

# Gordionet Business Agency

## Digital/ICT/TLC/Industry Outsourcing Services with Cloud philosophy



Gordionet Business Agency is a modular proposal of **Digital/ICT/TLC Outsourcing Services** for **Enterprise, PA, Industry, Energy, Railways, Oil & Gas**, valid in all cases in which the Customer wants to outsource activities or doesn't have the internal resources necessary to tackle projects or processes.

As if we were an integral part of the Customer Company, we quickly set-up and develop Support Services in total coordination and complementarity with the internal Management, at a fraction of the cost compared to permanent resources.

Making a comparison with OnPremises-Cloud platforms, Gordionet Business Agency can be considered as a Cloud Outsourcing Service

Surveys - Market Analysis  
 Business Intelligence  
 Sector Study  
 SWOT - Canvas  
 Business Plan  
 Technologies Scouting  
 Vendors Selection  
 HR Selection  
 Integration  
 Implementation  
 Project Management  
 Business Development  
 Lead Generation  
 Marketing & Sales  
 Proposal and Executive  
 Engineering  
 Bidding - Tendering  
 Solutions - Products  
 Marketing/Management  
 Competitors  
 Landscape/Benchmarking  
 Product Documentation  
 Pricing  
 Positioning of Company -  
 Products - Solutions  
 Content Creation for  
 Communication  
 Brochures - Data Sheets  
 Use Cases  
 Websites - Social Media  
 Seminars and Training

### Why Gordionet Business Agency is competitive and it may represent a future Contractor model

#### Constantly evolving ecosystems

Scenarios of Digital Transformation, impressive "advanced SW over generic HW" with AI/ML/Blockchain, Software-Defined, Virtualization, Edge, Cloud, IoT, XaaS, Network Slicing, LEO Satellite, Cybersecurity, require a technical commercial organization in which many companies cannot invest.

#### Competence, flexibility, exponential learning curve

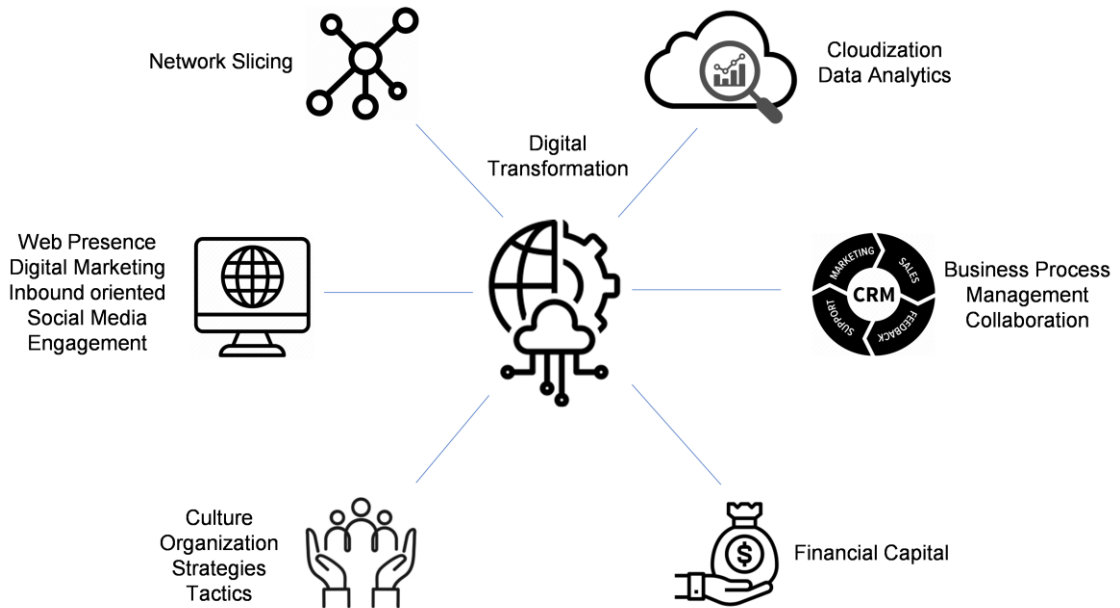
Decades of tactical-strategic managerial activity, commercial, implementation of Infrastructures, Platforms and Services, have consolidated a method independently of technological solutions, in a context of skills aggregation, creativity and emotional intelligence

#### An internal resource without the costs of an internal resource

Based on support needs, we quickly immerse ourselves in the reality of the Customers' market, organization and portfolio, to implement the requested Services

#### On-demand support with temporary customizable modularities

The Surveys with synthesis of evolutionary scenarios structured by Gordionet thanks to the integration experience and aggregation of hundreds of market information, allow a decisive orientation for projects, implementations, purchases, sales of services



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## Digital Transformation Main Areas

### Networking

- Broadband/UBB over Fixed FTTx - Mobile - Wireless - Satellite
- SD-WAN
- On-Demand Bandwidth/Latency (SD, 5G Slicing, LEO nanosatellite constellations)

### Cloud XaaS over VMs | Containers-Kubernetes

- Private / Public / Hybrid / Multicloud

### Connected Things

- IoT / IIoT

### Business Process Management, Virtualization, Workflow Automation

- BPM - BPO | ERP | CRM
- Business Process Control
- Collaboration Tools including Video Smart-Remote Working / Videoconferencing WebQuality-4K / VR-AR / Telemedicine
- Process Change Tracking
- Process Modeling & Design
- eCommerce
- DealGen - Marketing - Sales Automation

### Web Presence

- Digital Marketing and Communication
- Web Design | Web Development
- UX / UI
- SEO - SEM - SERP
- Content and Social Media
- Web Video Marketing

### Digital Consulting for Strategy, Management, Financial, Training



### Technologies

- Big Data Analytics
- AI / ML
- Blockchain

### Cybersecurity

- Network Security
- Web Security
- Cloud Security
- Endpoint Security

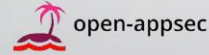


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Gordionet is supporting its partner Nesecon, expert in CIO-CISO functions for Data Protection and Cybersecurity, in Product Marketing and Business Development of a SaaS ML WAAP Web Application Firewall and API Protection Rule/Scoring-based, with the interception of a first important Customer (ppt on demand)

## Nesecon presenta open-appsec (Check Point)

Nesecon è Ambassador per l'Italia, Competence Center, Supporto Help Desk 1° Livello di open-appsec

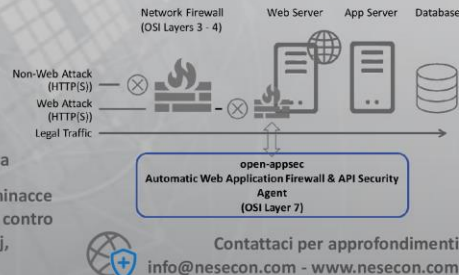


open-appsec è attualmente la soluzione open-source più evoluta di Automatic WAF Web Application Firewall & API Security basata su ML Machine Learning con la miglior Balanced Accuracy

Sicurezza ML engine con valutazione preventiva scoring su transazione, comportamento benigno-maligno utente-community, rischio dei contenuti, blocco delle minacce, senza avvalersi di dati statici come firma-aggiornamento firma, DNS, indirizzi IP

Prevention attiva al posto di quella passiva dei Tools monitoraggio e analisi OSINT e dei WAF basati sulla firma che non offrono Zero-Day predittiva

Prevenzione automatica minacce Top 10 OWASP e Zero-Day contro Web App e API come Log4j, Spring4Shell, Text4Shell,...



