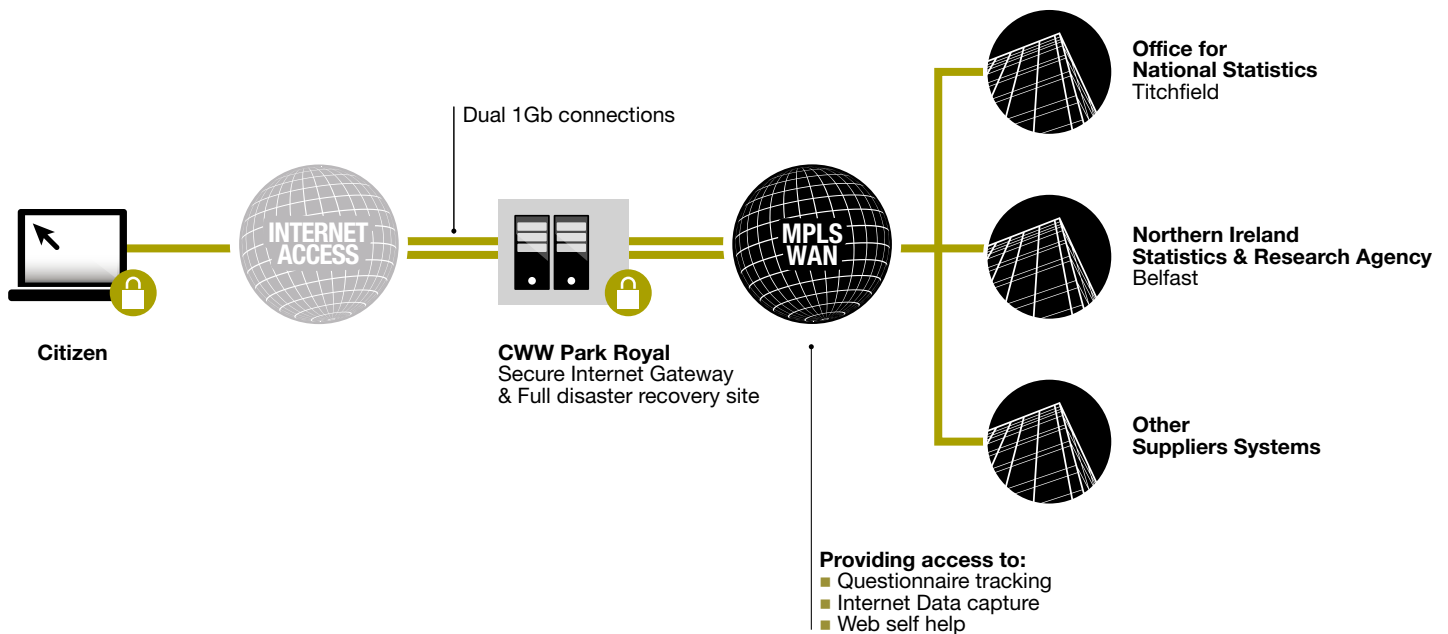
Underpinning all this was the resilience and capacity of Cable&Wireless Worldwide's UK network – the second largest in the UK, and able to cope with up to 26 million households logging on simultaneously.

Throughout the project, we met the Government's objectives of reliably delivering new and better frontline services, adopting best practices, streamlining internal procedures and producing it all within our highly competitive budget.

HOW IT WAS USED

- More than 3 million census forms were completed on-line (out of 23 million in total)
- The Census 2011 Call Centre received up to 80,000 calls per day over a period of nine weeks
- of which up to 57,000 calls per day were put through to call centre staff.

HOW IT WORKED



To see how our comprehensive service offerings can deliver even the most complex projects efficiently and cost-effectively, please contact us:

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Cable&Wireless
Worldwide