

Gordionet Business Agency

Digital/ICT/TLC/Industry Outsourcing Services with Cloud philosophy



Gordionet Business Agency is a modular proposal of **Digital/ICT/TLC Outsourcing Services** for **Enterprise, PA, Carriers/Service Providers, Industry, Utilities, Energy, Railways, Oil & Gas**, valid in all cases in which the Customer wants to outsource activities or doesn't have the internal resources necessary to tackle projects or processes.

As if we were an integral part of the Customer Company, we quickly set-up and develop Support Services in total coordination and complementarity with the internal Management, at a fraction of the cost compared to permanent resources.

Making a comparison with OnPremises-Cloud platforms, Gordionet Business Agency can be considered as a Cloud Outsourcing Service

Why Gordionet Business Agency is competitive and it may represent a future Contractor model

Constantly evolving ecosystems

Scenarios of Digital Transformation, impressive "advanced SW over generic HW" with AI/ML/Blockchain, Software-Defined, Virtualization, Edge, Cloud, IoT, XaaS, Network Slicing, LEO Satellite, Cybersecurity, require a technical commercial organization in which many companies cannot invest.

Competence, flexibility, exponential learning curve

Decades of tactical-strategic managerial activity, commercial, implementation of Infrastructures, Platforms and Services, have consolidated a method independently of technological solutions, in a context of skills aggregation, creativity and emotional intelligence

An internal resource without the costs of an internal resource

Based on support needs, we quickly immerse ourselves in the reality of the Customers' market, organization and portfolio, to implement the requested Services

On-demand support with temporary customizable modularities

Surveys
Market-Business-Technology Analysis/Intelligence

Sector Study
SWOT - Canvas
Business Plan
Vendors Selection
HR Selection
Integration Implementation
Project Management

GTM Go-to-Market

Business Development
Lead Generation
Marketing & Sales

Proposal and Executive Engineering

Bidding - Tendering

Solutions - Products
Marketing/Management

Competitors
Landscape/Benchmarking

Product Documentation

Pricing

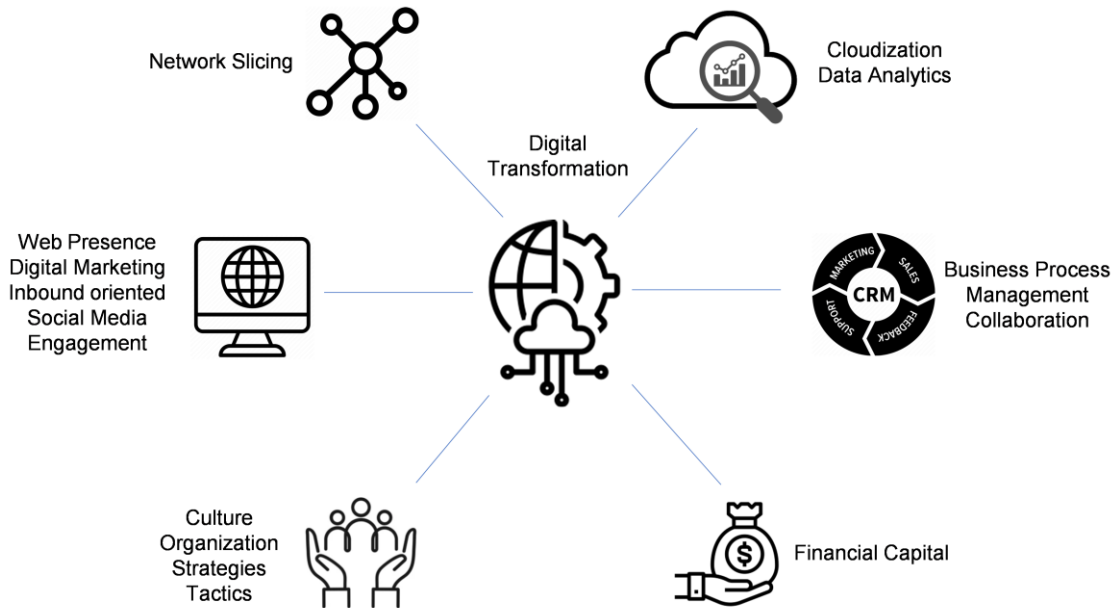
Positioning of Company -
Products - Solutions

Content Creation for
Communication

Brochures - Data Sheets
Use Cases

Websites - Social Media
Seminars and Training

The Surveys with synthesis of evolutionary scenarios structured by Gordionet thanks to the integration experience and aggregation of hundreds of market information, allow a decisive orientation for projects, implementations, purchases, sales of services



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Digital Transformation Main Areas

Networking

- Broadband/UBB over Fixed FTTx - Mobile - Wireless - Satellite
- SD-WAN
- On-Demand Bandwidth/Latency (SD, 5G Slicing, LEO nanosatellite constellations)

Cloud XaaS over VMs | Containers-Kubernetes

- Private / Public / Hybrid / Multicloud

Connected Things

- IoT / IIoT

Business Process Management, Virtualization, Workflow Automation

- BPM - BPO | ERP | CRM
- Business Process Control
- Collaboration Tools including Video Smart-Remote Working / Videoconferencing WebQuality-4K / VR-AR / Telemedicine
- Process Change Tracking
- Process Modeling & Design
- eCommerce
- DealGen - Marketing - Sales Automation

Web Presence

- Digital Marketing and Communication
- Web Design | Web Development
- UX / UI
- SEO - SEM - SERP
- Content and Social Media
- Web Video Marketing

Digital Consulting for Strategy, Management, Financial, Training



Technologies

- Big Data Analytics
- AI / ML
- Blockchain

Cybersecurity

- Network Security
- Web Security
- Cloud Security
- Endpoint Security



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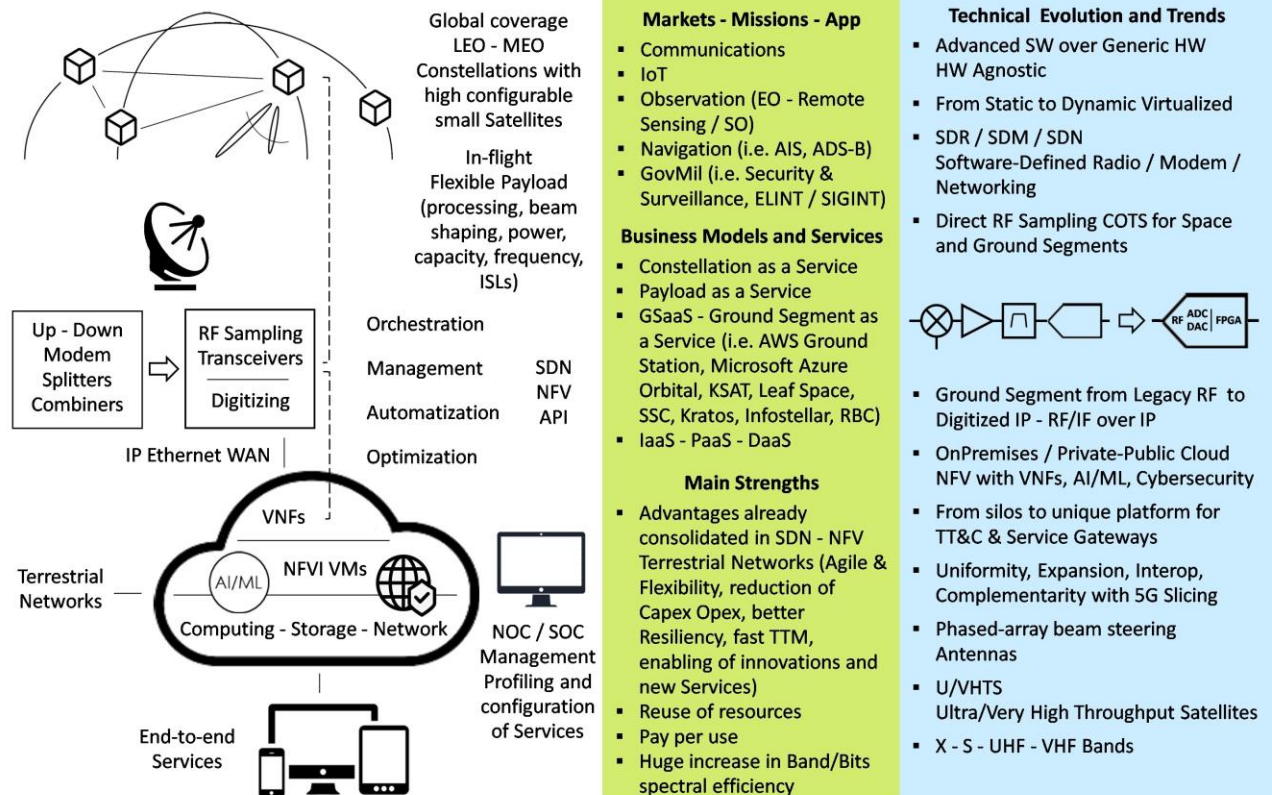
The long experience of its management in the Satellite Sector in several companies, has enabled Gordionet to implement Ground Segment projects and implementations such as Teleports, VSAT, Satellite SCADA/IoT for ESCOs, Satellite Internet Terminals, COTM/P Communication-On-The-Move/Pause