La Cybersecurity non è più una tematica Tecnologica ma Business, a causa dei gravi incidenti con perdite economico-finanziarie - competitive - operative - reputazionali

I danni subito hanno raggiunto mondialmente un costo di 8 TUSD, il mercato Cyber ha superato i 200 BUSD

Superficie di attacco in continua espansione tra Reti, Cloud, Edge, Data Centers, Uffici Pubblici/Privati, Endpoint Fissi e Mobili, IoT

Necessità di Cybersecurity Dinamica e Multi-layer Network - Cloud - Endpoint con Prevention al posto di Mitigation

**Nesecon** SAFE DIVE INTO THE NET | ICT/TLC/Digital Integrator - CIO - CISO - DPO - IaaS Cloud owner - SaaS - Cybersecurity - Advisor

Technical Commercial Content supported by **GORDIONET** a Partner of Nesecon

## Rule/Scoring-based anomaly detection



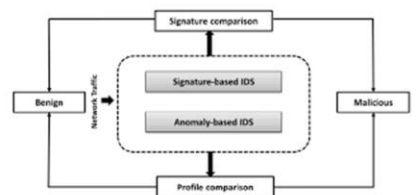
### Regole e Scoring

Un WAF basato sul punteggio utilizza procedure di sicurezza positive che per impostazione predefinita bloccano qualsiasi richiesta che superi un limite prestabilito, consentendo di affrontare minacce emergenti, tattiche di sicurezza avanzate e Zero-Day che non sfuggono alle regole, prima ancora che la firma di un attacco venga identificata e registrata

L'utilizzo del punteggio riduce significativamente il consumo di risorse diminuendo notevolmente i problemi di latenza spesso riscontrati nei WAF convenzionali

Una singola regola immaginata come uno schema di schemi può definire tanti attacchi quanti ne possono definire centinaia di firme  
A seconda dell'ambiente applicativo, una Policy di sicurezza basata su firma viene eseguita su un numero di firme compreso tra 2.000 e 8.000, mentre una Policy di sicurezza basata su regole richiede solo poche dozzine di regole per rilevare una quantità di attacchi equivalente

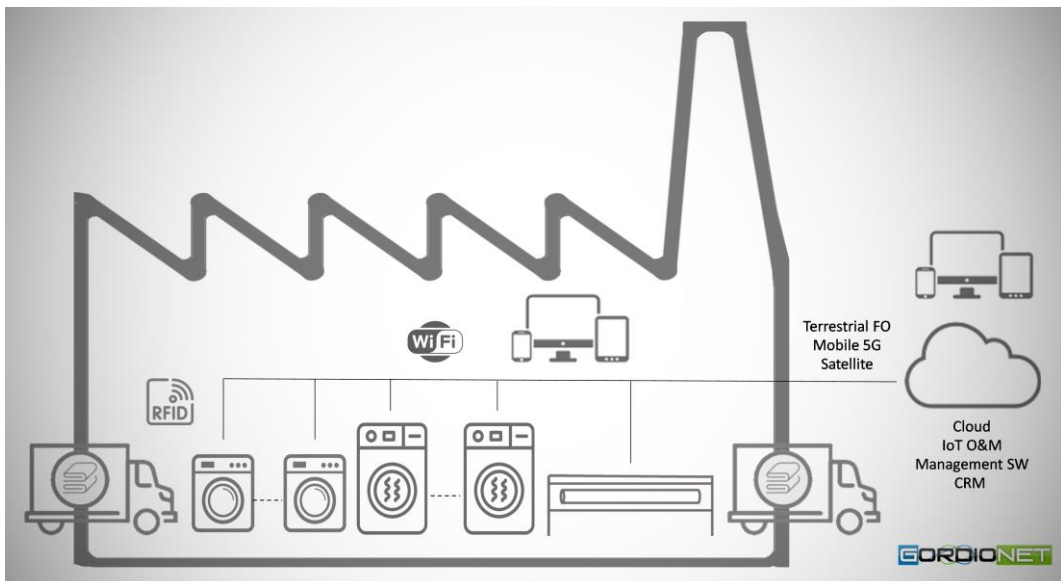
Blocked Attack	Undetected modification
' or 1=1--	' or 2=2--
alert(0)	%00alert(0)
<script>alert(0)</script>	<script type="bscript">MsgBox(0)</script>
' or ""="r	'/*(OR)/*'"_*
<script>alert(0)</script>	</img>
<img src=ccx onerror=alert(0)/></img>	<img src=http://url onload=alert(0)/></img>
1 or 1=1	(1lor(1)=(1)
eval(name)	x=this.name X(0?&name+1)

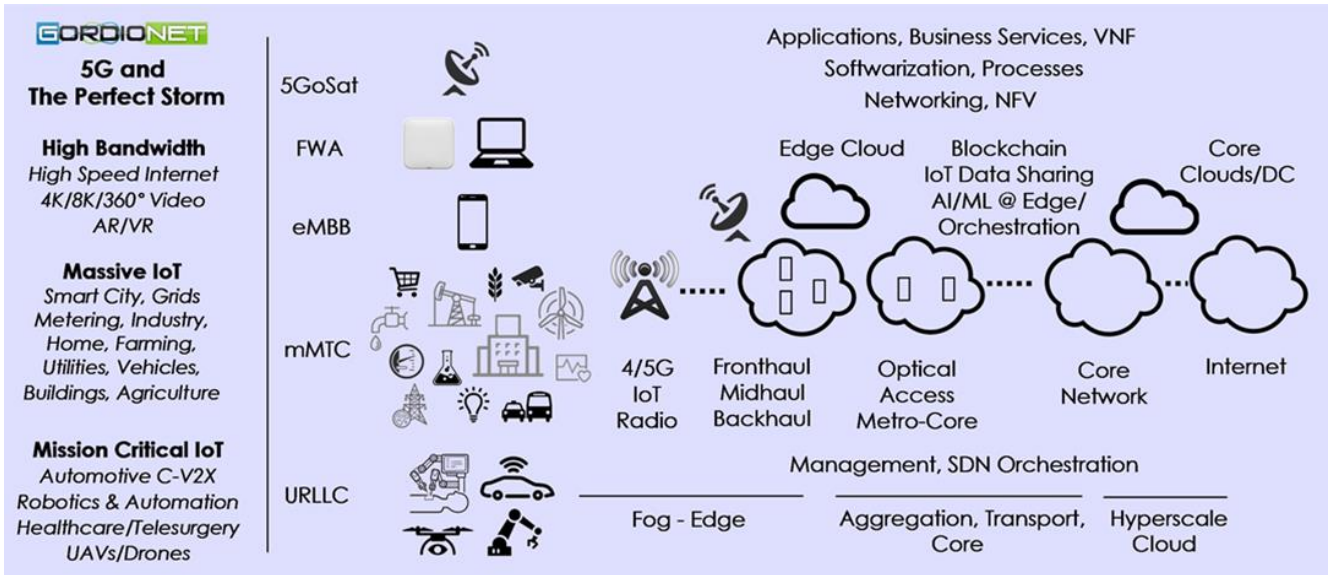


Gordionet was selected by a manufacturer of railway superstructures and rolling stock present in international markets, for a preliminary survey about an integration project of Digital Transformation - ICT/TLC/Signaling Systems - Autonomous Driverless Trains



Gordionet was selected by a group of entrepreneurial investors for the propoitive and executive implementation project of B2B Industrial Laundry with latest generation washing-drying-ironing-packing machines, internal resource Organization and Outsourcing, Logistics, Broadband connectivity, AI Management Software, CRM, preventive/predictive O&M via IoT





API Economy and strategies for Enterprises in the modernization of SW Applications with the transition from VMs to Containers orchestrated by Kubernetes for Microservices in Multicloud environments



### A piece of future The revolution of Satellite dynamic virtualization into the Cloud

**Global coverage**  
LEO - MEO  
Constellations with high configurable small Satellites

**In-flight Flexible Payload**  
(processing, beam shaping, power, capacity, frequency, ISLs)

**Orchestration Management Automatization Optimization**  
SDN  
NFV  
API

**NOC / SOC Management Profiling and configuration of Services**

**Markets - Missions - App**

- Communications
- IoT
- Observation (EO - Remote Sensing / SO)
- Navigation (I.e. AIS, ADS-B)
- GovMil (I.e. Security & Surveillance, ELINT / SIGINT)

**Business Models and Services**

- Constellation as a Service
- Payload as a Service
- GSaaS - Ground Segment as a Service (I.e. AWS Ground Station, Microsoft Azure Orbital, KSAT, Leaf Space, SSC, Kratos, Infostellar, RBC)
- IaaS - PaaS - DaaS

**Main Strengths**

- Advantages already consolidated in SDN - NFV Terrestrial Networks (Agile & Flexibility, reduction of Capex Opex, better Resiliency, fast TTM, enabling of innovations and new Services)
- Reuse of resources
- Pay per use
- Huge increase in Band/Bits spectral efficiency

