

FASTWEB GAINS CLOUD FLEXIBILITY, COMPETITIVE ADVANTAGE WITH RED HAT



SOFTWARE AND SERVICES

Red Hat® OpenStack® Platform

Red Hat Consulting

Fastweb, a leading Italian telecommunications company, provides enterprise cloud-based ICT services to businesses that lack internal resources for independent development and support. As its adoption rate grew, Fastweb needed to improve automation and self-service capabilities to meet highly dynamic customer needs. To achieve an agile, flexible approach, Fastweb migrated to Red Hat OpenStack Platform. As a result, the company improved its competitive advantage and gained new customers.



TELECOMMUNICATIONS

2,500 EMPLOYEES

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MIRKO SANTOCONO
PRODUCT MANAGER, CLOUD COMPUTING SERVICES, FASTWEB

BENEFITS

- Improved service flexibility and interoperability with clients' IT environments
- Reduced time to market, with more frequent releases of new cloud functions
- Gained new customers and increased rate of adoption by 60%



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“Thanks to Red Hat, we are growing our revenue and have solidified our position as a leading cloud provider in Italy. With Red Hat, we are clearly positioned as the most innovative company in the market.”

MIRKO SANTOCONO
PRODUCT MANAGER,
CLOUD COMPUTING SERVICES,
FASTWEB

PROPRIETARY PLATFORM RESTRICTS CUSTOMERS' CLOUD SUCCESS

Fastweb, a leading Italian telecommunications company, provides enterprise cloud-based ICT services to Italian businesses that lack internal resources to independently develop and support these services. As its adoption rate grew, Fastweb needed to improve its automation and self-service capabilities to meet highly dynamic customer needs.

“We needed automation and self-service functions to let customers do most things on their own, such as self-deployment of networks, security resources, or application stacks. These capabilities were not possible with our previous solution,” said Mirko Santocono, product manager for cloud computing services at Fastweb.

In addition, the inflexibility of the previous platform and its service prevented Fastweb from achieving its business goals.

“The solution was proprietary,” said Santocono. “We wanted an open source solution that could help us be more independent, quick, and flexible in our go-to-market strategy.”

FLEXIBLE, INNOVATIVE PLATFORM OFFERS OPEN SOURCE SOLUTION

To find a platform that would offer Fastweb and its customers greater agility and flexibility, the company researched several different solutions and chose Red Hat OpenStack Platform.

“We selected Red Hat because of the innovative nature of the technology and Red Hat’s open source approach,” said Santocono. “We also liked that our customers recognize and trust OpenStack.”

Fastweb implemented Red Hat OpenStack Platform to gain software-defined datacenter capabilities, particularly networking capabilities for its customer portal. With the new solution, customized networks can be quickly, easily created using automated topology design. Red Hat Consulting helped Fastweb during design and implementation phases, complementing the skills of Fastweb’s engineers.

Fastweb typically provides connectivity services and advanced solutions to its large customers, including cloud, security, collaboration, and full ICT outsourcing. Fastweb’s enterprise customers can purchase blocks of computing, networking, and storage resources on the company’s cloud portal and can build virtual datacenters via a self-service portal. Fastweb also sells simple virtual machines, similar to Amazon Web Services (AWS).

With Red Hat Enterprise Linux OpenStack Platform, Fastweb can now offer consistent service-level agreements (SLAs) to customers that cover their entire technology platform, from network to cloud systems.

“We are now the single point of contact for our customers,” said Santocono. “We are one of the few ICT providers in Italy that can provide all of these services to our customers in a single offering.”

AN IMPROVED CUSTOMER EXPERIENCE HELPS FASTWEB STAY COMPETITIVE

GREATER FLEXIBILITY

Red Hat OpenStack Platform lets Fastweb customers of various sizes – from small businesses to major banks and government – now move beyond deploying single virtual machines to deploying full datacenters. In addition, Fastweb’s customers can easily integrate Red Hat OpenStack Platform with legacy systems – a critical capability for the company’s large enterprise customers.

“Full back-end automation lets us scale this offering very quickly and really improve our go-to-market abilities,” said Santocono.

ADDITIONAL PAYMENT OPTIONS

The ease of operating Red Hat OpenStack Platform has also helped Fastweb reduce fees and support costs. The company now offers a pay-per-use model that lets customers pay only for the resources they use, when they use them.

“We have received feedback from our end customers that they are extremely satisfied [with our new cloud proposition],” said Santocono.

INCREASED COMPETITIVE ADVANTAGE

Migrating to Red Hat OpenStack Platform has helped Fastweb diversify its offerings to maintain its competitive advantage. The new platform architecture lets Fastweb offer high-grade security at all technology layers.

The additional capabilities and cost advantages of Fastweb’s new platform have helped the company rapidly gain new enterprise customers in the last few months of 2015.

“Red Hat has made us more competitive in the market. We are migrating our current customers to the new cloud platform and quickly adding new customers. The numbers support our decision to invest in this new solution,” said Santocono.

A SOLID FOUNDATION INSPIRES CONFIDENCE IN CONTINUED SUCCESS

Migrating to Red Hat OpenStack Platform has helped Fastweb broaden its services and extend its lead in the Italian ICT market.

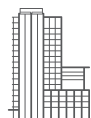
“Thanks to the Red Hat solution, we are growing our revenue and have solidified our position as the leading cloud provider in Italy,” said Santocono. “We see big potential for the future. With Red Hat, we are clearly positioned as the most innovative company in the market.”

ABOUT FASTWEB

With over 2.2 million customers, Fastweb is a major Italian telecommunications operator. The company offers a wide range of voice and data services, fixed communication and mobile, to households and businesses. Fastweb partners with businesses of all sizes, from start-ups and small and medium enterprises, to the largest corporates and the public sector offering advanced telecommunication and ICT services, such as housing, cloud computing, security and unified communication. Since its creation in 1999, the company has focused on innovation and network infrastructure to provide high quality ultra-broadband services. Fastweb has developed a national fiber optic network of 41,000 kilometers and, at present, passes about 6.9 million homes and businesses with fiber-to-the-home or fiber-to-the-cabinet technology. By 2020 Fastweb plans to reach with ultra-broadband network 13 million households in 500 cities (50% of the population), with speeds of up to 200 Mbps. The Company has been part of the Swisscom Group since September 2007.

Fastweb.it

ABOUT RED HAT



Red Hat is the world's leading provider of open source software solutions, using a community-powered approach to provide reliable and high-performing cloud, Linux, middleware, storage, and virtualization technologies. Red Hat also offers award-winning support, training, and consulting services. As a connective hub in a global network of enterprises, partners, and open source communities, Red Hat helps create relevant, innovative technologies that liberate resources for growth and prepare customers for the future of IT.



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