



## **Nov 18, 2008 - Cisco and Italtel launch a Managed Office Solution for Small and Medium Businesses**

In the current market environment, Small and Medium Businesses (SMBs) need to be flexible to adapt dynamically to the changing conditions. SMBs need to have instant access to updated information on sales, orders, production, and other business-critical information and be able to integrate internal and external business processes. To reach these targets, the SMB needs a fast, reliable, and secure IP broadband network that enables high bandwidth data connectivity and innovative multimedia applications like videoconferencing, mobility, and IP telephony. Running and maintaining the IP network and the overlying applications requires regular investments in networking and IT infrastructure and services, not to mention the associated skilled IT personnel to perform the required daily management operations. These costs can be excessive, especially for SMBs, which prefer to devote these resources for their core business. Service Providers have the opportunity to address this specific SMB market demand by offering Managed Services leveraging its own cutting-edge network technologies and management expertise. Cisco and Italtel have developed a network solution for Service Providers, called "SMB Managed Office", which enables Service Providers with a network platform to build Managed Service offerings for the SMB. The "SMB Managed Office" solution leverages Cisco's ISR (Integrated Services Router), which is managed and troubleshooted remotely by the Service Provider, thru the Italtel SMB-MO Management Systems. The Italtel SMB-MO Management Systems are integrated into the Service Provider's IT processes, and allow the Service Provider to use Italtel's co-ordinated provisioning system to automate the delivery of services without costly and time consuming manual configuration in the overall network. The Cisco ISR in the SMB site is linked to the SP's IP core network by means of a SIP interconnection (SIP trunk). The Cisco Session Border Controller is used in order to solve all the IP addressing issues, allowing IP phones, CUCME and any other server to be mapped into a single (or more) IP public interface by a network service of the Service Provider. The overall "end-to-end" IP based network infrastructure needed by the Service Provider to adopt this solution can be handled by the Italtel softswitch i-SSW. This paradigm allows the Service Provider to introduce new services and applications in a modular way, thus defending the investment and using the IP network as the intelligent platform to enable new functionalities and keeping a centralized management system. Moreover, a complete set of professional services by Cisco and Italtel can support Service Providers during all phases of the network solution integration, encompassing network engineering and design, installation and testing. Deep knowledge of carrier grade IP networking along with the strong capabilities of IP application design are what make Italtel and Cisco unique. Together, Cisco and Italtel can help Service Providers build their network platform in order to offer integrated managed services for their SMB customers. For questions and more information regarding the SMB-MO solution, please visit the alliance website or contact Alberto Profumo, Strategic Alliance Manager, [alprofum@cisco.com](mailto:alprofum@cisco.com).