

# Cities On Line deploys UC solution in an aggressive move to gain market share

## At a glance

- **Name:** Cities On Line
- **Headquarters:**  
Catania, Italy
- **Founded:** 1995
- **URL:**  
[www.citiesonline.it](http://www.citiesonline.it)
- **Products:** Internet-based telecommunications services

## Challenges

- Gain market share with a Unified Communications (UC) solution
- UC must be implemented quickly to achieve maximum impact
- Company needs a vendor that can provide all aspects of design, deployment

## Solution

- HP/Cisco/Software.com Unified Communications Solution

## Solution results

- Company expects to double its user base in just 1 year
- Solution provides outstanding scalability, manageability and reliability
- HP Consulting handles design, integration, support, training

Cities On Line, of Catania, Italy, plans to challenge its large, well-established competitors with attractive new services offered by a Unified Communications (UC) solution. Cities On Line is one of the first companies in the world to deploy an Internet Protocol (IP)-based solution from HP, Cisco and Software.com. This carrier-grade UC solution is ideal for the company's business consumers and prospects.

"As early innovators, we plan to merchandise the capabilities of this UC Solution to double our customer base in just one year," explains Francesco Mazzola, the company's CEO. "This solution also establishes us as a leader in technology, which we intend to maintain and support with future announcements."

## Strategic advantages

Cities On Line focuses on business-to-business, Internet-based telecommunications. It also offers Internet access to consumers. The company, which was founded five years ago, has used creative marketing and a presence in newspapers and business press to build its reputation. Mazzola had been searching for advanced IP-based services that could simultaneously offer strategic advantages to both Cities On Line and its customers.

With this solution, Cities On Line can offer its customers the ability to access email, phone or fax messages from any device, at any time, from any location, in real-time at the end. "UC services are extremely attractive to businesses that want to equip their employees to be available at all times, and to be more productive," notes Mazzola. "The convenience of a unified interface is especially important for employees who travel extensively. With UC, they can be notified immediately when a fax or email they have been waiting for has come in."





Analysts estimate that the number of UC mailboxes will exceed 3 million in Europe in just two years. "It's very important to enter the market quickly in order to gain prominence and establish a long-term position of strength," Mazzola explains.

He adds that UC services carry higher profit margins, so growth in this market carries enhanced financial rewards.

## Selection criteria

When evaluating and selecting a UC solution, Cities On Line focused on vendor reputation, scalability and the ability to provide an end-to-end solution. Cities On Line is one of the first service providers in Europe to deploy Unified Communications, so Mazzola knew he would be relying heavily upon the solution's vendors.

Cisco's uOne platform, Software.com's InterMail Mx and HP products offer excellent scalability and performance.

In addition, the company wanted a UC solution it could deploy quickly.

"We could not afford to implement a solution that takes months and months of development before it works correctly. We needed a solution that could be implemented smoothly and quickly, so that we could begin to see a return on our investment," he says.

Cities On Line was also extremely concerned about scalability because it wanted to be able to rapidly and cost-effectively expand all the components in the system to support its anticipated growth.

"Our goal is to take the market by storm-to move in quickly to establish leadership. In order to do that, we need to be able support the customers we attract. Therefore scalability is a critical element in determining the extent of our success," says Mazzola.

## HP provides design, deployment, support

Because Cities on Line is an emerging company, it has chosen a partner/vendor that could supply a comprehensive solution that included system-wide installation, configuration, testing, integration, training, maintenance and support. All of these activities are ably supplied by HP Services, Mazzola notes.

"HP has the resources needed to pull this complex solution together quickly and efficiently. With HP acting as the prime contractor, we have absolute confidence in a successful outcome."

When the installation is complete, Cities On Line will use HP OpenView to monitor and manage the entire solution-including hardware, software and networking components-from its headquarters. The company has installed clusters of HP 9000 Enterprise Servers, which are equipped with HP's MC/ServiceGuard automatic failover capabilities, to enable highly available operations.

Unified Communications offers service providers attractive opportunities for growth in both revenue and market share. Cities On Line plans to use the competitive advantages UC offers to build a large-scale presence-in a very short time.

"We plan to establish a leadership position in our target market as early innovators of the HP/Cisco/ Software.com UC solution. These new services give us a strategic advantage over our competitors."

**Francesco Mazzola**  
CEO, Cities On Line

## For more information

- Please contact your HP account representative or
- Visit our web sites at:  
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