**Technical Evolution and Trends**

- Advanced SW over Generic HW HW Agnostic
- From Static to Dynamic Virtualized
- SDR / SDM / SDN Software-Defined Radio / Modem / Networking
- Direct RF Sampling COTS for Space and Ground Segments

- Ground Segment from Legacy RF to Digitized IP - RF/IF over IP
- OnPremises / Private-Public Cloud NFV with VNFs, AI/ML, Cybersecurity
- From silos to unique platform for TT&C & Service Gateways
- Uniformity, Expansion, Interop, Complementarity with 5G Slicing
- Phased-array beam steering Antennas
- U/VHTS Ultra/Very High Throughput Satellites
- X - S - UHF - VHF Bands

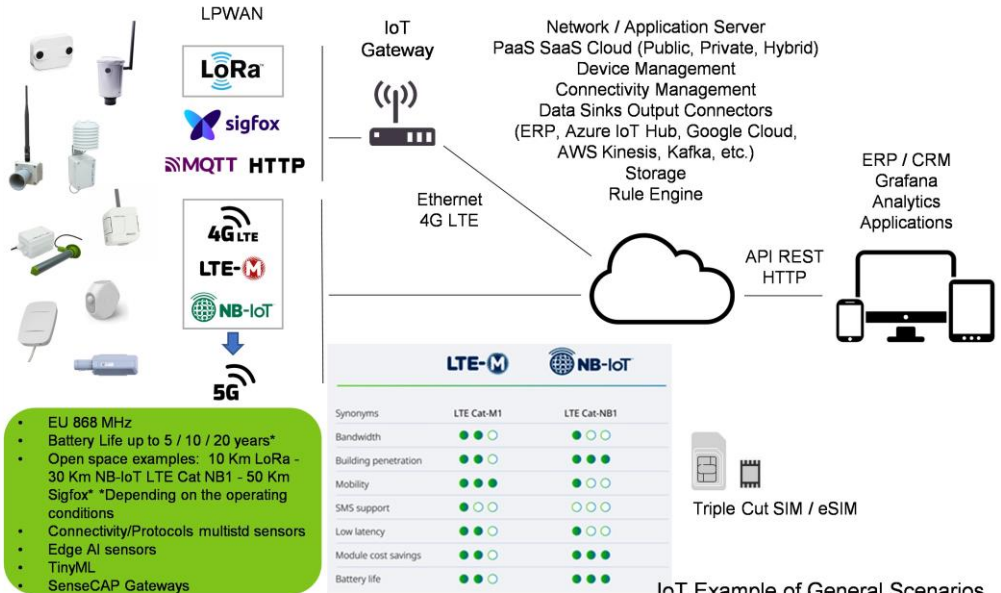
Abstract/Synthesis of scenarios © gordionet.com 2021

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- Temperature, Humidity, CO2, TVOC, PM1.0 / 2.5 / 4 / 10, Formaldehyde, Ozone, Barometric Pressure, Water Leak, Ambient Light, Noise/Sound Level • Motion and Presence • Flow and Pressure of gases and liquids • Shock and Vibration • Occupancy and Presence detection (Offices, Cars in parking lots, Hospitals, Restaurants, etc.) • GDPR compliant People Counting (Doorways and Corridors of Offices, Airports, Hotels, Commercial centers, Congress centers, Retail spaces, Schools, Universities, etc.) • Doors Windows Opening State Distances detection • Ultrasonic Monitoring or Float arm level gauges of fill levels and status of remote containers assets • Soil Moisture, Soil Temperature, Soil Electrical Conductivity • Tilt Orientation (G-force and accelerometer sensors) • Push/Touch buttons • GPS TDOA geolocation • Energy usage and health condition of the power line (Switch, Voltage, Current, Power Factor, Power Consumption) • Weather Stations (Solar radiation, Precipitation, Lightning strike detector, Wind speed, Wind direction, Humidity, Temperature, Vapor Pressure, Barometric Pressure)

## IoT

- Industrial Automation, Security, Assets Management • Buildings Automation • Energy - Smart Power • Utilities • Transportation • Logistics • Environmental Intelligence • Healthcare • Agriculture - Smart Farming • Fire Alarm Systems • Smart Metering • Smart City • Smart Village • Home Automation and Security • Tracking • Wearables • Digital Signage • Infotainment • Hotspots • Automotive\* • Video Surveillance\* \*(Hiperlan or Mobile LTE Cat-1 / Cat-4)



IoT Example of General Scenarios



### Scenario

- **First the needs**, then the choice of technology
- **Connectivity** is one of the major issue (availability, energy efficiency, cost, quality of service, security)
- Completeness of the total offering reducing TTM (Sensors/IoT Modules, Connectivity, Platform)
- Most suitable Platform (Connectivity Management, SIMs/Devices Management, Data Management & Analytics, Cloud Services, Application Enablement, Security, Interoperability, Data Sinks Output Connectors).
- Translating data into business value
- Ability to scale

### Connectivity

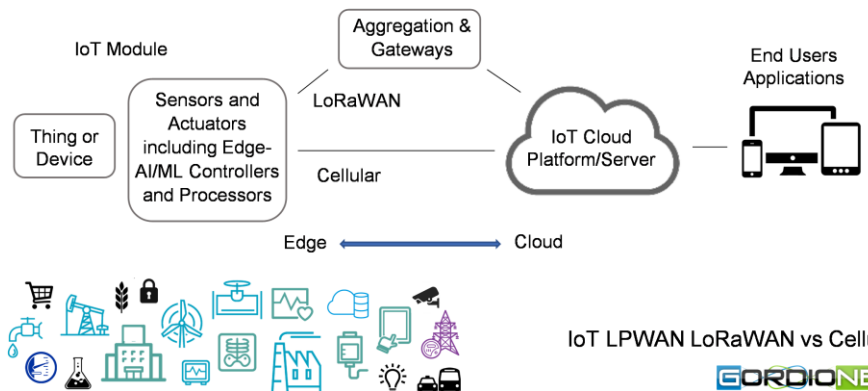
- Main aspects to be considered
- Battery-powered, long range, high penetration
- IoT Modules costs, Data Loss, Duty Cycle restrictions
- Sufficient domestic and international coverage to scale up implementation when needed
- Network operation for the lifecycle deployment without modification or replacement of devices and considering eventual regulatory changes
- Bandwidth available for potential developments and evolutions requiring more data between devices and applications

### LPWAN → LoRaWAN vs Cellular

- LoRaWAN (LPWAN protocol)
  - ISM unlicensed bands and LoRa® modulation
  - Suitable for local areas without a (stable) cellular network and use with small amounts of (stable) data bursts at infrequent intervals
  - Of the three forms of public, private and community networks, the currently viable option is to use a private network which involves infrastructure investments
- 2G/3G/4G/5G Cellular Networks with additional LTE standards NB-IoT and LTE-M specifically designed for LPWAN
  - High quality services as higher bandwidths, lower latency, higher reliability, well-proven security features, and better coverage compared to LoRaWAN®
  - SIM cards are highly secure, devices with SIM, eUICC and eSIM are tamper-proof

