

# CIOApplications <sup>europa</sup>

JULY - 22 - 2019

ISSN 2644-2531

CIOAPPLICATIONSEUROPE.COM

## Top 10 Telecom Solution Providers in Europe - 2019

The exponential pace of change driven by evolving consumer preferences necessitates telecom companies to reinvent the services they provide. With over five billion mobile phone users in the world today, it is no longer enough for telecom companies to focus solely on their networks and technology. They must digitally transform their business models and processes to boost customer satisfaction and brand loyalty. Along with modernising legacy business processes, telecom companies need to be well-equipped to leverage the power of 5G and capitalise on new business opportunities. These companies must adopt solutions that ensure their readiness for the impending 5G roll-out and in turn, be able to support increased speed and lower-latency use cases like high resolution mobile live streaming and broadcasting, immersive content, and more.

Telecom providers can also optimally benefit from analytical solutions that transform terabytes of IoT

sensor data into real-time insights and help deliver customised user experiences. Historically, they have lacked the capacity to make sense of the enormous amounts of data that IoT sensors generate. But today, with the increasing number of connected devices, analytics and artificial intelligence (AI)-based telecom solutions are essential in capturing and transmitting data to bolster a number of smart city initiatives.

Among a plethora of telecom solutions available in the market today, companies must select the ones that best address their business requirements, prepare them to reap maximum benefits of 5G, and eventually, help provide faster, secure, agile, and more reliable services. In the same vein, our distinguished panel comprising key decision-makers and experts along with CIOApplications Europe's editorial board has shortlisted some of the most effective telecom solution providers across Europe

We present to you CIOApplications Europe's "Top 10 Telecom Solution Providers in Europe - 2019."



### Company:

Sparkle

### Key Person:

Attilio Somma,  
Chief Strategic Marketing &  
Business Development Officer

### Website:

tisparkle.com

### Description:

The company is an interactive ecosystem for the creation and consumption of global communication solutions

# Sparkle

## Transforming the World of Telecommunication with Innovation

As successive waves of digitalisation hit the telecommunication sector, the traditional modes of the industry is now evolving beyond mere means of communication. Innovative technologies like IoT, 5G, AI, and big data are becoming crucial building blocks of the modern telecommunication system. Consequently, telecommunication providers are now required to upgrade their IT infrastructure to accommodate the latest innovations in network connectivity. To achieve that, one needs to bring about a colossal change and focus on providing data and voice services that are high quality and reliable while remaining affordable. And, in a fast-changing landscape of a gargantuan telecommunication sector, managing this transformation is the lynchpin of success.

An advocate of this philosophy is Sparkle, a wholly-owned subsidiary of TIM Group. To ignite new digital business on top of the existing telecommunication infrastructure, Sparkle is now shifting its focus toward the cloud, edge computing, SD-WAN connectivity, along with robust security-as-a-service modules to enhance network protection. As outlined by TIM Group's CEO Luigi Gubitosi during the company's strategic plan presentation, Sparkle is prepared to set its re-launch plan in motion. Through this, Sparkle is looking to expand its capability with blockchain, big data, and AI to capitalise the trend of network cloudification.

The key driver behind Sparkle's re-launch plan is the urge to bring agility and innovation to the rapidly evolving telecommunications marketplace. In particular, with the Gigabit Society (5G, ultra broadband, AI, IoT, security, analytics) requiring sophisticated digital solutions (smart connectivity, cloud, security, convergence, big data, IoT), Sparkle is now aiming to compete at an even higher level and not just as telecommunication company but also as a security and digital services provider. "Due to the recent technological shift in the telecommunication paradigm, international carriers like Sparkle now need to rapidly evolve their value-added services proposition on top of traditional infrastructure and capacity offering and create value for customers," says Attilio Somma, Chief Strategic Marketing and Business Development Officer at Sparkle.

Attilio Somma, who was responsible for Innovation at TIM, is passionate about the new priorities that are on the horizon and the changes that are waiting for Sparkle. "We have already set up working groups and processes to be



more agile, improving time to market. And we will also be incorporating new skill sets in our workforce," comments Attilio. Banking on these enhanced capabilities, he believes, Sparkle will not only play a crucial role in Italy but also globally. It is important to note that at present, the global footprint of Sparkle consists of 143 points of presence (PoPs) and 530,000 km of fibre that cater to carrier-to-carrier business, ISPs, over-the-top (OTT), Media & Content Players, Application Service Providers and Multinational Corporation.

Today, the company is investing in building new footprints in selected areas, particularly the Mediterranean basin, Latin America, and the Middle East. Sparkle recently announced the investment in BlueMed, a submarine multi-fibre cable linking Sicily Hub, its next generation open data center in Palermo, with Genoa's new open landing station directly connected to Milan's rich digital ecosystem, and in the construction of Nibble, an ultra-long-haul photonic backbone that will digitally connect Sicily with the major Points of Presence and datacenters in Europe. Attilio claims, "BlueMed is set to be fully operational by 2020 and will provide advanced connectivity in the Mediterranean and then will extend its reach to the Middle East, Africa, Asia, and the European mainland hubs with up to 50 per cent latency reduction than existing terrestrial cables connecting Sicily with Milan." Also, continuing with its plan of expansion, Sparkle wants to enforce its presence in Latin America by leveraging its investment in the Seabras-1 cable system, which connects Brazil and the US. "With the re-launch of Sparkle, we are now getting ready to be the harbinger of innovation in the telecommunication sector," concludes Attilio. **CA**