Gordionet is increasingly involved in Professional Services Outsourcing and for the Satellite Sector has become an expert in the Space Economy, implementing Services such as Survey, Market-Business-Technologies Analysis/Intelligence, Projects, Business Plan, Business Development, Product Marketing/Management, Proposal and Executive Engineering, Bidding/Tendering, Project Management, GTM Go-To-Market, MarComTech Content Creation and Strategy, with the decisive contribution to the acquisition of 4 ESA Artes 4. 0/InCubed projects and a NATO project on behalf of two Sectoral Clients

ASI Italian Space Agency approved the inclusion of Gordionet in [Italian Space Industry](#)

A piece of future

The revolution of Satellite dynamic virtualization into the Cloud



Experiences and Scenarios 2 - Space Security

Gordionet in Alliance with Nesecon, expert in ICT Auditing-Assessment, Data Protection with CIO-CISO certifications-functions and Network-Web/Cloud-Endpoint Cybersecurity, is involved in Product Marketing-Business Development for Space Security and innovative solutions such as SaaS ML-based WAF & API Protection (brochure-ppt on-demand)

CYBERSECURITY FOR SPACE ECONOMY

Next-generation Cybersecurity

Space Sector Critical Infrastructure

1 Profiled Cybersecurity: only what is needed effectively

Space Economy SatCom-SatEO-SatNav in strong expansion with Critical-Strategic Infrastructures of Space/Ground-Terrestrial Segments and Supply Chain

Customized modular proposals of Prediction-Prevention and Detection-Response Dynamic Multilayer, AI/ML-based (Rule/Scoring No Signature), Network, WebApp & API Protection, Endpoint

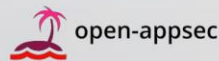
Nesecon and Gordionet present a Brochure-WhitePaper dedicated to Space Security

From the study of evolutionary Scenarios, Customer Needs, Regulations

From the union of skills in Security, Cybersecurity, Virtualization, Cloudization, BC/DR Backup, Space

Nesecon GORDIONET

open-appsec (Check Point)



open-appsec is currently the most advanced open-source solution for **Web Application Firewall & API Protection - Dynamic Rule/Scoring-based via Contextual ML Machine Learning with the best Balanced Accuracy on the market**

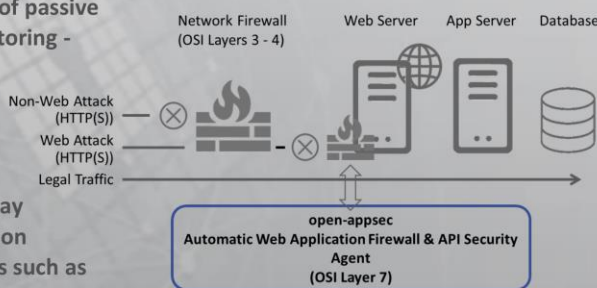
Preventive evaluation, transaction scoring, benign-malignant user-community behavior, content risk, threat blocking, without using static data such as signature-signature update, DNS, IP addresses

Active prevention instead of passive prevention of OSINT monitoring - analysis tools and signature-based WAFs that do not offer predictive Zero-Day

Top 10 OWASP and Zero-Day Automatic Threat Prevention against Web Apps and APIs such as Log4j, Spring4Shell, Text4Shell,..

Gordionet supports Business Development and Product Marketing of Nesecon which, for open-appsec, is Ambassador for Italy, Competence Center, 1st Level Help Desk Support

info@gordionet.com



Cybersecurity is no longer a technological issue but a business one, due to serious incidents with economic - financial - competitive - operational - reputational losses