### Main Markets

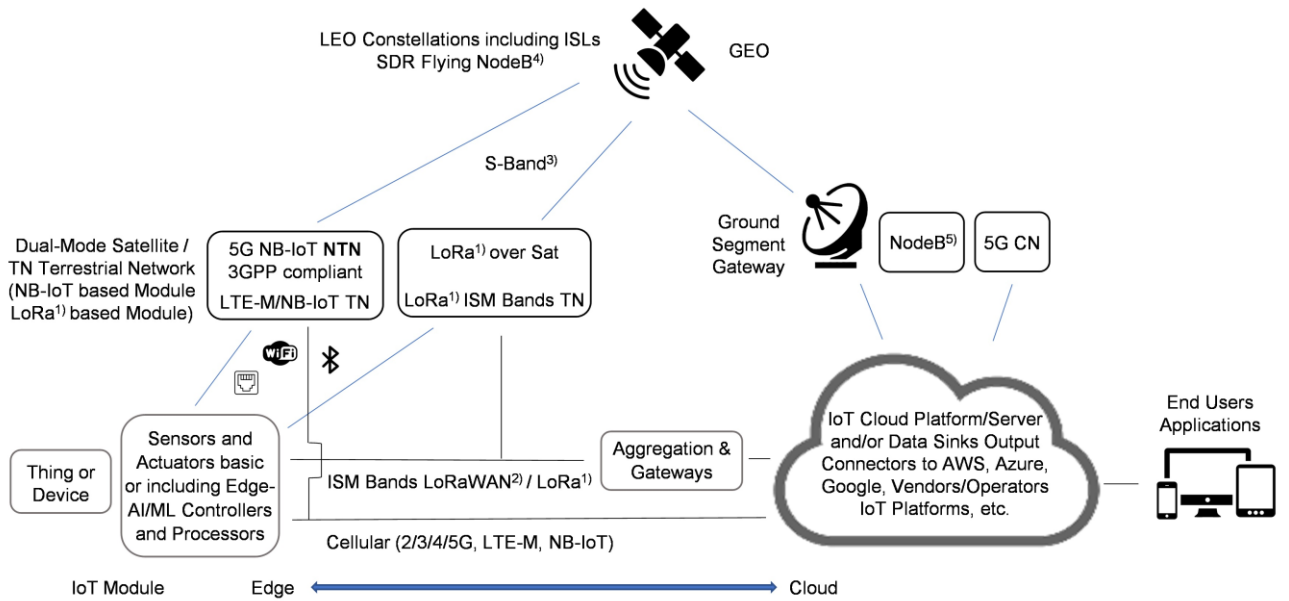
- Smart Car
- Smart Utility
- Smart Metering
- Smart Asset Management
- Industry 4.0
- Oil & Gas
- Smart Building
- Smart City
- Smart Factory
- Smart Healthcare
- Smart Home
- Smart Logistics/Tracking
- Smart Agriculture
- Example of European country market volume: Italy 8.3 Billion euro



IoT LPWAN LoRaWAN vs Cellular

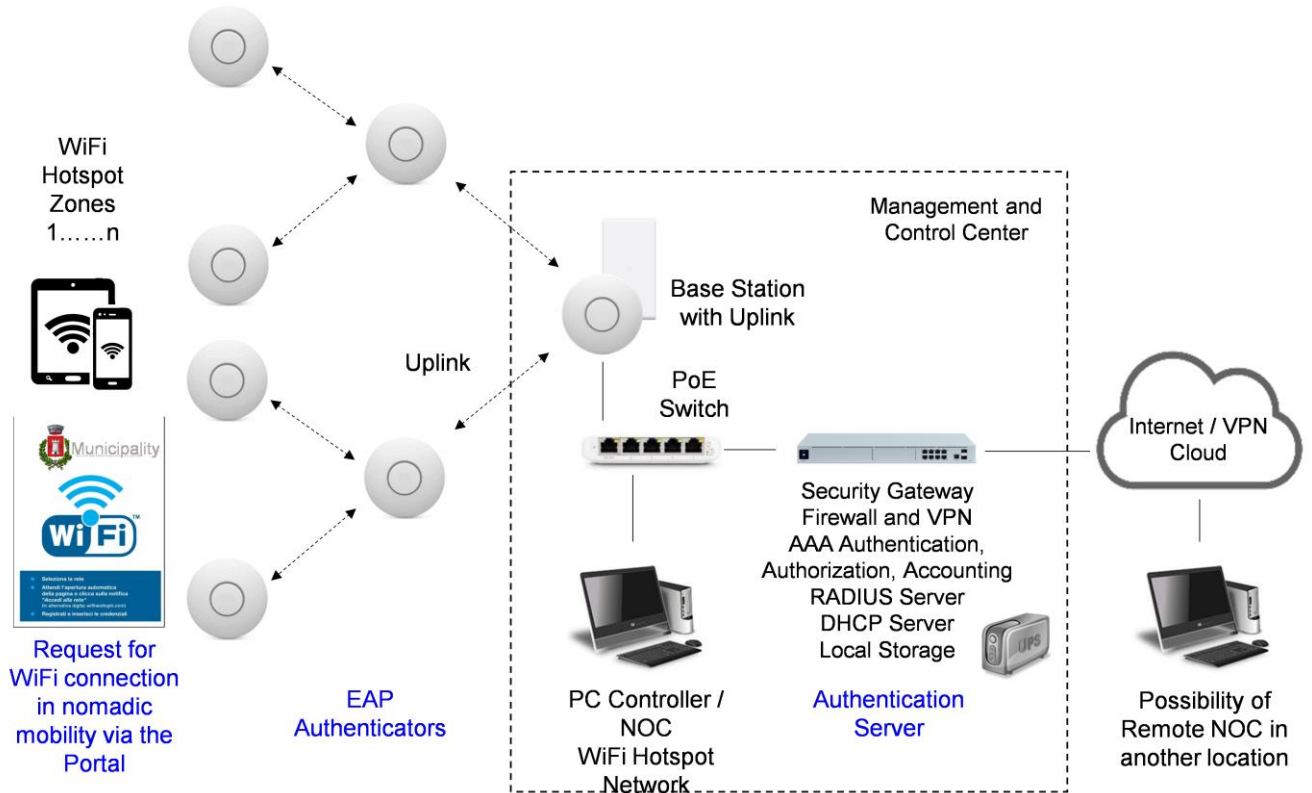


# Experiences and Scenarios 6









- 1) LoRa® is a proprietary wireless **modulation** derived from Chirp Spread Spectrum (CSS) technology
- 2) LoRaWAN® is a Media Access Control (MAC) layer **protocol** built on top of LoRa modulation
- 3) S-Band traditionally used for TT&C, is highly resilient in all environmental conditions. Market includes Terminals solutions for GEO in Ku/Ka-Band for Fixed and Dynamic i.e. Comms-on-the-Pause (COTP) or Comms-on-the-Move (COTM) applications
- 4) Regenerative mode
- 5) Transparent mode
- 6) The most suitable connectivity depends on local/international coverage, amounts of data bursts at infrequent/frequent intervals, bandwidth, latency, mobility, battery life, modules costs

IoT Terrestrial vs Satellite<sup>6)</sup> **GORDIONET**



Example of WiFi Hotspot architecture on MultiHop Mesh roaming topology with Access Point alternative

## Estote Parati

### Network Assessment

- Network Mapping - OnPremises-Cloud Services (Servers, Switching, Routing, Devices, Clients, PCs, Mobiles, Printers, WAN Access, etc.)
- Business Continuity - Disaster Recovery - ISO/IEC 27001 - 27002
- Documentation Certification - Application Manual - Documents Management - Implementation / Update OnPremises-Cloud Storage, Backup, NOC - SOC

### Cyber Security

- Digital Security Compliance - Security Certifications - Process - Risk Control - Capability Assessments - Network/Web/Mobile/Wireless Security - NGFW - Cloud Security CASB WAF - GI/SGI FW Mobile-5G-IoT - DoS/DDoS Assessment - Host/Firewall Policy Configuration Review - Database Cryptography - Training

### GDPR 2016/679

- DPD - GDPR Migration - Assessments, Audits, Analysis, Customers / Partners Engagement Impact (i.e. Omnichannel Contact Center, Customer Service) - Evaluation, Implementation -> Outsourcing - Support to the Controller (physical legal Art. 4.7 - 24) and/or to the Processor (physical legal Art. 4.8 - 25) for processes, audits, organizational technical measures, obligations adjustment - Focus Art. 5, Art. 15 + 22, Art. 30 (Records of processing activities), Art. 32 + 34 - DPO Data Protection Officer Outsourcing (Art. 37) - Cloud SaaS GDPR verification of compliance Platforms







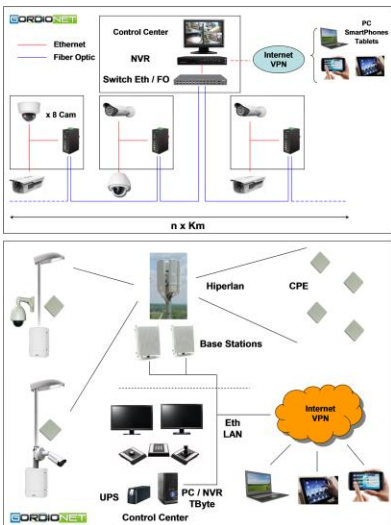

choose whatever you want to do  
we'll take care of the rest

meetings | smart working | engagement | marketing | training | workshops | events | webinars



