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Moreno: Apple's iPhone 4 launch a disaster

Posted By [joseph.pena](#) On June 15, 2010 @ 12:21 pm In [Local News](#) | [11 Comments](#)

This morning, Apple kicked off its iPhone 4 pre-ordering and it was a disaster. In 2008, Apple launched MobileMe and that was a bad experience, but this is much worse.

When the iPad launched, I waited on line at the local Apple store for about an hour and bought one without a problem. After two and a half hours of trying to pre-order an iPhone I've gotten nowhere.

The problem lies with AT&T's inability to handle the pre-order load. It can blame wireless radio spectrum limitation for problems with its 3G network, but it can't blame its server's slow response and timeouts on anything else other than an inability to scale its servers.

If you tried to pre-order an iPhone at store.apple.com today your experience would have been fine until you got to the point where Apple's servers needed to query AT&T's servers for your cell phone account info. This is where everything stops working.



[1]

Apple's iPhone 4 (Photo courtesy of Apple)

OK, so the website's down; let's use the Apple Online Store's chat feature. After a 10-minute wait, our chat conversation began; only to suddenly end when I clicked the submit button with my request to pre-order an iPhone. This was followed by a survey asking about my experience. Oddly, I can no longer find the chat support button on the website.

On to option three: Call 1-800-My-Apple. Unfortunately, I was immediately greeted by the following message, "Due to extremely high call volume, we are unable to answer your call at this time."


Through the grapevine, I heard that I'd have a fighting chance to order the new iPhone if I downloaded the new Apple Store mobile app. With high hopes, I gave this a try only to see the "We'll be back soon" message the first time I clicked to reserve the iPhone 4.

At this point, after exhausting all of my options, I could only keep retrying them over and over again.

It turns out that the rumor I heard about using the mobile Apple Store app worked when I tried it a second time and I received my confirmation e-mail within 30 minutes.

At this point, your best option is to call the mobile Apple Store at 1-866-242-2674. Reps will tell you that AT&T's servers are down, but they'll take your name and phone number and call you back to complete the pre-order. Good luck.

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Any of which
should be reason
enough

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