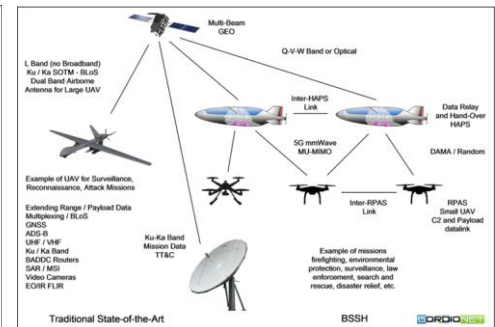
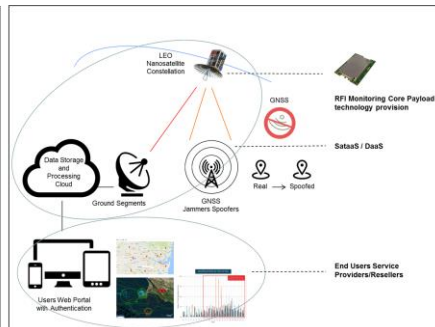
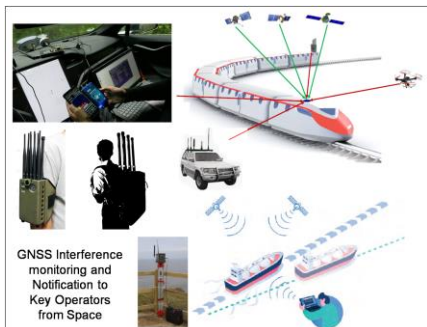
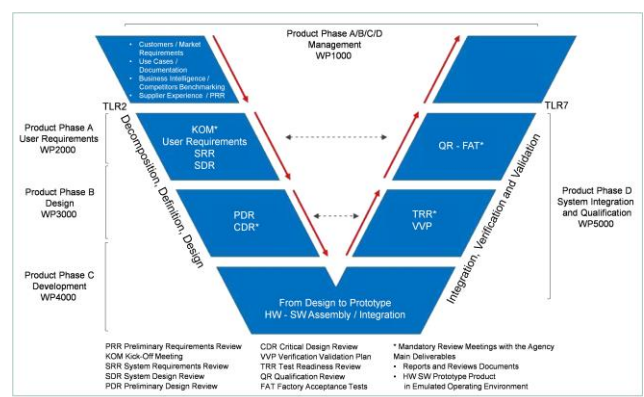
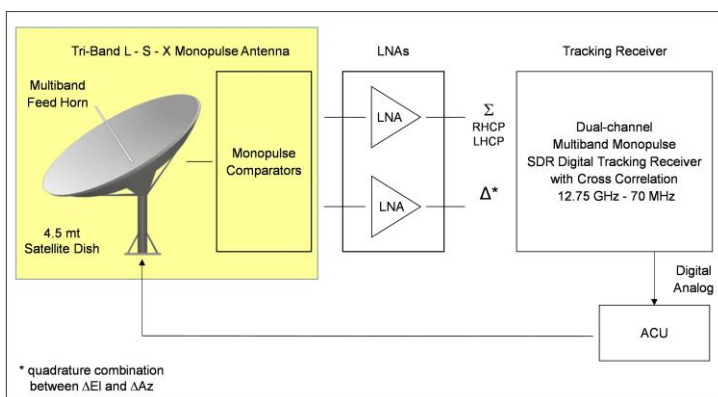
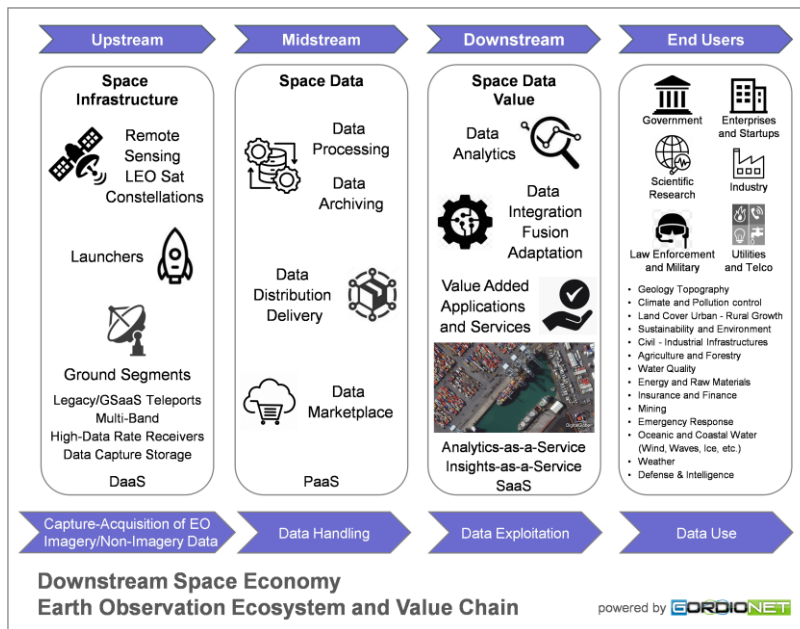
The damages suffered reached a worldwide cost of 8 TUSD, the Cybersec market has surpassed 200 BUSD

Continuously expanding attack surface across Networks, Cloud, Edge, Data Centers, Public/Private Offices, Fixed and Mobile Endpoints, IoT

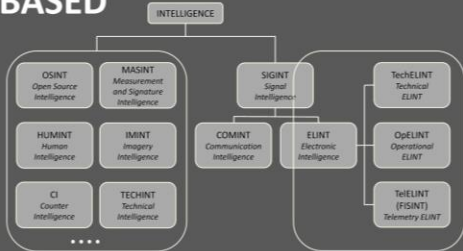
Need for Dynamic Multilayer Cybersecurity for Network - Cloud - Endpoint, with Prediction - Prevention - Detection - Response instead of Mitigation

Tri-Band Earth Observation Antenna for Upstream Ground Segment with scenario insights in Downstream Space Economy, Ecosystem, Value Chain

EO Downstream Economy has long been a consolidated ecosystem in constant growth for Upstream-Midstream-Downstream, thanks to an ever-increasing quality, accessibility and affordability of satellite data, and to a continuous evolution of Onboard Payload Passive/Active Remote Sensing with increasingly higher spectral-spatial-temporal-radiometric data resolutions, increasing capacity for Data Capture - Acquisition, Cloudization and VAS DaaS - PaaS - Analytics/Insights/Software-as-a-Service



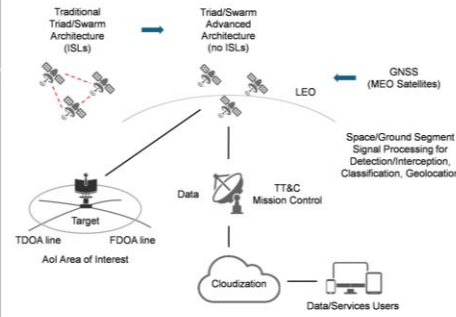
SPACE-BASED ELINT



- Electronic Warfare (EW) has tremendous importance to determine, exploit, reduce or prevent hostile use of Electromagnetic Spectrum (EMS)
- Electronic Intelligence (ELINT) is a fundamental part of EW for **Interception/Detection, Classification, Geolocation** of non-communicative signals (radars, missiles guidance systems, aircrafts, communication systems, weapon systems) to understand electronic activities, intentions and capabilities of adversaries or RFI Radio Frequency Interference



- RFI Radiofrequency Interference has become increasingly relevant with the risk of Civil GNSS Jamming-Spoofing therefore EMS Monitoring / Surveillance is now considered a Dual-Use Civ/Mil activity
- Any RF emitter, hostile or not, can represent a huge risk of Interference-Jamming-Spoofing for Terrestrial/Space infrastructures, and ELINT systems fall within the management of Signal/Space Security



Gordionet Business Agency - Market-Business-Technology Analysis/Intelligence | Projects | Expert in Space Sector/Economy | gordionet.com



- Space-based ELINT currently represents the most interesting development platform compared to terrestrial ones (Air, Ground, Naval)
- Persistent coverage of large areas, No need for physical access to the target area avoiding the risk of detection/interception, Accuracy, Flexibility, Real-Time Intelligence, SA Situational Awareness, Protection of critical-strategic communication infrastructures
- Developing and operationalising Space-based ELINT requires mastering high-end technologies and developing efficient SW-based solution
- Monitoring/Surveillance of the Target achieved by sophisticated triangulation AI/ML algorithms through Triad/Swarm of satellites
- The use of Payload-as-a-Service in LEO Nanosats/CubeSats with designed or COTS components, has revolutionized the scenario with Cost Effectiveness, Reliability, Flexibility, BC Business Continuity
- Respect to Inter-Satellite Links (ISLs) synchronization with considerable power and complex system management, in LEO PNT (Positioning, Navigation, Timing) architectures, autonomous satellites based on TDOA/FDOA technique use GNSS signals and Chip-Scale Atomic Clocks (CSACs) without ISLs, minimum Space/Ground Segment requirements, and GNSS for orbit determination and time synchronization

Deepfake Satellite Imagery/Geography

Deepfake Satellite Imagery/Geography have long been causing worldwide concern and threat on par with deepfakes on photos, videos, audios

