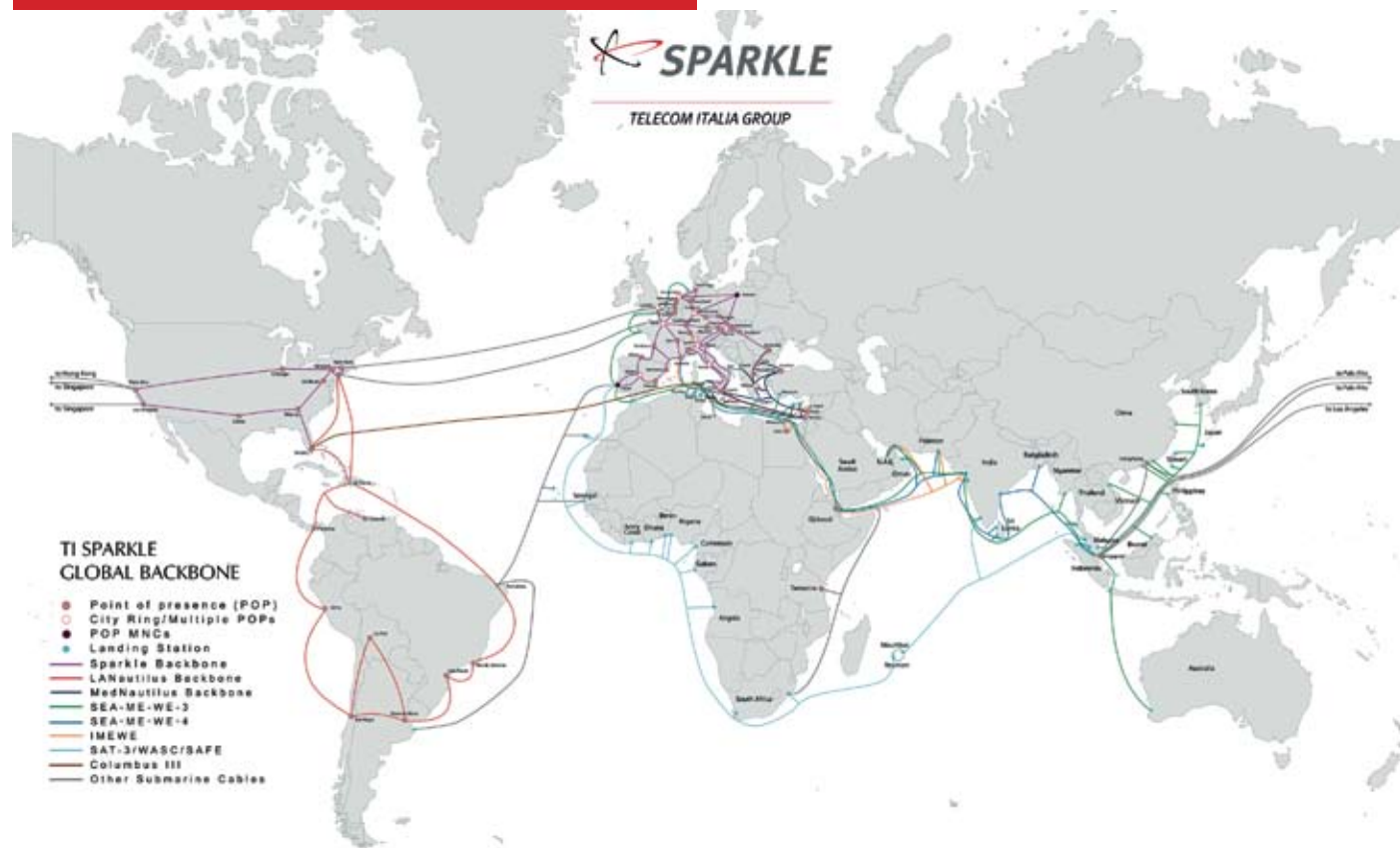# Sparkle Reaches 5th Position in
TeleGeography Global IP Backbone Ranking

TI Sparkle is a leading global telecommunications service provider offering a complete range of voice, mobile data, internet and data solutions designed to meet the ever changing needs of fixed and mobile operators, ISPs, content providers, multimedia players and corporate customers. Sparkle ranks among the top 10 global players for international voice traffic.

