



Tiscali Delivers B2B Strategy Ready for the Hybrid Cloud

Memoria e Innovazione—Memory and Innovation

It takes a special kind of company to weather storms like Tiscali has. The only independent telecommunications operator in Italy, Tiscali competes among the biggest telecommunications operators in Europe from its home on the Italian island of Sardinia.

Over its 17-year history, the company has remained dedicated to the principles of *memoria e innovazione*—memory and innovation. It has maintained a clear vision for the future while never forgetting its roots.

Building business value with cloud services

Building on its foundation as a telephone service provider, Tiscali grew quickly through providing Internet access services and expanded into 14 European countries. But market volatility soon forced the company to rethink its aggressive acquisition strategy.

“We decided we didn’t want to be the eighth, ninth, or tenth ISP or telecommunications company in every country,” says Gianluca Nonnis, Tiscali’s corporate communications manager. “We had a responsibility to refocus our business and go back to our roots.”

In 2005, Tiscali pivoted quickly, reprioritizing its Italian customer base and returning its focus to innovation. Tiscali saw an opportunity to apply its expertise in telecommunications and managed IT services to break into the business-to-business (B2B) market with enterprise-class cloud services.

“It was something we had to do to survive,” adds Salvatore Pulvirenti, Tiscali’s chief information officer. “Our greatest opportunity is in the business market. Businesses are looking to migrate to the cloud, and they need to do that while cutting costs and maximizing efficiency.”

To meet business customers’ needs for security, availability, and reliability, Tiscali required a new approach to infrastructure. It needed the flexibility to scale quickly. It needed the ability to embrace emerging technologies. Most importantly, it needed to protect customers’ key asset: their data.

Tiscali teamed with NetApp to upgrade its infrastructure. It became the first adopter in Italy of the NetApp® clustered Data ONTAP® operating system. It also laid the foundation for a data fabric that gives customers choice and control in the hybrid cloud.

“For us, data is everything,” says Antonio Pittalis, Tiscali’s IT infrastructure manager. “The world is going to cloud—to hybrid infrastructure. We need to manage data of any flavor. Integration between on-premises solutions and the cloud using a data fabric will be critical for success.”

Unlocking the efficiency of the cloud

Today, Tiscali has become a destination cloud for Italian businesses of all sizes—from the smallest to the largest enterprises and government organizations. With a robust cloud platform built on NetApp storage and clustered Data ONTAP, Tiscali has gained the availability, efficiency, and scalability needed to break into the B2B market for cloud services.

“When a customer comes in asking for 1TB of data, you have to be ready. You can’t tell them to wait,” says Pittalis. “The scalability of clustered Data ONTAP helps us respond quickly to unknown needs. Today our business is not waiting on the technology.”

With clustered Data ONTAP, Tiscali is able to:

- Offer zero-downtime service-level agreements.
- Host multiple cloud services on a single, scalable storage platform.
- Protect customers’ data with secure multi-tenancy capabilities.
- Reclaim 50% of data center floor space and save 60% on power and cooling.
- Support 30% annual data growth while cutting the IT budget by 50%.



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Antonio Pittalis, IT Infrastructure Manager, Tiscali

“Today we have an infrastructure that is more transparent than before. It provides services that are flexible enough to sustain our own business needs and those of our customers in terms of data movement, data security, and data protection,” says Pulvirenti.

Laying a foundation for success today and tomorrow

Tiscali teamed with NetApp Professional Services for its transition from Data ONTAP operating in 7-Mode to clustered Data ONTAP. As an early adopter of the operating system, Tiscali eagerly anticipated the new features that would become the foundation of its cloud platform.

“Moving to clustered Data ONTAP was a strategic change for us,” adds Pulvirenti. “The ability to eliminate downtime and optimize data center space has been critical to our success as a public cloud provider. NetApp has been with us along the way to address any challenges, and we are very happy with where we are today.”

The company also worked closely with the NetApp Service Provider Partner Program to architect and go to market with new cloud services. Tiscali’s evolution from a provider of consumer utilities to enterprise-class cloud services reached a pinnacle in 2015 when Tiscali was awarded a seven-year contract with the Italian government.

“By winning this contract, we have proven that we are not only a consumer brand but a big business player,” says Pulvirenti. “The NetApp team helped us every step of the way. We made this journey together.”

End-to-End Disaster Recovery in 30 Days

Soon after launching its first B2B cloud services, Tiscali competed head to head with telecommunications heavy hitters to win the business of a large Italian bank. With NetApp’s help, Tiscali was able to demonstrate to the bank that it could replace its tape-based disaster recovery (DR) solution. It also showed that the bank could avoid the cost of building a secondary data center for DR with an end-to-end, cloud-based DR solution.

In just 30 days, the customer was able to reduce its recovery point objectives from several days to less than one hour for 20% less cost than the original solution.

“We wouldn’t have been able to do that without NetApp,” says Pulvirenti. “NetApp gave us the speed to provide the solution and replicate the model. It has set the standard for our DR solutions.”

New Services Ready for the Hybrid Cloud

The ability to provide customers with choice and control through a data fabric is a critical element of Tiscali’s ongoing cloud strategy and market differentiation. Its growing portfolio of services includes:

- Infrastructure as a service
- DR as a service
- Backup as a service
- Billing as a service
- Cloud storage
- Managed e-mail

Through a Data Fabric enabled by NetApp, Tiscali can provide NetApp customers in Italy with a secure path to the hybrid cloud. Customers can benefit from a common set of data services across their choice of IT resources—on the premises or in the cloud—and seamlessly move data from one cloud to another.

Learn more at www.netapp.com/us/company/customer-stories/tiscali.aspx.

About Tiscali

Tiscali S.p.A. is one of the leading alternative telecommunications companies in Italy. Tiscali provides its consumer and business customers with a vast range of services, including Internet access through dial-up and ADSL, voice, VoIP, media, and value-added services, as well as other technologically advanced products.

About NetApp

Leading organizations worldwide count on NetApp for software, systems and services to manage and store their data. Customers value our teamwork, expertise and passion for helping them succeed now and into the future.