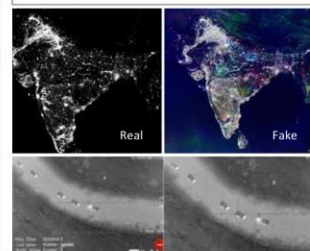
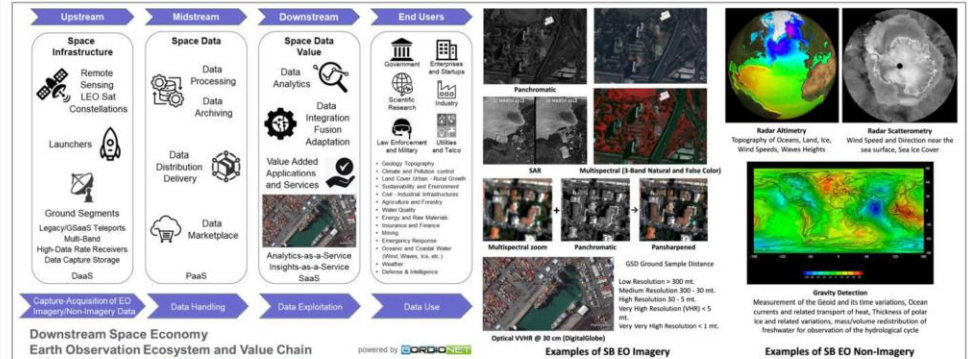
AI-ML-DL algorithms operate alterations from real content by realistically modifying or recreating and corrupting source images, according to processes and sophistications incomparably higher than photoshopping

Misuse can trigger disinformation, threaten national security, mislead public perception, influence political decisions, manipulate market trends, generate altered images for social-political-military purposes

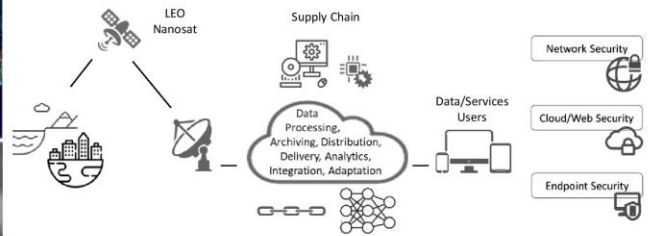
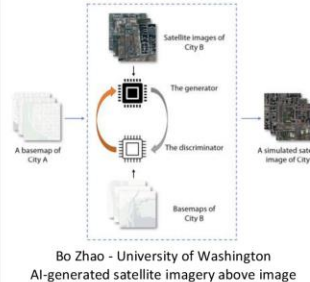
Deep Learning has revolutionized the analysis and interpretation of satellite and aerial imagery, addressing complexities such as the large size of images and a wide range of object classes

Detecting and countering Deepfake Imagery is done in the same domain as satellite image processing based on methods, techniques and algorithms for Segmentation, Classification, Object Detection, through Deep Learning models - Convolutional Neural Networks (CNN Unet, ResNet, SegNet) with training and epochs steps and processes (tools such as Python over Tensorflow Framework)

Best practices and technologies integration of Blockchain, Cybersecurity, Crowdsourced Fact-Checking



Military images of video games using AI and deepfake technology distributed with false content information



- Image Acquisition - Preprocessing - Image and Metadata Hashing (i.e. SHA-256)
- Blockchain Registration by Smart Contracts - Cryptographic and Decentralized Security (PoW, PoS consensus algorithms) - Integrity Verification

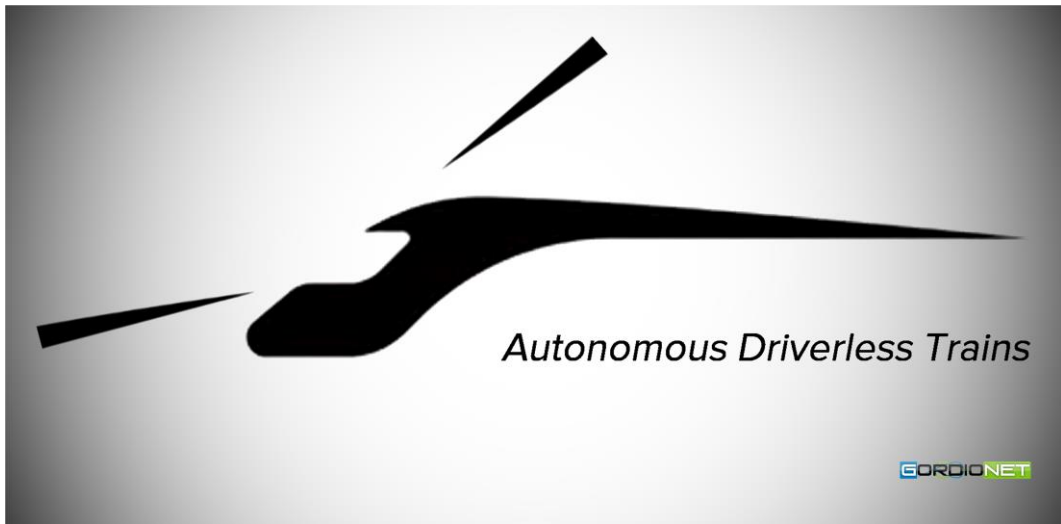
- End-to-end info generation chain**
- Information Generation
 - Verification and Validation
 - Packaging and Structuring
 - Archiving and Preservation
 - Ethical and Legal Considerations
- Potential Interference**
- Source Manipulation
 - Unauthorized Access
 - Content Fabrication
 - Intermediary Manipulation
- Methods for detecting and countering interference**
- Verification and Fact-Checking
 - Source Authentication
 - Content Analysis and Monitoring
 - Metadata Verification
 - Platform and Algorithmic Interventions
 - Collaboration and Information Sharing
 - Incident Response and Forensic Investigation
 - Encryption and Data Security
 - Countering Deepfakes and Synthetic Media
 - Provenance Tracking and Auditing

Gordionet Business Agency | Project-Market-Business-Technology Analysis/Intelligence

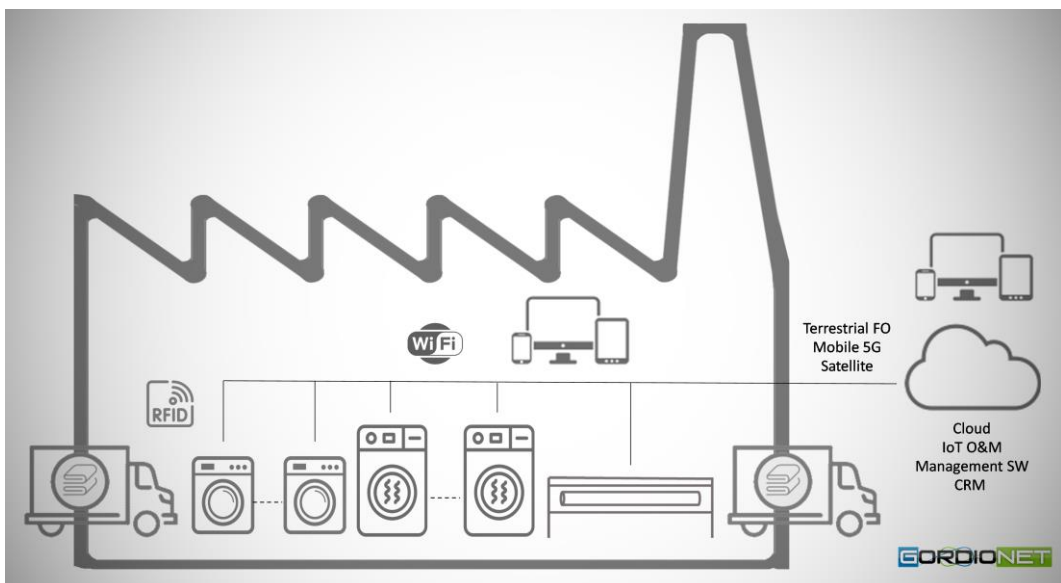
Abstract of project analysis for a Customer in the preliminary evaluation of ESA EO Veracity PoC | gordionet.com



