

EVOLVING TO DELIVER BREAKTHROUGH PERFORMANCE

From connectivity provider to digital enabler, Sparkle is working to ubiquitous cloud edge architecture



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Q | What do you think are the key technological innovations in the enterprise sector?

The industry is undergoing a drastic transformation thanks to the availability of new technologies and services.

Enterprises of all sizes are moving their data, applications and even infrastructures from on-premises to external data centers or cloud computing environments, using resources on a “as a service” and on demand model. Hybrid and Public cloud allow customers to redesign their architecture in a more flexible and effective way.

In the consumer segment, we witness an increasing demand for new entertainment services such as video and online gaming.

These trends are driving a growing need for high-capacity, low-latency and high reliability IP connections together with a better use of the Internet. In the meantime, infrastructure is evolving to a software-based model enabling the cloud edge paradigm.

As a matter of fact, only players which can combine distributed cloud computing and applications in the peers and edge with an excellent connectivity in the middle, optimizing the performance between the customer and the service provider, can address the new industry requirements.

Another boost will be given by 5G, which will bring a strong increase in low latency bandwidth usage from customers further accelerating the development of intelligent and managed connectivity as mentioned above.

Q | What are the main opportunities and challenges for a global carrier like Sparkle?

To sustain the enterprises’ move to the cloud, connectivity solutions have to be more elastic to allow customers to reach the main data centers and cloud providers worldwide effectively, thanks to innovative propositions based on orchestrators and self-provisioning features. At the same time SD-WAN brings to a better utilization of the bandwidth and to a new interworking between VPNs and the Internet – driven by 5G and cost optimization needs. Security and performance monitoring will be the key words for this new paradigm that will see a world of applications (including voice, messaging and video) enabled by an innovative connectivity layer.

Such transformation is not an easy task for enterprises, as the ecosystem is becoming more and more complex. Corporates have to select the best solutions among a plethora of applications, looking at IaaS and PaaS providers, OTTs, traditional operators, system integrators and adopting schemes that must be managed real time to bring the requested advantages. Global providers like Sparkle may act as “Digital Service Integrators” to support local and multinational enterprises in this complex scenario.

Q | How are you going to achieve your transformation from connectivity provider to “Digital service provider”?

Sparkle is evolving to intercept the new business opportunities in the market, leveraging on Innovation to evolve portfolio and provide a superior customer experience, supported by new digital enablers such as Artificial Intelligence and Blockchain.

Sparkle can already leverage on an unmatched state-of-the-art global fiber

backbone and is working to deploy ubiquitous cloud edge architecture in a large number of PoP and also within customer premises.

Our service portfolio, initially focused on connectivity solutions, has been enriched with cloud and value added services such as conferencing and security and we plan to launch new services such as Bandwidth on Demand and SD-WAN solutions, while continuing to support every day new customers to connect their premises among them and to the main cloud providers worldwide, ensuring competitiveness quality, flexibility, support and innovation. At the same time, we are broadening our service portfolio developing new solutions internally and in collaboration with selected partners, and reselling market leader applications and cloud services (such as Amazon Web Services, Microsoft Azure), all complemented by outsourcing and professional services .

Finally, we are implementing a set of multitenant tools (such as a market place and orchestrators) to facilitate the interaction between Sparkle and its partners and customers.

Q | How is Sparkle evolving to meet corporate customers’ demand of today and tomorrow?

Sparkle is focusing its effort on addressing the international market in most of the cases with an indirect approach and serving the Italian multinational customers in synergy with TIM. Today we are serving very important customers such as ECB for their connectivity needs in Europe as well as EUDIGIT and GEANT entities for their cloud and transformation needs.

We are also innovating the business model, introducing partnerships as a key leverage to play a leading role in the market and offering best of breed solutions from big innovative ICT players and start-ups.

Our partnership program aims at creating a wide and effective ecosystem to design, implement and offer the best solutions able to support enterprises in developing their own business in the most effective way. 