

Telecom Italia testimonial

This is the transcription of Stefano Nocentini speech pronounced for Cisco – Italtel video, recorded on December 2004, for Networkers 2004.

For the last three years, most operators have been facing with the same problem: how to control costs and cap investments, whilst developing new generation services to attract and retain customers.

Telecom Italia was one of the first Service Providers to introduce VoIP technology into its core voice network, successfully deploying the new National Backbone based on Italtel iMSS softswitch and Cisco VoIP and IP-MPLS products. Telecom Italia's Network Convergence vision was clear since the first announcements we made in 2001 about the deployment of our PSTN Class 4 Replacement project.

Our strategy stems from two clear goals and is articulated over two phases: achieving operational expenses savings and rolling out new revenue-generating services leveraging a Multiservice IP-MPLS Network.

The first steps in putting into facts this strategy pointed out that our decision was right.

The migration planned in a three years time was completed in less than two years. We boosted this process because, in a very short time after the beginning of the deployment of the backbone, we noticed that the benefits were higher than what we expected.

This migration, in addition to the good economical results, was also the best way in rationalising our network: starting from the 66 PoPs we had in 2000 now Telecom Italia national backbone is made of only 24 PoPs; we reduced the switching technologies from 3 to only 1; trunking routes, 1,000 in 2001, now are 24.

Rationalizing network both on costs and technological sides was the first step towards the main goal we had in mind: boost the delivery of bandwidth and new generation services.

You all know how Italy, and in our plans all the countries in which Telecom Italia is working, has been somehow "renamed" as the World of Wonders thanks to the Alice ADSL offer, one of the most known cases in broadband delivery to residential users.

But again, this commercial win for us meant just a step forward on the path we have in mind. In February this year we decided to enlarge bandwidth offer for Italian ADSL users, of whichever Service Provider, to 640 kbps. At the same time, we launched the video-communication offer also for residential users which has to be viewed as a milestone on the way towards the innovation of the customer communication habits.

These few highlights on our last three years experience in innovating and delivering broadband are the prologue to the new wave of New Generation Service Bundles we are preparing to be on the market in the next months.

Now we're taking on the second phase of our Strategy: leveraging on the already deployed IP Multiservice backbone, Telecom Italia is ready to introduce innovative IP based services, creating new revenue streams; and just like for the Class 4 Replacement project, Telecom Italia has confirmed the partnership with Italtel and Cisco.

According to its guidelines, Telecom Italia is introducing advanced VoIP services to all kinds of broadband customers: residential users can experience VoIP with Alice Voice, an innovative voice over ADSL offer; business customers can choose between IP Centrex or hosted / managed IP-PBX offer, according to their specific needs in terms of services and applications.

Alice Voice is one of Telecom Italia next winning offers; with this new ADSL-based solution, each family member will have his own telephone number, his personalised services and a new generation cordless handset with mobile-like capabilities.

For the business market Telecom Italia is implementing a complete full range of IP communication solutions in order to match the different needs coming from customers, enriching and completing its current portfolio based on Hyperway managed IP-VPN and VoIP offer.

IP Centrex will be the driver to bring small and medium business users to adopt IP communication which will enlarge their capabilities opening their horizons to the new generation services.

In large enterprise case, where the need for advanced communication services is already consolidated and the outsourcing process is becoming a must in line with the trend of dismissing non-core activities, Telecom Italia is implementing a hosted / managed IP-PBX service.

Telecom Italia testimonial

With this solution, developed with Italtel and Cisco, Telecom Italia is building a flexible Managed IP Telephony service offer that can match all requirements coming from the enterprises, satisfying their needs both in terms of IP Communication and of I&CT outsourcing. Italtel and Cisco solution moreover allows a seamless integration of residential and business services on top of our VoIP broadband network.

This new offer, including also important commercial partnership activities according to the Cisco Enterprise IP communication market leading positioning, enables Telecom Italia to deliver revenue generating services, including not only IP voice services, but also advanced applications like Unified Messaging, IP Contact Center, Collaboration tools, Presence, etc.

These solutions are part of Telecom Italia wider IP communications offering, which also includes for example video-communication and multimedia services.

This new enriched Broadband offer further evolves Telecom Italia Enterprise Services Portfolio to a Multimedia / Multi-Play offer.

And Italtel and Cisco are uniquely positioned to accelerate New World communications by integrating Cisco's industry-leading networking solutions with state-of-the-art carrier-class voice solutions from Italtel.