Gordionet was selected by a manufacturer of railway superstructures and rolling stock present in international markets, for a preliminary survey about an integration project of Digital Transformation - ICT/TLC/Signaling Systems - Autonomous Driverless Trains



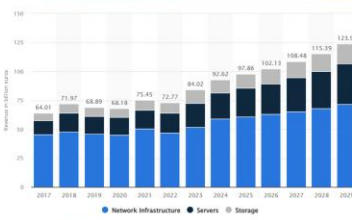
Gordionet was selected by a group of entrepreneurial investors for the propoitive and executive implementation project of B2B Industrial Laundry with latest generation washing-drying-ironing-packing machines, internal resource Organization and Outsourcing, Logistics, Broadband connectivity, AI Management Software, CRM, preventive/predictive O&M via IoT



EU/IT DATA CENTERS MARKET - ENERGY - REAL ESTATE

TOP 10 EMEA DATA CENTRE MARKETS

Operational capacity by country Capacity in operation and planned (MW)			Total market size by country Operational, under construction, and planned (MW)			Total market size by city Operational, under construction, and planned (MW)		
1	United Kingdom	1,442	1	United Kingdom	3,637	1	London	2,666
2	Germany	1,320	2	Germany	2,796	2	Frankfurt	2,038
3	Ireland	1,316	3	Ireland	2,204	3	Dublin	1,928
4	Netherlands	1,005	4	France	1,793	4	Paris	1,566
5	France	714	5	Netherlands	3,474	5	Amsterdam	1,206
6	Sweden	474	6	Italy	1,083	6	Milan	990
7	Spain	376	7	UAE	891	7	Melaka	594
8	Belgium	357	8	Spain	852	8	Madrid	538
9	UAE	322	9	Sweden	948	9	Abu Dhabi	451
10	Norway	262	10	Finland	614	10	Dubai	432



**IT inteso come energia di elaborazione-archiviazione al netto del raffreddamento che richiede dal 30 al 50 % della potenza totale insediata

Valori energetici e trend mercato
Previsione mercato Data Center EU in crescita CAGR del 9 % nel periodo 2025-2030, dagli attuali 10 GW a circa 35 GW entro il 2030, domanda di energia da 96 TWh 2024 a 168 TWh entro il 2030

Scenario Data Center EU storicamente sviluppato nelle città FLAPD (Francoforte, Londra, Amsterdam, Parigi, Dublino)

Mercati FLAPD in rallentamento a causa di moratorie con rigide regole che vietano nuove infrastrutture o il non rispetto di vincoli di utilizzo delle energie rinnovabili, spostando l'attenzione degli investitori verso mercati emergenti tra cui Italia, Spagna, Polonia e paesi scandinavi come Svezia e Norvegia soprattutto per le temperature di funzionamento delle infrastrutture

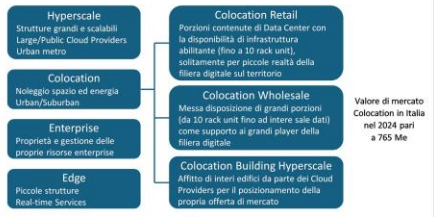
*Per l'Italia con Milano @ 238 MW IT** è stato raggiunto nel 2024 un valore di 513 MW IT** come potenza totale

Drivers Tecnologici-Servizi
(enormi quantità di dati Workload, ottimizzazione allocazione risorse, analisi avanzata, archiviazione, manutenzione predittiva, etc.)

- Connettività a Larga Banda pervasiva FTTH-5/6G
- Cloud, Big Data, IoT
- Costante crescita Virtualizzazione (Smart/Remote Working, Formazione, Seminaristica, Eventi, Teledidattica)
- AI / ML / GenAI
- Smart City
- Real-time
- Telemedicina, Telechirurgia
- Veicoli a guida autonoma
- A-V-ER (Augmented-Virtual-Extended Reality)

Al netto dell'enfasi attuale, del ROI di monetizzazione, dei cospicui investimenti Server (GPU-accelerated computing), si prevede che nel 2030 l'AI rappresenterà meno del 50 % della domanda totale con Workload tradizionali a minore intensità come l'archiviazione dati e le applicazioni Cloud che continueranno a costituire la maggior parte della richiesta

Gordionet Business Agency | Project-Market-Business-Technology Analysis/Intelligence | Abstract from Analysis and Support to a Customer Investor and real estate owner for the negotiation with a TLC Operator | gordionet.com



Canoni di locazione dell'asset immobiliare
Data Center considerati come infrastrutture mission-critical, dotati di strutture ben dimensionate di energia, raffreddamento, connettività, sicurezza, affidabilità ed efficienza nella erogazione dei servizi secondo gli std TIER

Rendimenti più elevati tra tutti i tipi di proprietà, pur considerando i rischi di immobile non facilmente riconvertibile in asset con altra destinazione d'uso

Il Cluster italiano principale è Milano Ovest (sub-stazione elettrica di Baggio) sviluppato da Nabucco Real Estate, inteso per la zona Est, zona Sud in fase iniziale di espansione (sub-stazione elettrica di Lacchiarella)

Roma con la zona Est e Sud-Ovest in passato afflitta da problematiche burocratiche di permessistica ed infrastruttura, sta attraendo gli investitori per nuovi Data Center sia Privati che PA con i relativi archivi pubblici la cui digitalizzazione è finanziata dal PNRR, e l'arrivo di importanti cavi sottomarini per la trasmissione dati come Hub Mediterraneo

Valutazione investimento immobiliare come canone di locazione in KW o MW/mese al posto della tradizionale superficie in mq

I canoni di locazione dipendono dalla potenza insediata e dal valore immobiliare industriale della zona di ubicazione, con ad esempio un range medio europeo di 128-171 euro/mese per KW @ > 250 KW di potenza insediata

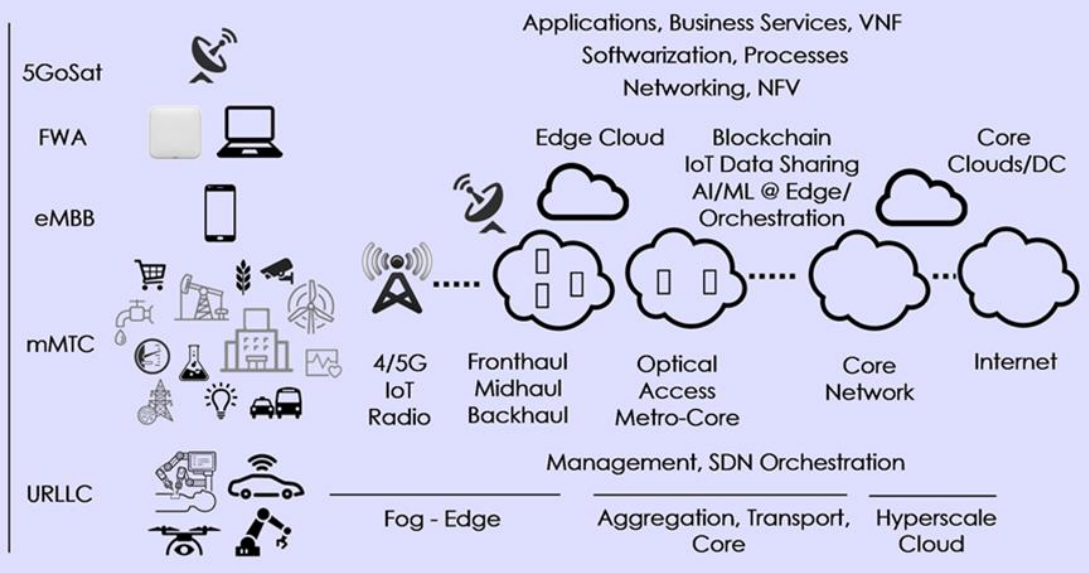
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5G and The Perfect Storm

