

Stay Competitive with a New Model for IT

Telecom Italia and top Italian universities experiment with software-defined networking (SDN)

Challenges

- **Cost:** Expensive and time-consuming upgrades
- **Agility:** Increase agility and speed to market
- **Competitive Advantage:** Stay ahead of competition with innovative ideas

Results

- Cost-effective, faster upgrades
- Better customer service
- One of the first service providers to use SDN for business outcomes



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Cisco technology provides a stable network infrastructure to find the answers to the most pressing SDN questions.”

Paolo Fasano, Broadband Network Services Innovation Manager, Telecom Italia

Benefits of Programmable Networks

Streamlined, cost effective upgrades

Greater network control and security

Reduction in operating expense

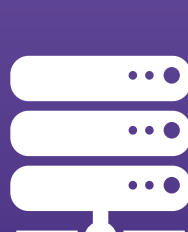
Investment protection

Simplified, automated management

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Creating a software model of the network reduces the amount of human intervention needed, in turn improving service profitability.”

Paolo Fasano, Broadband Network Services Innovation Manager, Telecom Italia



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Our experience is that when you try to adapt current market solutions to your needs, there's always a gap. Cisco filled this gap.”

Mario Ullio, JOLnet Project Manager Telecom Italia



Click [here](#) to read the full case study