

ITALTEL AND ECI TELECOM SIGN A PARTNERSHIP FOR THE SUPPLY OF ADVANCED TELECOM SOLUTIONS FOR SERVICE PROVIDERS WORLDWIDE

Italtel will enhance its telecom portfolio by selling and representing ECI Telecom solutions to service providers, utilities and communications providers worldwide. As part of this agreement, Italtel has become an ECI Global Partner. With ECI's portfolio of access and transport products, Italtel is well positioned to take advantage of carriers' investments in advanced technologies and services, such as IPTV, 3G wireless, and Quad-Play solutions. Italtel brings ECI an impressive global presence and in-depth expertise in end-to-end system integration.

Milan (Italy) and Petach Tikvah (Israel), November 11, 2009 – [Italtel](#), one of the leading companies in the next generation IP networks sector, and [ECI Telecom](#), global provider of networking infrastructure solutions optimized for Next - Generation Network (NGN) migration, today announced that they have signed a partnership agreement for the sale and customization of optical transport systems for metropolitan networks and access platforms for voice, data, IP video and fixed/mobile convergence.

As such, Italtel will be a preferred vendor and system integrator for ECI Telecom technology in the building of integrated communication networks for service providers, communications providers and utility companies in the 'Quadruple Play' (data, voice, video, mobile) access and transport markets. Under this agreement, Italtel has become one of ECI's Global Partners.

"As the telecom sector continues to evolve, strategic partnerships such as this new agreement between ECI Telecom and Italtel, will be critical for the success of telecom equipment suppliers, especially in an increasingly competitive and mature market. ECI brings a best-in-class Access platform in the Hi-FOCuS portfolio and a leading multi-service transport platform in the XDM, while Italtel brings an impressive presence in EMEA and Latin America, as well as valuable expertise in system integration, voice over IP and mobility. This partnership makes perfect business and technology sense," said [Erik M. Keith](#), Principal Analyst for Broadband Infrastructure at [Current Analysis](#).

"The partnership with Italtel strengthens our presence in important and growing international markets. With our access and transport portfolio, Italtel will be able to provide their customers with high-end platforms that are optimized for next-generation evolution. In Italtel, we have found a partner with the required ability and expertise that are complementary to our own, in addition to a strong and recognised specialisation in system integration," noted [Tony Scarfo](#), Head of Global Channel Sales, and Partners of ECI Telecom.

"The agreement with ECI is part of our plan to develop into specific foreign markets and to widen the perimeter of our products and services," commented [Claudio Chiarenza](#), Italtel General Manager and Chief Strategy Officer. "This partnership allows us to extend our portfolio of solutions for service providers in the EMEA and Latin America markets with products for access and optical transport, and to adopt a structured approach to a market segment that is potentially attractive, represented by European service providers and utilities with their own network infrastructure."

The partnership between Italtel and ECI Telecom will cover the integration and customisation, at the customers' premises, of ECI's Multi-Service Access Node (MSAN) *Hi-FOCuS™*, and the metro edge *BroadGate®* line of products. The Hi-FOCuS supports voice, data and video over one, converged IP platform, while the BroadGate line is an advanced Multi-Service Provisioning Platform (MSPP) for the transporting of data streams over fibre optic in metropolitan networks.

Market Background

Despite the economic downturn, that caused a CapEx decline in 2009, with service providers putting on hold some of their major infrastructure investments, the telecom market remains still one of the most dynamic and competitive sectors in today's world as subscribers and network traffic keep growing and won't stop.

Service providers face many challenges – the need to migrate to IP networks, the blurring of boundaries between different types of providers, the demand for advanced services, in addition to lower margins, reduced revenues and increased competition. According to Infonetics Research, service providers today are transforming into vertically integrated multimedia providers.

Infonetics expects broadband and corporate traffic to continue to grow, as IP video, IPTV and personalization of services take hold. IPTV traffic patterns will cause a continual push for more network capacity over the years. There is increased adoption of broadband data services and of mobile telephony and data traffic.

"Worldwide, we expect over 600M fixed broadband subscribers in 2013. Much of this growth is coming from emerging markets, such as China, Southeast Asia, and Russia, as more mature markets in Japan, Korea, North America and Western Europe reach saturation," said [Michael Howard](#), Principal Analyst, Infonetics Research. "Subscribers are attracted to new services brought on by broadband investment in IP video, including IPTV, broadcast TV, video-on-demand, HDTV, network PVR, online gaming, music downloads, video telephony, and home automation and security services."

Worldwide telco IPTV subscribers reached 26M in CY08 and are expected to grow to 155M by CY13, as operators rely on video services to increase ARPU and to retain fixed broadband subscribers.

Fixed broadband services have some of the highest margins of any services offered, which is why layering on 'sticky' services like IPTV is so critical to their bundling efforts.

Links



High-resolution graphics are available for download at flickr.com/photos/ecitelecom



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ECI Telecom

ECI Telecom delivers innovative communications platforms to carriers and service providers worldwide. ECI provides efficient platforms and solutions that enable customers to rapidly deploy cost-effective, revenue-generating services. Founded in 1961, Israel-based ECI has consistently delivered customer-focused networking solutions to the world's largest carriers. The Company is also a market leader in many emerging markets. ECI provides scalable broadband access, transport and data networking infrastructure that provides the foundation for the communications of tomorrow, including next-generation voice, IPTV, mobility and other business solutions. For more information, please visit www.ecitele.com

The Italtel Group

Italtel designs, develops, implements solutions for Next-Generation Networks and Services, based on the Internet Protocol (IP). Italtel provides proprietary products, systems, and solutions; Professional Services dedicated to the design, development, maintenance of telecommunication networks; IT System Integration Services (BSS, CRM, Saas, Data Center Consolidation, Integrated Network Security); Network Integration activities, in terms of third party products and technologies customization and software development for the creation of new Web 2.0 services, for IP Unified Communication design and deployment. Born in 1921, Italtel has designed and implemented telecommunication networks that are among the most innovative worldwide and counts among its customers more than 40 of the world's top TLC Operators and Service Providers. In Italy Italtel is also reference partner of Enterprises and Public Sector for the deployment of IP Next-Generation Networks and for the development of multimedia convergent services for their customers. Italtel has around 2,200 employees; almost half of them are D&I specialists. Italtel is present in 25 countries including France, UK, Spain, Germany, Belgium, Russia, Poland, Argentina, Brazil, United Arab Emirates, Saudi Arabia. Italtel's headquarters are in Milan (Italy) with R&D Labs in Milan and Palermo. Sales offices are in Rome. Website: www.italtel.com

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