High Bandwidth
High Speed Internet
4K/8K/360° Video
AR/VR

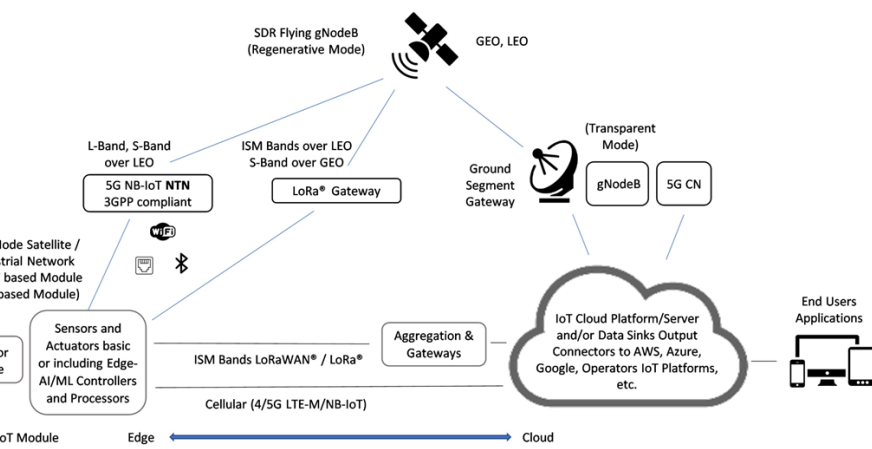
Massive IoT
Smart City, Grids
Metering, Industry,
Home, Farming,
Utilities, Vehicles,
Buildings, Agriculture

Mission Critical IoT
Automotive C-V2X
Robotics & Automation
Healthcare/Telesurgery
UAVs/Drones



IoT - Dual-Mode Sat/TN

- Agriculture | Maritime | Logistic |
- Transportations | Oil & Gas | Mining |
- Energy and Utilities | Environment |
- Constructions | Military and Defense



The most suitable connectivity depends on local/internal coverage, amounts of data bursts at infrequent/frequent intervals, bandwidth, latency, mobility, battery life, modules costs

would you like to overcome a mountain?

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LEO COTM-P up to 220d/25u Mbps - GB/TB according monthly service subscription
Mobile Office - Hotspot - Internet - Video - IoT - Telemedicine - Emergency
Supply or adaptation of SUV/Minivan - Terrestrial WiFi Extender - Portable Power Station

Artificial intelligence

4G 5G

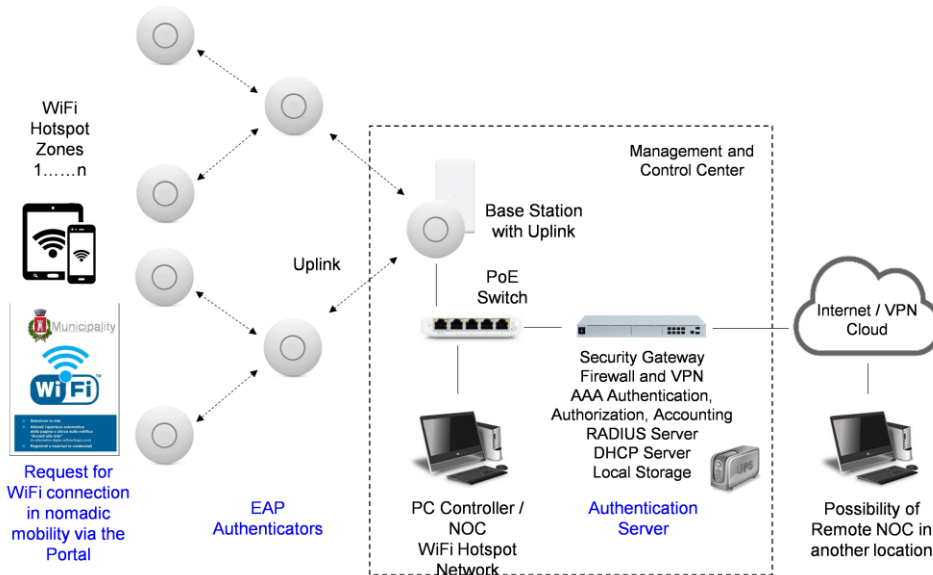
WiFi

Bluetooth









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Smart - Digital / City - Village Wireless Infrastructures for Public Services



Example of WiFi Hotspot architecture on MultiHop Mesh roaming topology with Access Point alternative

Estote Parati

Network Assessment

- Network Mapping - OnPremises-Cloud Services (Servers, Switching, Routing, Devices, Clients, PCs, Mobiles, Printers, WAN Access, etc.)
- Business Continuity - Disaster Recovery - ISO/IEC 27001 - 27002
- Documentation Certification - Application Manual - Documents Management - Implementation / Update OnPremises-Cloud Storage, Backup, NOC - SOC

Cyber Security

- Digital Security Compliance - Security Certifications - Process - Risk Control - Capability Assessments - Network/Web/Mobile/Wireless Security - NGFW - Cloud Security CASB WAF - GI/SGI FW Mobile-5G-IoT - DoS/DDoS Assessment - Host/Firewall Policy Configuration Review - Database Cryptography - Training

GDPR 2016/679

- DPD - GDPR Migration - Assessments, Audits, Analysis, Customers / Partners Engagement Impact (i.e. Omnichannel Contact Center, Customer Service) - Evaluation, Implementation -> Outsourcing Support to the Controller (physical legal Art. 4.7 - 24) and/or to the Processor (physical legal Art. 4.8 - 25) for processes, audits, organizational technical measures obligations adjustment - Focus Art. 5, Art. 15 + 22, Art. 30 (Records of processing activities), Art. 32 + 34 - DPO Data Protection Officer Outsourcing (Art. 37) - Cloud SaaS GDPR verification of compliance Platforms





Auditorium - Multimedia

Individual - Nomadic

Huddle - Small - Medium

Videoconferencing Streaming

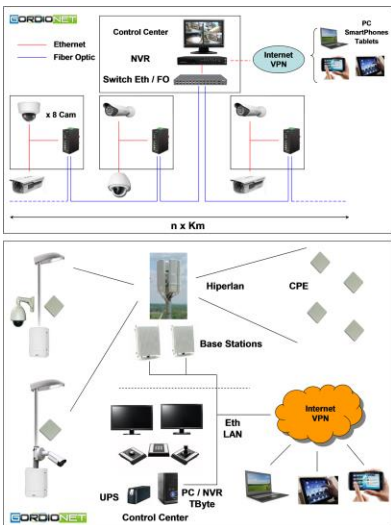
choose whatever you want to do
we'll take care of the rest

meetings | smart working | engagement | marketing | training | workshops | events | webinars