Telecom Italia Sparkle has established itself as one of the world's premier telecom service operators since its creation in 2003. This year the company received confirmation of the increasing strength of it's business when it made it into the TOP 5 Global Internet Backbones ranking in TeleGeography's 2012 annual survey, the authoritative Global Internet Research Service that provides analysis and statistics on internet capacity, traffic and IP transit pricing. Not only that, the latest ranking shows major achievements of the company's Seabone Global IP Backbone at a regional level as well. In fact, Sparkle is number two in Latin America, number two in Africa and three in Asia.

This achievement is in part the result of a long-term strategy in the EMEA region where it is strengthening its presence through investing in new infrastructure, entering new markets and forming selective partnerships, particularly in the Mediterranean and in Africa.

It is also the result of the consolidation of the Sicily Gateway strategy, which has seen the creation of a very resilient and redundant internet delivery platform that regenerates 50% of global content in Sicily, providing the region's fastest internet user experience by saving tens of milliseconds compared to any other European IP hub. As a result, the Sicilian POPs today handle a large amount of data traffic towards the big internet originating in South East Asia, the Middle East and Africa which is transported over major international undersea cable.

Furthermore, before year end Sparkle is launching new points of presence in Dubai and Mumbai that will generate additional traffic from South East Asia and the Middle East and will benefit ISPs and end users in the region with new traffic aggregation capabilities.

In East Africa Sparkle has established a presence with its strategic partner, Djibouti Telecom, an alliance that has already seen big returns for both operators and that has been a reason for much of the success in the area.

Two years ago the company worked alongside Djibouti Telecom to establish a new IP POP there and it were able to provide a cost-effective, high quality and secure global IP connection to TLC operators, ISPs and service providers which are connected to Djibouti through systems such as SMW3, Eassy, Seacom, EIG and bilateral infrastructure. After just a few months of joint activities the two companies were able to create a significant customer base with several gigabits of capacity.

The architecture of the Djibouti POP has also proved very robust and reliable. Following last February's triple cable outage in fact, TI Sparkle was able to quickly restore internet access for all customers of its Djibouti POP. The three cables that provide most of internet connectivity between East Africa and Europe – EASSY, SMW3 and EIG – had been cut by a cargo ship in the Red Sea between Djibouti and Port Sudan, generating serious damage to internet services to and from East Africa.

Although many carriers in the region had completely lost their connections, thanks to the solid architecture of the Djibouti node, TI Sparkle was able to ensure services to its customers as well as accommodate new demand from operators whose service had been affected by the outage.

The Djibouti POP is also the first vehicle in the region for the recently launched IPX solution, which is devised for both fixed and mobile operators. Sparkle's customers in the area have access to high quality voice and mobile data services through a single, converged private IP interconnection, with top quality and security standards.

Sparkle's IPX solution supports existing and next-generation IP-based services and shows Sparkle's global outlook, which aims to provide its customers with the most efficient and best performing solutions available on the market.

As part of this effort, Sparkle is increasing its focus on the higher part of the value chain. It is expanding its cloud computing services in the Mediterranean with the launch of a new IaaS suite of services in Greece, where it is about to complete the construction of its New Generation Data Center in Athens. At the same time It is evolving its cloud computing offer in Turkey towards PaaS and SaaS solutions. It is creating a network of state-of-the-art data centres in Italy, Greece and Turkey that leverage on a fully redundant, low latency and top performing global backbone, positioning itself as the right choice in the EMEA region for value added solutions, from connectivity to advanced IaaS and PaaS services and virtual hosting, right up to disaster recovery. **TR**

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