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Italtel Introduces the Service Box in Preparation for Web 2.0



[Brian Solomon](#), TMCnet Web Editor

Italtel is preparing for Web 2.0 by introducing The Service Box, a software product for creating and facilitating advanced communications services. TSB, an innovative product, is also an evolution in the company's mission. The new software promises to help Italtel remain an important player in the Next-Generation Services market.

The software platform will be presented in a few days for the first time ever in Europe at the Broadband World Forum Europe in Berlin. Among some of the Web 2.0-based services it offers are intelligent searches for points of interest to the client, as well as real-time phone communication between avatars in Second Life.

“I believe that The Service Box represents a powerful tool to tap into and consolidate new market and business opportunities,” said Marco Casucci, Vice President Services and Service Enabler in Italtel's Multimedia Products & Solutions Product Unit. “In the near future, Italtel will be both a creator and an enabler of Next-Generation Services, a strong growing market which will allow to complete the effective convergence between IT applications and Telecom services.”

The Service Box is based on BEA's WebLogic SIP Server, and is designed and to make advanced communication services available to large enterprises and service providers, independent of the terminals used by the end user. TSB allows communications services to exist on the web as pure IT applications, and be

accessible at any time over communications interfaces.

*Brian Solomon is a Web Editor for TMCnet, covering news in the IP communications, call center and customer relationship management industries. To see more of his articles, please visit [Brian Solomon's columnist page](#).*

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