Low cost high quality Integrated Videoconferencing Streaming

Full HD Multipoint Videoconferencing | Advanced SW over generic HW | H.264 SVC/H.265 Video Coding | AVL | Content Sharing - Virtual Collaboration | Recording | Simultaneous Translation | Chat Messaging | Encryption | Internet without the need for VPN QoS MPLS | IP Routing in place of MCUs | IOP and Integration with legacy H.323 - SIP, UCC, G Suite Google Hangouts Meet, Office 365 Skype for Business, and others | WebRTC | GDPR compliance | API SDK customizations | Streaming for hundreds/thousands of participants with interactivity for group aggregations

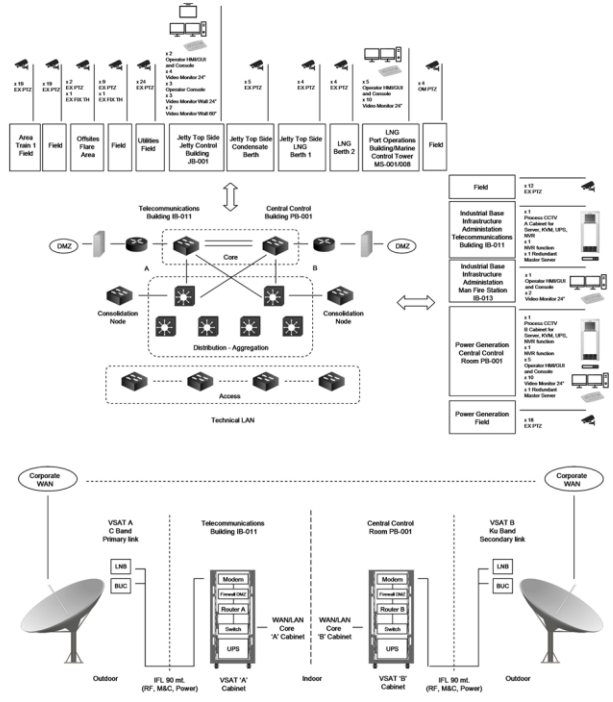
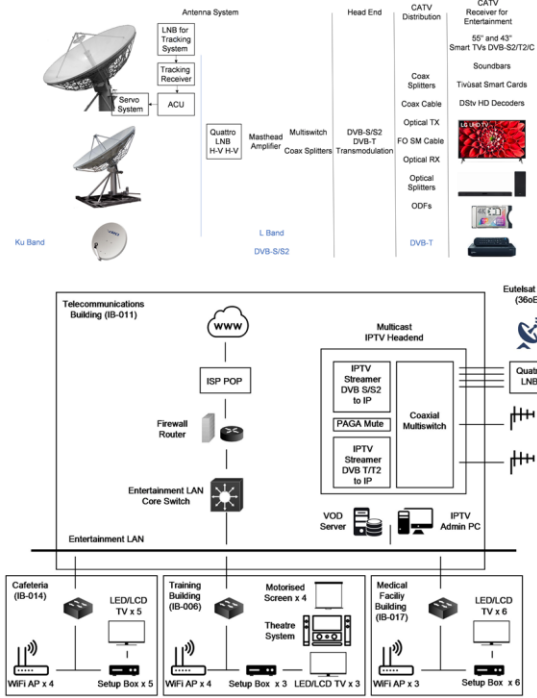



Broadband Access - Cloud Computing - Videocommunication

www.gordionet.com



Projects and Implementations for Verticals Oil & Gas and ESCO



TORNARE A GUARDARSI NEGLI OCCHI

Prodotti e soluzioni multicanale di Video customer engagement

inventia **GORDIONET**
Inventia News - N° 2 / June 2015
CONNECT

Case Study Banking

The new era of Branch Banking

The evolution of the banking organization is going hand in hand with the evolution of technology and it is being radically transforming and migrating from the traditional model, to advanced models of Digital banking.

From the traditional model that already provides a heliostatic use of IT technologies and services for management and internal processes with the first approaches of Self-Service ATM, Internet and Mobile Banking, the Digital Banking decisively extends the human interaction placing it at the center of the Customer Experience.

inventia **GORDIONET**
Inventia News - N° 3 / July 2015
CONNECT

CONNECT **Web-RTC**
CONNECT **Mobile**
CONNECT **Web**
fastSHOP **Video-ASMR**
fastDESK **Web-RTC**

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Inventia News - N° 3 / July 2015
CONNECT

Case Study Telco

Reinventing the Telco Retail Store

The highly competitive industry of Telco, is constantly changing in a complex scenario not immune from the crisis and faces some dominant factors as ARPU, increase - multination - evolution of the services, rates and promotions, careful evolution of high digital technology is changing the customer relationship - engagement, thanks to online platforms that are quickly becoming the core elements for sales and services in all sectors.

The network of Telco Retail Stores is still critical and strategic as point of contact with customers, weighs about 65% on operating costs, is a great territorial branding tool and loyalty with increasing of conversion rates, conveys a Customer Experience on terminals and services that cannot be obtained over on-line channels.

EORDIO
Smart Integration

IoT / M2M

The strong growth of IoT that was created as M2M and Data Analytics through the Cloud, is continuing to expand its use in the marketing & control systems and areas implemented in the past and in the present.

The increasing performance of sensors and devices, the quantity of communications networks, the massive processing capacity of Big Data, has focused on internet management systems.

Each of these IoT will have a massive use of 4G and Energy & Utility Smart Metering, 2G/3G, 4G/5G, 6G, 7G, 8G, 9G, 10G, 11G, 12G, 13G, 14G, 15G, 16G, 17G, 18G, 19G, 20G, 21G, 22G, 23G, 24G, 25G, 26G, 27G, 28G, 29G, 30G, 31G, 32G, 33G, 34G, 35G, 36G, 37G, 38G, 39G, 40G, 41G, 42G, 43G, 44G, 45G, 46G, 47G, 48G, 49G, 50G, 51G, 52G, 53G, 54G, 55G, 56G, 57G, 58G, 59G, 60G, 61G, 62G, 63G, 64G, 65G, 66G, 67G, 68G, 69G, 70G, 71G, 72G, 73G, 74G, 75G, 76G, 77G, 78G, 79G, 80G, 81G, 82G, 83G, 84G, 85G, 86G, 87G, 88G, 89G, 90G, 91G, 92G, 93G, 94G, 95G, 96G, 97G, 98G, 99G, 100G.

SMS Booster per Mobile Operators

Gli SMS continuano ad essere la maggior killer application mobile.

Se i servizi di Messaging P2P (Person to Person) hanno visto negli ultimi anni una distribuzione tra Operatori ed OTT, i servizi di Messaging SMS A2P (Application to Person), sono in continua crescita e richiedono un Provider professionale, affidabile, flessibile, garantendo sicurezza, customizzazioni e profilazioni dedicate.

Il 96 % di utenti che ricevono un SMS in meno di 7 secondi dall'invio per tutti gli Operatori Mobile mondiali, aprono e leggono il messaggio in una media temporale di 3 minuti, con la più elevata percentuale tra tutti i canali di comunicazione. Il tasso di conversione di un SMS Informativo o promozionale è del 35 % rispetto al 2 % delle email. Il canale SMS è in assoluto il meno costoso tra tutti i canali di comunicazione.