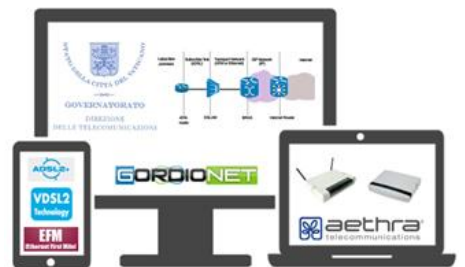
### Low cost high quality Integrated Videoconferencing Streaming

Full HD Multipoint Videoconferencing | Advanced SW over generic HW | H.264 SVC/H.265 Video Coding | AVL | Content Sharing - Virtual Collaboration | Recording | Simultaneous Translation | Chat Messaging | Encryption | Internet without the need for VPN QoS MPLS | IP Routing in place of MCUs | IOP and Integration with legacy H.323 - SIP, UCC, G Suite Google Hangouts Meet, Office 365 Skype for Business, and others | WebRTC | GDPR compliance | API SDK customizations | Streaming for hundreds/thousands of participants with interactivity for group aggregations

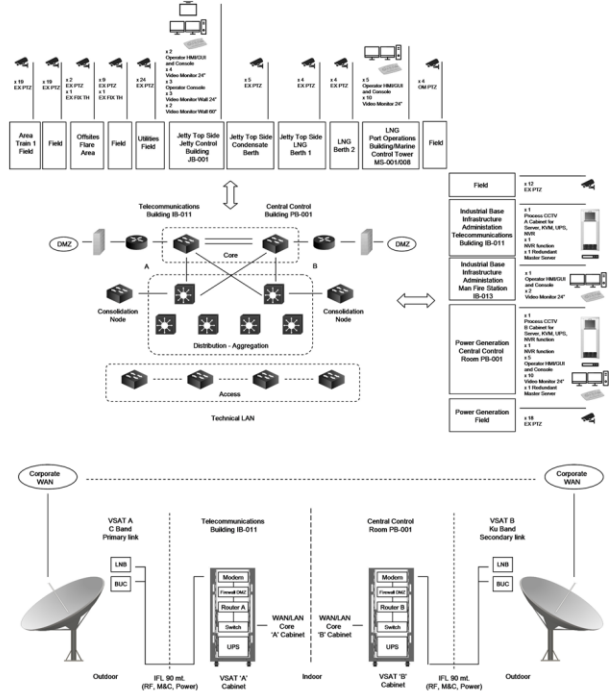
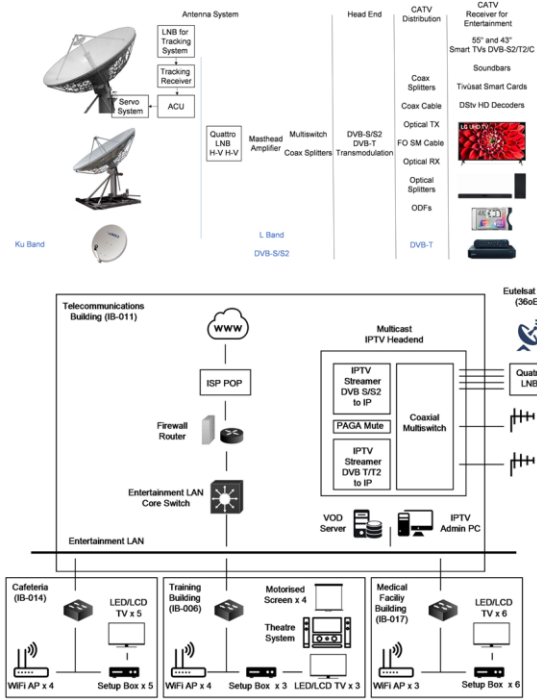
Broadband Access - Cloud Computing - Videocommunication

www.gordionet.com

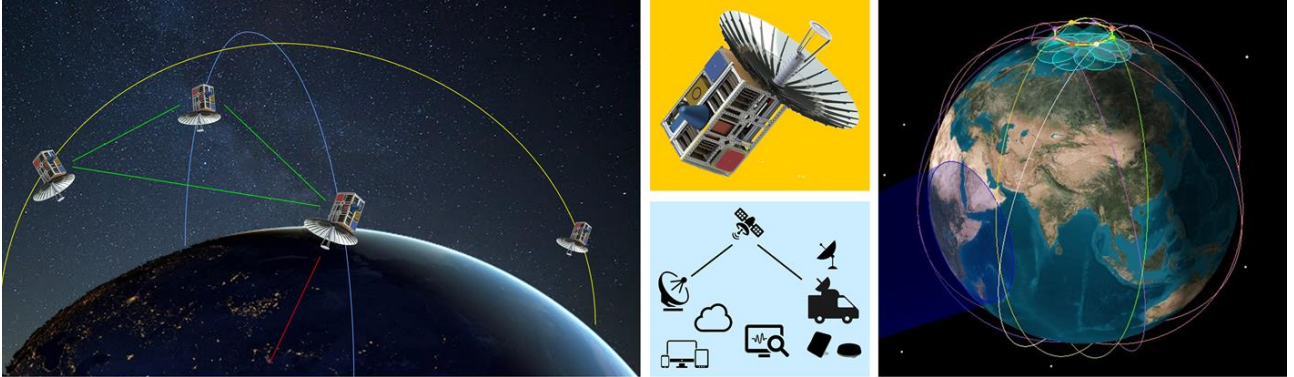




# Projects and Implementations for Verticals Oil & Gas and ESCO



Gordionet contributed to the acquisition of 4 contracts financed by ESA on behalf of two sectoral Customers within the ARTES 4.0 and InCubed programmes, structuring the creation of technological and commercial contents such as Product Viability, Project Team and Resources, Technical-Management-Financial-Contractual Proposals



- CubeSat nanosatellites production • LEO Constellations/Swarms projects for Civil/Military Missions • ISLs for Satellite Collaboration • ESA-ASI projects • Ground/SpacePayload Systems and Components • L-S-C-X-Ku-K-Ka-Q-V Bands • NTN 5G Satellite integration • GEO-HAPS-UAVs/Drones satellite architectures • SatCom Networks with fixed-onvehicle VSAT-SOTM/Hub • Advanced SW • Satellite Capacity • NOC • Services • Development in USRP/GNU Radio environment for advanced SDR
- IoT • 3-4Play HTS Telecommunications • Backhauling • S-AIS/ADS-B • S-SA • Search & Rescue • ELINT/SIGINT • Earth/Solar/Space Observation • Telemedicine • Broadcasting • Utilities • Maritime • Defense

Worldwide Partner **GORDIONET**

powered by **GORDIONET**

Product Prelaunch Contents, images and specifications are to be considered as preliminary.

### 4-Channel Multiband Monopulse Digital Tracking Receiver SDR based

70 MHz - 9 GHz  
L - S - C - X Band



TI&C system is one of the most important subsystems for communication Space - Ground - Space links.

- All-in-one tracking down conversion and reception
- High pointing accuracy
- Digital and Analog Output
- Extremely low phase noise
- Low power consumption
- Drastically lower price than traditional market solutions
- Indoor RU, Outdoor, Board Housing Solutions

locking, symbol tracking, data demodulation, beam tracking, AGC processing and filtering, has been implemented in digital elements.

**Main Technical Specifications**  
**RF Input**  
 Frequency : 70 MHz - 9 GHz  
 Bandwidth : 5 MHz  
 Impedance : 50 Ω  
 VSWR : ≤ 1.5  
 Isolation between channels : ≥ 50 dB  
 Noise figure : < 7.5 dB  
 Sum channel dynamic range : -95 dBm to -20 dBm  
 NSD : -143 dBFS/Hz @ 1 MSPS min sampling rate (0.5 MHz BW), -153 dBFS/Hz @ 10 MSPS max sampling rate (5 MHz BW)  
 Damage level : -8 dBm  
 Input noise spectral density : -167 ±10 dBm/Hz  
 Minimum Signal/Noise density : 3.6 dB for Non-coherent mode

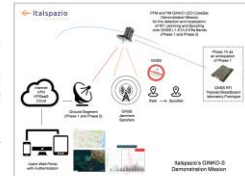
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Solution Introduction Contents, images and specifications are to be considered as preliminary.

