



Telecom Italia 'Nuvola It Data Space Easy': Business Cloud Storage Services Powered by CTERA



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Enzo Bagnacani, Marketing Infrastructure Solution Director, Telecom Italia

Highlights

- ▶ Launched 'Nuvola IT Data Space Easy' for SMBs and enterprises
- ▶ Includes cloud storage, backup, file sync & share
- ▶ Private-branded Telecom Italia solution
- ▶ Enterprise-grade performance and security, with consumer-level ease of use
- ▶ Delivered out of Telecom Italia's Italy-based datacenters

Company Background

Telecom Italia is the largest telecom provider in Italy, offering infrastructure and technology platforms on which voice and data become advanced telecommunications services. Telecom Italia serves more than 2.5 million business customers. Telecom Italia has set its sights on becoming the leading cloud provider in Italy, launching various services for enterprises, SMBs and consumers under its brand.

The Challenge

Localized cloud storage services are emerging as a major market opportunity worldwide, and are critical for Italy's business sector where legal compliance and security remain top concerns. Concerns with the use of public cloud services have been exacerbated by the disclosure of PRISM, the NSA's surveillance and data mining program, and have accelerated the development of country-specific clouds. Cloud technologies and the proliferation of mobile devices have fundamentally changed how business users store, share and protect their files. Telecom Italia needed to address its customers' needs with a solution that would allow them to synchronize files between multiple devices, share files and collaborate within teams or among partners, and use Telecom Italia's cloud for data protection and disaster recovery.



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The CTERA Solution

Telecom Italia uses the CTERA cloud storage platform to offer cloud backup and file sync & share services. The solution comprises cloud-side management software and end-point agents for PC, Mac and mobile. The CTERA-powered solution is private labeled as 'Nuvola It Data Space Easy' under Telecom Italia's brand.

“Our customers have been looking for an Italy-based cloud file sync and backup service. CTERA allows us to launch multiple cloud storage-based applications with iron-clad security and under our own brand, leveraging our investment in Nuvola Italiana infrastructure.”

Enzo Bagnacani, Marketing Infrastructure Solution Director, Telecom Italia

The CTERA solution enables Telecom Italia to easily provide its business customers with storage, data protection, and file sharing. It boasts advanced security features including encryption key management per customer, and Active Directory identity management integration. Moreover, the CTERA platform architecture includes multi-tier administration, enabling Telecom Italia to delegate administration privileges to enterprise administrators and IT resellers. It uses advanced de-duplication and bandwidth control, enabling the service to work optimally even on lower bandwidth connections.

The solution integrates with Telecom Italia's billing and self-service portals, offering the possibility for customers to self-register for additional services, and for automatic provisioning and billing of those services based on Telecom Italia's existing systems.

With its CTERA-powered solution, Telecom Italia was able to address the needs of its business customers, providing Italian cloud storage services with no compromise on security, scalability, and manageability, while reducing time to market and maintaining low total cost of ownership.