Sparkle SMS Booster

- Integra Sparkle SMS Transit e Sparkle SMS Firewall
- Genera nuovi flussi di entrate dalla monetizzazione del traffico SMS A2P
- Raccoglie il Traffico SMS A2P dando il giusto valore al tasso di terminazione del MNO
- Gestisce SMS Firewall 24H/7D, fornendo l'intelligence ed il supporto necessario
- Elimina spam e traffico fraudolento (grey routes)
- Il servizio è completamente conforme alle specifiche GSMA (IR70 e IR71)

Sparkle ha lanciato un Servizio evoluto ed esclusivo chiamato Sparkle SMS Booster per Operatori Mobili, consistente in una raffinata soluzione Managed Services all-in-one 24H/7D, che integra Sparkle SMS Transit, Sparkle SMS Firewall, business intelligence, traffic routing, monitoraggio, controllo e filtraggio costante dei messaggi in ricezione da parte dei clienti dell'Operatore.

Attualmente gli Operatori Mobili hanno un controllo ed una visibilità limitata su tutto il traffico SMS A2P in entrata, con conseguenti perdite economiche, elevati costi di segnalazione e numerosi reclami da parte dei clienti per traffico spamming e fraudolento.

Sparkle SMS Booster permette la massimizzazione dei ricavi e la raccolta e monetizzazione dei servizi SMS A2P, grazie al completo controllo e terminazione del traffico, la totale protezione dei clienti dell'Operatore Mobile, eliminando lo spam ed il traffico fraudolento proveniente dalle rotte grigie (grey routes).

Sparkle SMS Booster rilevando, filtrando e bloccando spam indesiderati, messaggi recapitati da origini non autorizzate, messaggi di potenziale minaccia per la sicurezza che si trasformano in perdite economiche e di reputazione dell'Operatore Mobile, oltre al valore derivato da nuovi flussi di entrate, migliora drasticamente la Customer Experience, Customer Satisfaction, ritenzione e fidelizzazione dei clienti.

La soluzione viene offerta con un approccio innovativo basato su modelli di business con Capex Opex gratuito, revenue sharing, success fee.

Sparkle SMS Transit

- Accesso diretto SS7 ad oltre 600 reti mobili (senza routing di terzo parti)
- Elevato throughput con oltre 100 SMS/sec
- Supporto del campo di invio dinamico e risoluzione MNP
- Supporto dei protocolli SMPP, UCP e SS7
- Routing personalizzato
- Servizio di assistenza clienti 24H/7D

Sparkle SMS Firewall

- Rilevazione di spamming / flooding / fingering / spoofing
- Screening dei contenuti e analisi semantica
- Funzionalità avanzate di report Web e GUI
- Conformità standard GSMA (IR70 e IR71)
- Regole / condizioni predefinite per impedire l'uso improprio da parte dei clienti
- Capacità di routing domestico
- Opzioni di servizio completamente gestite

Sparkle società del Gruppo TIM, è tra i primi 10 service provider internazionali a livello globale, grazie ad una delle più estese piattaforme di servizio globali in continua evoluzione, con 143 PoP (Point of Presence), 530.000 Km di cavi, backbone IP proprietari, 40 uffici nel mondo, mercati principali in Europa, Mediterraneo, Latin America, Asia.

Sparkle fornisce direttamente ed in wholesale servizi di telecomunicazione IP, Data, Cloud, Data Center, Mobile e Voice a Carrier fissi e mobili, ISP, OTT, Content Provider, Operatori Multimedia, Application Service Provider e Clienti Multinazionali Corporate - Enterprise.

Bizando è agente distributore di Telecom Italia Sparkle, e collabora con Gordionet per il Business Development dei Servizi Sparkle SMS Booster.

Seminars & Training not only on own portfolio? An excellent Customer Engagement strategy



Training on new technologies and development opportunities in the Digital Transformation

Course
Cyber Security

La Digital Transformation e la costante crescita di connettività utenti e device, ha incrementato la complessità distribuita fra Reti, Cloud, Data Centers, Branch/Enterprise Offices, Endpoint e Mobile. L'aumento della mobilità al di fuori del perimetro di protezione e controllo aziendale (roaming users - smart working), ha amplificato a dismisura l'esposizione di violazione dati, malware, ransomware.

Diventano importanti modelli di sicurezza zero-trust basati su rigidi processi di verifica identità, reattività zero-day alla vulnerabilità, filosofia threat zero-day con Prevention al posto di Mitigation. Si ha ormai necessità di una sicurezza ramificata e complessa per la costante crescita del Cloud, dei modelli decentralizzati Fog-Edge per IoT su infrastrutture 5G, con eventuali applicativi AI e Blockchain.

Private - Public - Hybrid Cloud, hanno generato una varietà di sfide per la sicurezza. Nel Private ambienti IaaS e migrazione SDN/NFV (OpenStack, Cisco ACI, VMware NSX, etc.), nel SaaS (Office365, Salesforce, box, servicenow, GSuite, etc.).

Nel Public IaaS con ambienti anonimi generici, multi-tenant e framework DevSecOps, è fondamentale una chiara visione sulla condivisione della sicurezza tra azienda e provider nella movimentazione di applicazioni e dati, con eventuali estensioni sulle piattaforme (AWS, VMware on AWS, Microsoft Azure, Google Cloud, IBM Cloud, Oracle Cloud, Alibaba Cloud).

- Network Security - Web Security
 - NGFW Next Generation Firewall, IDS, IPS, Threat Emulation, Threat Extraction, Antivirus, Anti-Bot, App Control, URL Filtering, Identity Awareness, Content Awareness, Mobile Access, IPsec VPN, Advanced Networking & Clustering, SSL / TLS visibility and orchestration
 - 4G/5G Firewall for Mobile-5G-IoT (GILAN, CGNAT, DDoS protection, Application Visibility)
- Cloud Security
 - Private, Public, Hybrid Cloud visibility - management - protection, WAF Web Application Firewall, DDoS protection, Vulnerability Management, CASB Cloud Access Security Broker, Data discovery - classification, Data Protection, DLP
- SIEM Security Information and Event Management, machine - deep learning UEBA User & Entity Behavior Analytics
- Endpoint Security
- Email Security
- MDM Mobile Device Management
- IT - OT Integration

Course
IoT Revolution

L'enorme crescita di IoT definito come M2M+Data Analytics tramite Cloud, non è neanche remotamente paragonabile con sistemi e servizi di monitoraggio & controllo implementati attualmente e nel passato.

Prestazioni sempre più elevate di sensori e dispositivi, capillarità delle reti di comunicazione tra cui 5G, grande capacità di elaborazione, Big Data-OSS-BSS, Fog/Edge/Cloud processing-analytics-storage, soluzioni Blockchain/AI-based, stanno generando un ecosistema di sviluppo immenso.

Esempi settoriali di applicabilità IoT sono Smart City, Grids Metering, Energy, Industry, Home, Farming, Utilities, Vehicles, Buildings, Agriculture, SCADA, ICT, Security-Public Safety, Banking & Finance, Transportations & Logistics, Healthcare & Life Science, Retail.

IoT rappresenta una grande opportunità per offrire servizi o utilizzo B2B-B2C da parte di Operatori e Service Providers ESCO, Enterprise, Pubblica Amministrazione, Verticals, con il conseguimento di nuovi modelli di business, riduzione capex opex, miglioramento efficienza, competitività.

- IoT definitions and applications
- IoT components
 - Sensors, Actuators, Controllers, Smart Things, Gateways
- Sensors to Gateway - Gateway to Cloud
- IoT Analytics and Storage
 - Fog/Edge/Cloud, Big Data, Blockchain IoT Data Sharing, AI-ML
- LPWAN vs LTE Cat-M1 vs 5G NB-IoT Cat-M2
- IoT via Satellite
- mMTC and URLLC
- RFID IoT
- IIoT and Industry 4.0
- Use Cases
- Business Models

Thank you !



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