

Improving the technical edge of Telecom Italia Mobile, Italy's leading GPRS provider

The sales process is no longer delayed waiting for a technical design evaluation. TIM representatives can close GPRS engagements more quickly and easily. As a result, sales and revenues are up.



Overview

■ **Challenge**

To reinforce the market leadership of Telecom Italia Mobile SpA General Packet Radio Services (GPRS), satisfying different and innovative customer requests, with an improved quality of service that meets customer expectations.

■ **Why become an On Demand Business?**

To differentiate itself with more convenient and efficient GPRS delivery services.

■ **Solution**

IBM Global Services – Integrated Technology Services (ITS) and the IBM Wireless team – developed a technical design, based on Cisco hardware, which enabled Telecom Italia Mobile to customise multiple GPRS offerings without starting from scratch each time.

■ **Key benefits**

- *Telecom Italia Mobile regained its competitive edge in the GPRS market*
- *Appropriate GPRS services are delivered to customers faster*
- *Greater efficiency in the sales effort has improved bottom line results.*

» **On Demand Business defined**

An enterprise whose business processes – integrated end-to-end across the company and with key partners, suppliers and customers – can respond with speed to any customer demand, market opportunity or external threat.

On Demand Business Potential Benefits

- Various client GPRS needs can be met without time-consuming adjustments to the environment or additional equipment
- TIM can provide a tailored solution that doesn't involve lengthy design and build processes
- Infrastructure flexibility means multiple GPRS offerings on the same environment can be customised without the need to start from scratch each time.

Telecom Italia Mobile SpA has improved its competitive edge as Italy's leading provider of GPRS by overhauling its internal technical design process with the collaboration of IBM teams. The new approach enables the company to transform its GPRS environment into a reusable infrastructure that lets it customise offerings to its clients quickly and easily, making unacceptable delays to the introduction of service a thing of the past.

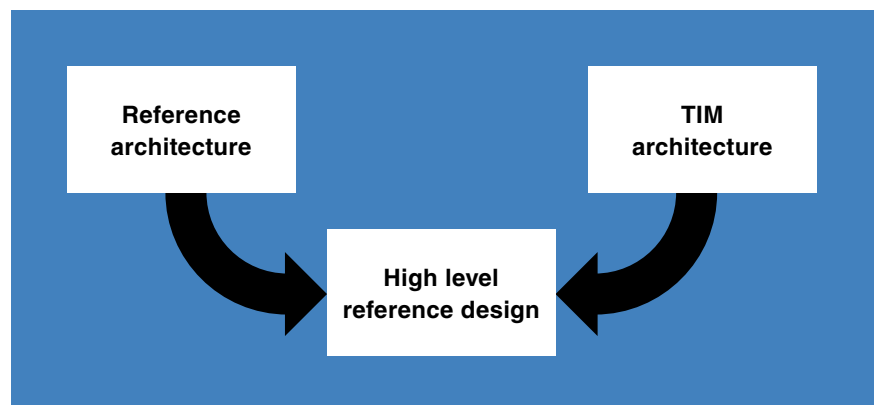
Early to market

Telecom Italia Mobile (TIM) was one of the first companies to offer GPRS communications to Italian businesses. Part of the Telecom Italia Group, it is the top provider of mobile communications services in Italy with 89 percent market share, and the second largest in Europe. Its international operation serves 22 million customers in Turkey, Brazil, Peru and Venezuela.

GPRS is a radio technology for mobile telephone networks that adds packet-switching protocols. It enables high-speed wireless Internet and other non-voice data communications. Demand for GPRS functionality is expected to remain strong.

Need to innovate

In the face of increasing competition, TIM recognised the need to innovate if it was to retain its market share in the GPRS market. The company had to minimise the time to market of appropriate solutions.



IBM prepared and delivered a **standard package** to support TIM in facilitating different kinds of enterprise to connect their LAN infrastructure to TIM 2.5G or 3G network

An **application certification** service was also made available for TIM customers to increase customer satisfaction

Laboratories and staging infrastructures are available to **simulate the real enterprise environment**

Technical design

A strong existing relationship between TIM and IBM led to the seven-month collaboration that improved TIM's processes. Additional factors weighing in IBM's favour were its wealth of experience in wireless technologies, high level technical skills, wide knowledge base and proven methodologies.

After conducting business and process assessments, IBM Global Services – Integrated Technology Services and the IBM Wireless team – developed a technical design, based on Cisco hardware, which would allow TIM to customise multiple GPRS offerings on the same environment.

Implementation of the IBM design – performed by IBM teams in collaboration with TIM personnel – improved the way TIM representatives sell GPRS solutions. Now, while still in front of the customer, TIM representatives can offer a tailored solution that doesn't involve lengthy design and build processes.

Realistic evaluation

The solution design (including process definitions, user scenarios, gap analyses and risk assessments) was shared with IBM and each phase of the installation was tested. When the new GPRS infrastructure was fully in place, IBM performed a full, realistic product evaluation which simulated real corporate office branch topographies – modelled on the needs of customers in the GPRS market – in the TIM environment.

The new flexible infrastructure established by IBM enabled TIM to meet various customer needs without tedious adjustments to the environment, and without requiring new hardware.

Qualitative improvement

With its new environment, TIM has improved its competitive edge in the Italian GPRS market. No longer burdened with the inefficient build-up of each customer's requirements, the company spends less time and money establishing the appropriate set of service.

The quality of TIM sales visits has improved due to the increased efficiency and flexibility of the processes. The sales process is no longer delayed waiting for a technical design evaluation. TIM representatives can close GPRS engagements more quickly and easily. As a result, sales and revenues are up.



Key Components

Hardware

- Cisco Systems platform

Services

- IBM business and process assessments; full evaluation and simulation using IBM technological resources including test laboratories in Hursley, UK, and Milan



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