### GINKO-S Project Global GNSS Interference Monitoring and Notification to Key Operators from Space

Global Navigation Satellite System (GNSS) is considered the invisible utilities of the modern society, increasingly dependent on GNSS for safety-related and commercially sensitive PNT applications in a variety of economic and industrial sectors, ranging from finance to transportation systems, to energy and telecommunications, just to mention some.

Detection and localization of intentional/unintentional jamming and spoofing, has long become a global necessity and urgency.



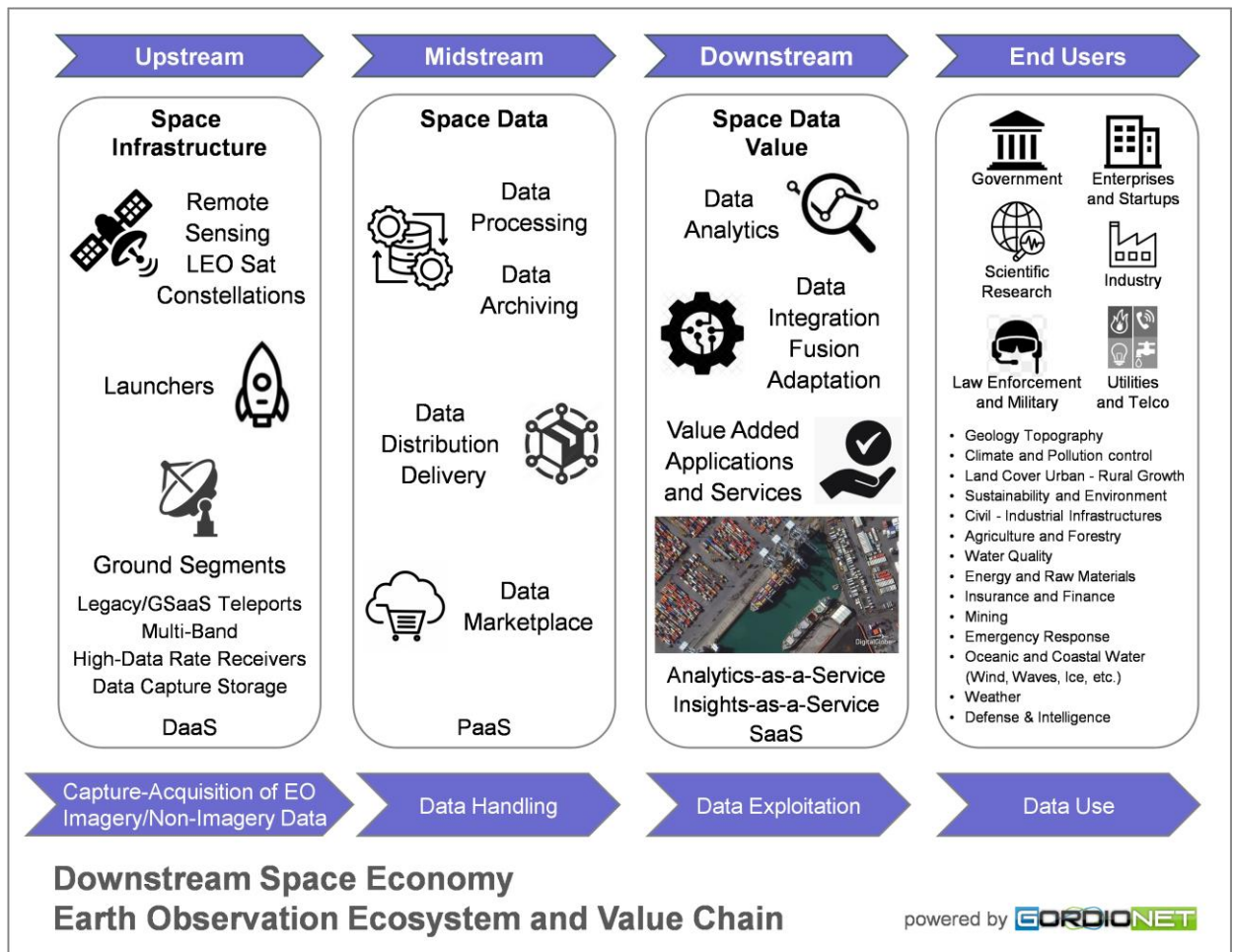
- GINKO-S Project Main Aspects**
- Jamming and Spoofing Monitoring of RF Sources
  - LEO Satellite Global Coverage
  - Detection
  - Identification
  - Classification
  - Geolocation
  - Mapping
- Main Technologies & Techniques**
- SDR
  - Signals Pre-Postcorrelation

