



# British American Tobacco

## rapid recovery from a natural disaster

“Considering the physical constraints and overall damage to the undersea cable infrastructure, the team/Orange did an excellent job restoring the basic international connectivity in 17 hours.”

**Ailton Oliveira**

Head of Infrastructure Operations  
British American Tobacco

**highlights**

- major earthquake breaks undersea cables connecting Taiwan to the outside world
- all voice and data communications in and out of Taiwan were disrupted
- traffic re-routed via satellite
- British American Tobacco back online after only 17 hours
- cables fully restored one month later
- British American Tobacco was able to meet its year-end accounting and legal obligations

## issues and challenges

British American Tobacco holds the second largest share of the international cigarette and cigar market through its four major brands. Headquartered in London, the company has 25,000 employees operating in 180 countries and territories around the world.

British American Tobacco has achieved rapid growth in Taiwan, now a major market for the company. The country is served by large undersea telecommunications cables that connect the country to Hong Kong, Japan and other major nearby countries. The cables, used by the Orange network, are also used by other telecommunications companies and by the Government of Taiwan.

On 26th December 2006, a severe earthquake caused the cables to break. All voice and data communications in and out of Taiwan were immediately cut. In addition, the tsunami resulting from the earthquake caused havoc along the coastline and major disruption to power supplies.

- **the objective:** restore voice and data communications in and out of Taiwan as quickly as possible

## the Orange Business Services solution

- While the damage to the undersea cables was assessed, all British American Tobacco voice and data traffic was re-routed via a WAN link with a satellite earth station and then back through the Orange network.
- This required rapid and imaginative rerouting by Orange Business Services engineers and negotiations with the satellite operator to gain favorable commercial terms against considerable pressure from competitors.
- Constant communication between the teams at Orange, British American Tobacco and partner companies ensured that everyone worked with the single-minded aim of restoring connectivity to Taiwan as fast as possible.

## the benefits

The strength of our relationship was demonstrated through full restoration of international connectivity only 17 hours after the tsunami occurred.

### rapid restoration of connectivity

- the earthquake struck at 21.00 GMT on 26th December
- British American Tobacco was back in operation by 13.00 GMT on 27th December
- this was sooner than other providers and the Taiwan Government

### flexibility

- innovative re-routing enabled the use of satellite technology
- the solution was maintained until the cables were repaired and traffic was normalized

### business continuity

- the resiliency built into the Orange Business Services network paid dividends in the face of a major disaster
- no business or manufacturing time was lost
- the company met all its year-end legal and financial commitments

**for more information about Orange Business Services, visit [www.orange-business.com](http://www.orange-business.com)**

**for more information about British American Tobacco, visit [www.bat.com](http://www.bat.com)**

## rapid recovery...

“Our global communications need to continually evolve over time to meet the needs of our business. Due to its international and local presence, we believe that Orange will be able to fulfill our business demands.”

### Phil Cook

Chief Information Officer  
British American Tobacco



## results

- communications restored in just 17 hours
- temporary satellite solution delivered full connectivity
- costs controlled under considerable competitive pressures on limited resources
- proven value of business continuity/disaster recovery planning
- great teamwork and support