

# (INTEGRATED) COMMUNICATION CREATIVE PROFESSIONALS.

WITH CISCO SYSTEMS' TECHNOLOGY SOLUTIONS, OPENING AN OFFICE IN A LARGE URBAN CENTER IS NO LONGER A REQUIREMENT: IP COMMUNICATIONS AND WIFI TECHNOLOGY PLACE EVERY ORGANIZATION AT THE VERY CENTER OF BUSINESS, EVEN IF BASED ON THE ISLAND OF ISCHIA.

## PROTECTED BY THE STRAIN OF MODERN LIFE...

**A COMMUNICATION AGENCY IDEALLY LOCATED ON THE PARTHENOPIAN ISLAND CHOSE TO USE CISCO SYSTEMS' LEADING EDGE NETWORKING TECHNOLOGIES AS THE BASIS FOR ITS ICT SYSTEM.**

If a creative professional could choose an ideal work environment, what would they ask for? This is the question we suppose the founder of Mediateca Corporate Communications asked himself while establishing a communications agency in one of the world's most beautiful settings (Ischia), deciding to implement highly advanced and innovative technologies. The combination will undoubtedly stir up the envy of the many typical communications firms located in large part in northern Italy's major cities, because it blends together climate and efficiency, nature and technology, quality of life and web communications.

A breathtakingly beautiful natural environment welcomed **Nicola Iacono**, the creative factory's founder and Art Director, when he brought the agency to the island. The technology infrastructure supporting Mediateca and its business is the result of the company's drive towards innovation and of the collaboration with Pointel, Cisco Systems' local partner, involved in the consulting and implementation stages of the project.



## A GREAT PROJECT FOR A SMALL COMPANY

### MEDIATECA'S ICT ARCHITECTURE: WIRELESS, SECURE AND MULTISERVICE.

Nicola Iacono confirms his disposition for state of the art ICT. *"I started looking into investing in IP Communications several years ago, when Voice over IP technology was first introduced; at the time through, it appeared to be inaccessible for small companies both financially and in terms of its manageability."* Cisco's CallManager Express made the difference: the software developed specifically for small business with features enabling the replacement of a traditional switchboard today and ready for tomorrow's communications. *"We were setting up the new headquarters at Barano d'Ischia and were faced with the need to cable the entire building when our technology partner presented Cisco Systems' new IP telephony solutions."* With the help provided by Pointel, Cisco Systems' Ischia-based Premier Partner, Mediateca quickly and easily adopted the most appropriate technology solutions for their needs. The 'software' switchboard, Cisco CallManager Express, is installed on a 1760-V Cisco router connected to two phone lines, capable of managing four different concurrent activities. The switchboard directs calls to approximately 10 IP phones, of which seven Cisco fixed line IP Phone 7940 and 3 wireless Cisco IP Phone 7920.

*"When CallManager Express was introduced it was immediately clear to us that Mediateca could be a potential user of this technology, because of the modern and dynamic nature of this firm operating in the communication*

*sector"* comments **Vito Mattera**, Managing Director at Pointel.

*"In addition to an innovative attitude, Mediateca also needs to be able to rapidly change its organization by integrating varying numbers of freelance professionals based on the projects in progress. Cisco's IP telephony solution perfectly responds to requirements such as these, cost-effectively offering the entire range of functionality provided by traditional telephony and much more. Additionally, we benefited from the added advantage of Mediateca transferring to its new location, which enabled us to design and implement the new infrastructure in the best possible way."*

*"Providing IP Phones to our freelance professionals working remotely has helped to considerably reduce communication costs on both sides - a very important gain for us and for them,"* adds Iacono. IP telephony enables voice communications to travel through data networks (such as the Internet), therefore reducing telephony costs.

Furthermore, the flexibility of the system makes it easy to manage.

*"What is most apparent is the flexibility and ease of this solution; the infrastructure administration component is very practical with its web interface through which all settings can be controlled. But the ease of use does not impact on the systems' reliability, always at the highest levels."*



# A MEETING ROOM IN THE GULF OF NAPLES

THANKS TO CISCO'S WIFI, MEDIATECA RECEIVES ITS CUSTOMERS IN THE PARTHENOPIAN ISLAND'S CHARMING SETTING.

*"The extended WiFi coverage enables Cisco's wireless IP Phone 7920 and laptop PCs to be used even outside the building: working while immersed in the Island of Ischia's breathtaking view is an invaluable benefit, in addition to being a source of pride with our customers."* Mediateca has integrated two Cisco Aironet series 1200 Access Points within its network, to enable both wireless phones and PCs equipped with Aironet boards to move freely and securely within the offices and also for a few dozen meters outside of the premises. This provides greater flexibility in the use of available spaces - a very important factor for an agile and dynamic environment such as Mediateca - and in managing IT equipment and devices, in addition to providing connectivity from the neighboring hotel and the beach. And in absolute security. In fact, Cisco's wireless technology supports the highest security standards (including 802.11a). Furthermore, to protect the network from external attacks, the agency has adopted one of the most powerful

security tools available today: the Pix Firewall model 506E. It's a state of the art firewall which detects intrusion attempts, creates virtual private networks, provides differentiated access authorization and secures telephone communications.

Cisco Systems' technology solutions prove yet again to be the best solutions: the success of the experience is also underscored by the partner who proposed the solution and provided the most effective response to their customers' needs. *"We are very proud to be a Cisco Premier Partner,"* says Mattera. *"With Cisco's products we always succeed in building solutions perfectly targeted to the market's requirements, as with IP telephony, which responds to the specific needs of small and medium businesses. Furthermore, the support and training provided by Cisco Italy has enabled our staff to be effectively trained and always up to date, and capable of providing all the necessary post-sales support."*



## IMPORTANT LINKS

### Cisco Systems

<http://www.cisco.com/uk>

### Mediateca

<http://www.mediateca.cc>

### IP Communications

[http://www.cisco.com/global/UK/solutions/ent/avvid\\_solutions/iptel\\_home.shtml](http://www.cisco.com/global/UK/solutions/ent/avvid_solutions/iptel_home.shtml)

### Wireless/Mobility

[http://www.cisco.com/global/UK/solutions/ent/avvid\\_solutions/wireless\\_mobility/wiremob\\_home.shtml](http://www.cisco.com/global/UK/solutions/ent/avvid_solutions/wireless_mobility/wiremob_home.shtml)

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