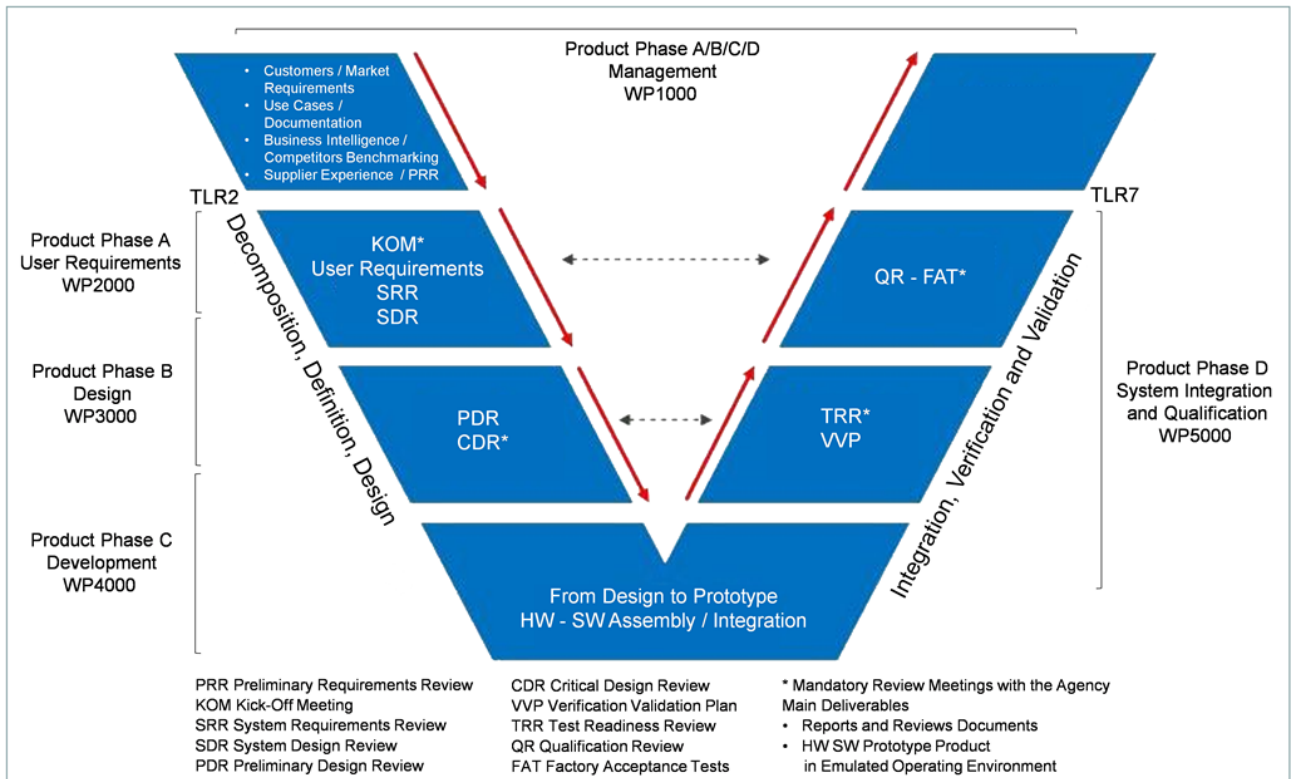
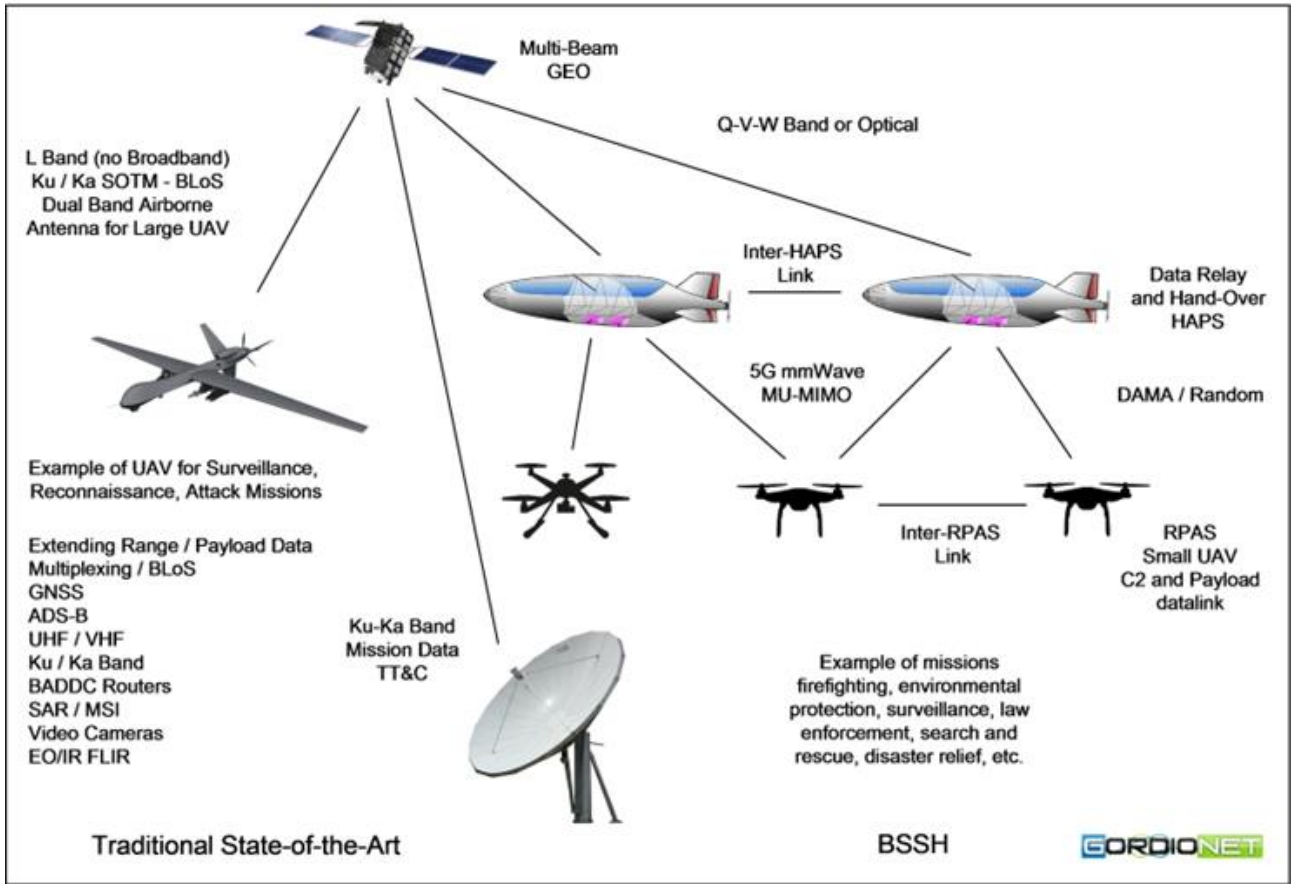
Gordionet Business Agency has achieved another target by contributing with professional Outsourcing Services of Market Analysis - Survey - Business Intelligence - Technological Evaluations - Creation of Technical-Commercial Contents, to the assignment of the 4th project financed by ESA Artes 4.0/InCubed, acquired by one of our sectoral customer.

Gordionet has further received the assignment of a preliminary evaluation design for an EO Earth Observation GSaaS Compact Teleport.

The Space Economy reached a value of 464 BUSD in 2022 in the main SatComm segmentations (GEO-LEO with HTS and 5G NTN evolutions), SatNavigation (MEO), Satellite-based EO (LEO), over a commercial customers distribution including Gov-Civil, Defense, Application Areas such as Manufacturing (Sat/Nanosat Onboard), Launch, Ground Segment, Operations, Services.

EO Downstream Economy has long been a consolidated ecosystem in constant growth for Upstream-Midstream-Downstream, thanks to an ever-increasing quality, accessibility and affordability of satellite data, and to a continuous evolution of Onboard Payload Passive/Active Remote Sensing with increasingly higher spectral-spatial-temporal-radiometric data resolutions, increasing capacity for Data Capture-Acquisition, Cloudization and VAS DaaS - PaaS - Analytics/Insights/Software-as-a-Service.







Telemedicine via Terrestrial and Satellite profiled for Covid-19



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Talk to me, let's see together

The evolution of field operations

**REAL-TIME FIELD MANAGEMENT**  
Video Engagement for Field Operations and Visual Trouble Shooting

**ADVANCED ENVIRONMENTAL MONITORING SYSTEMS**  
More Than 20 Sensors - Parameters

**IoT**  
M2M and Data Analytics

**EFFICIENCY** ↑ **COST** ↓ **QUALITY** ↑

**GORDIONET**

Encontrémonos y hablemos donde sea que estés

Sistema de Sala móvil de bajo costo - alta calidad  
Videoconferencia, Teledidáctica,  
Webinar Streaming, Telemedicina, Asistencia remota



La filosofía de "advanced SW over generic HW" ha llevado a una reducción continua en el uso de sistemas dedicados, con una reducción drástica de los costos.

Sistemas de Sala compactos para Videoconferencia en cualquier escenario de servicio, se pueden integrar a través de una PC conectada a potentes dispositivos auxiliares de audio y video, evitando el gasto de Códex o Huddle Rooms.

Los Sistemas de Sala deben poder conectarse no solo a las tradicionales Infraestructuras Video Enterprise en Cloud (Calidad UHD/4K), sino también a plataformas globales de rendimiento cada vez mayor como Zoom, Microsoft Teams, Skype (Calidad Web).

Estas plataformas globales, han sido creadas para uso de PC / Móvil (SW Client Desktop, Mobile App, Clientless WebRTC), manteniendo una incompatibilidad operativa con los Sistemas de Sala y dispositivos auxiliares de audio y video.

**Principales Características\***

Tamaño Sala / Número de Participantes  
Hasta 40 m2 / 6-8 Participantes

Carretilla Móvil  
Carretilla Móvil en acero para pantallas LED/LCD 37"-70" / 50 kg, antirruedo con ruedas y 2 estanterías

**Cámara**

- Resolución 4K @ 30 fps - 1080p @ 60/30 fps - 720p @ 60/30 fps
- Profundidad de Campo 5 mt
- Campo de Visión 120°
- PTZ Pan Tilt Zoom Digital 3x
- WB / WDR
- Interfaz: USB

**Sistema de Audio**

- Audio HD, Full Duplex
- Noise Proof Technology
- Captación Micrófono 6 mt / 360°



**FSO Free Space Optics**

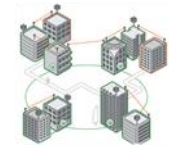
**1) Introducción**

**1.1) Tecnología FSO**  
La tecnología FSO es un acortamiento simple. Los principios de la FSO son los mismos que para la transmisión de una señal a través de fibra óptica de transmisión de datos, voz y vídeo que utiliza luz láser. En lugar de a través de una fibra más rápida que a través del vidrio, por lo que es justo clasificarlo como la velocidad de la luz.

Está basada en conectividad entre dos terminales inalámbricos que incluye un transmisor y un receptor para ofrecer transporte de datos a través de la atmósfera a alta velocidad que recibe la información de luz y viceversa.

Cada unidad inalámbrica óptica utiliza una fuente óptica, además de un haz de luz que se transmite a través de la atmósfera de fibra óptica.

