

# 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

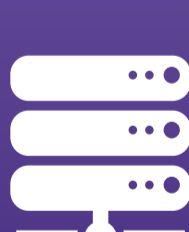
Investment protection

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



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