La tecnología FSO ha alcanzado el punto en que es un método frías de fibra óptica y la ampliación y mejora de las redes existe rendimiento de Gigabit Ethernet desde 1.5 Mbps hasta 2.5 Gbps. Transporte, Redes Móviles, Redes Militares, ya están en el mercado sistema flexible y re-deplegable. Numerosos operadores tanto en el mundo han aprobado la tecnología para su uso en sus redes. Aunque hoy muchas nuevas productos de RF mejorados en el mercado, son de aún incapaces de cumplir con los estándares de desempeño de precios establecidos por FSO.



Get eyes contact back

- Videoconferencia UHD 4K
- Unified Communication
- xDSL - Satellite Broadband
- SaaS Cloud
- Video Customer Engagement
- Smart City ICT
- Digital Transformation Management Training

a new world of interactions and relationships for a better life

Monika Pioneo Artist

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You and your thoughts in contact with the others

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## TORNARE A GUARDARSI NEGLI OCCHI

Prodotti e soluzioni multicanale di Video customer engagement

**inventia** **GORDIONET**  
Inventia News - N° 2 / June 2015  
**CONNECT**

### Case Study Banking

## The new era of Branch Banking

The evolution of the banking organization is going hand in hand with the evolution of technology and it is being radically transforming and migrating from the traditional model, to advanced models of Digital banking.

From the traditional model that already provides a heliostatic use of IT technologies and services for management and internal processes with the first approaches of Self-Service ATM, Internet and Mobile Banking, the Digital Banking decisively extends the human interaction placing it at the center of the Customer Experience.

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Inventia News - N° 3 / July 2015  
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### Case Study Telco

## Reinventing the Telco Retail Store

The highly competitive industry of telcos, is constantly changing in a complex scenario not immune from the crisis and faces some dominant factors as ARPU, increase - multination - evolution of the services, rates and promotions, careful evolution of high digital technology is changing the customer relationship - engagement, thanks to online platforms that are quickly becoming the core elements for sales and services in all sectors.

The network of Telco Retail Stores is still critical and strategic as point of contact with customers, weighs about 65% on operating costs, is a great territorial branding tool and loyalty with increasing of conversion rates, conveys a Customer Experience on terminals and services that cannot be obtained over on-line channels.

**EORDIO**

**Smart Integration** **IoT / M2M**

## SMS Booster per Mobile Operators

Gli SMS continuano ad essere la maggior killer application mobile.

Se i servizi di Messaging P2P (Person to Person) hanno visto negli ultimi anni una distribuzione tra Operatori ed OTT, i servizi di Messaging SMS A2P (Application to Person), sono in continua crescita e richiedono un Provider professionale, affidabile, flessibile, garantendo sicurezza, customizzazioni e profilazioni dedicate.

Il 96 % di utenti che ricevono un SMS in meno di 7 secondi dall'invio per tutti gli Operatori Mobile mondiali, aprono e leggono il messaggio in una media temporale di 3 minuti, con la più elevata percentuale tra tutti i canali di comunicazione. Il tasso di conversione di un SMS Informativo o promozionale è del 35 % rispetto al 2 % delle email. Il canale SMS è in assoluto il meno costoso tra tutti i canali di comunicazione.

**Sparkle SMS Booster**

- Integra Sparkle SMS Transit e Sparkle SMS Firewall
- Genera nuovi flussi di entrate dalla monetizzazione del traffico SMS A2P
- Raccoglie il Traffico SMS A2P dando il giusto valore al tasso di terminazione del MNO
- Gestisce SMS Firewall 24H/7D, fornendo l'intelligence ed il supporto necessario
- Elimina spam e traffico fraudolento (grey routes)
- Il servizio è completamente conforme alle specifiche GSMA (IR70 e IR71)

Sparkle ha lanciato un Servizio evoluto ed esclusivo chiamato Sparkle SMS Booster per Operatori Mobili, consistente in una raffinata soluzione Managed Services all-in-one 24H/7D, che integra Sparkle SMS Transit, Sparkle SMS Firewall, business intelligence, traffic routing, monitoraggio, controllo e filtraggio costante dei messaggi in ricezione da parte dei clienti dell'Operatore.

Attualmente gli Operatori Mobili hanno un controllo ed una visibilità limitata su tutto il traffico SMS A2P in entrata, con conseguenti perdite economiche, elevati costi di segnalazione e numerosi reclami da parte dei clienti per traffico spamming e fraudolento.

Sparkle SMS Booster permette la massimizzazione dei ricavi e la raccolta e monetizzazione dei servizi SMS A2P, grazie al completo controllo e terminazione del traffico, la totale protezione dei clienti dell'Operatore Mobile, eliminando lo spam ed il traffico fraudolento proveniente dalle rotte grigie (grey routes).

Sparkle SMS Booster rilevando, filtrando e bloccando spam indesiderati, messaggi recapitati da origini non autorizzate, messaggi di potenziale minaccia per la sicurezza che si trasformano in perdite economiche e di reputazione dell'Operatore Mobile, oltre al valore derivato da nuovi flussi di entrate, migliora drasticamente la Customer Experience, Customer Satisfaction, ritenzione e fidelizzazione dei clienti.

La soluzione viene offerta con un approccio innovativo basato su modelli di business con Capex Opex gratuito, revenue sharing, success fee.

**Sparkle SMS Transit**

- Accesso diretto SS7 ad oltre 600 reti mobili (senza routing di terzo parti)
- Elevato throughput con oltre 100 SMS/sec
- Supporto del campo di invio dinamico e risoluzione MNP
- Supporto dei protocolli SMPP, UCP e SS7
- Routing personalizzato
- Servizio di assistenza clienti 24H/7D

**Sparkle SMS Firewall**

- Rilevazione di spamming / flooding / fingering / spoofing
- Screening dei contenuti e analisi semantica
- Funzionalità avanzate di report Web e GUI
- Conformità standard GSMA (IR70 e IR71)
- Regole / condizioni predefinite per impedire l'uso improprio da parte dei clienti
- Capacità di routing domestico
- Opzioni di servizio completamente gestite

Sparkle società del Gruppo TIM, è tra i primi 10 service provider internazionali a livello globale, grazie ad una delle più estese piattaforme di servizio globali in continua evoluzione, con 143 PoP (Point of Presence), 530.000 Km di cavi, backbone IP proprietari, 40 uffici nel mondo, mercati principali in Europa, Mediterraneo, Latin America, Asia.

Sparkle fornisce direttamente ed in wholesale servizi di telecomunicazione IP, Data, Cloud, Data Center, Mobile e Voice a Carrier fissi e mobili, ISP, OTT, Content Provider, Operatori Multimedia, Application Service Provider e Clienti Multinazionali Corporate - Enterprise.

Bizando è agente distributore di Telecom Italia Sparkle, e collabora con Gordionet per il Business Development dei Servizi Sparkle SMS Booster.

## Seminars & Training not only on own portfolio? An excellent Customer Engagement strategy



Training on new technologies and development opportunities in the Digital Transformation

**Course**  
**Cyber Security**

La Digital Transformation e la costante crescita di connettività utenti e device, ha incrementato la complessità distribuita fra Reti, Cloud, Data Centers, Branch/Enterprise Offices, Endpoint e Mobile. L'aumento della mobilità al di fuori del perimetro di protezione e controllo aziendale (roaming users - smart working), ha amplificato a dismisura l'esposizione di violazione dati, malware, ransomware.

Diventano importanti modelli di sicurezza zero-trust basati su rigidi processi di verifica identità, reattività zero-day alla vulnerabilità, filosofia threat zero-day con Prevention al posto di Mitigation. Si ha ormai necessità di una sicurezza ramificata e complessa per la costante crescita del Cloud, dei modelli decentralizzati Fog-Edge per IoT su infrastrutture 5G, con eventuali applicativi AI e Blockchain.

Private - Public - Hybrid Cloud, hanno generato una varietà di sfide per la sicurezza. Nel Private ambienti IaaS e migrazione SDN/NFV (OpenStack, Cisco ACI, VMware NSX, etc.), nel SaaS (Office365, Salesforce, box, servicenow, GSuite, etc.).

Nel Public IaaS con ambienti anonimi generici, multi-tenant e framework DevSecOps, è fondamentale una chiara visione sulla condivisione della sicurezza tra azienda e provider nella movimentazione di applicazioni e dati, con eventuali estensioni sulle piattaforme (AWS, VMware on AWS, Microsoft Azure, Google Cloud, IBM Cloud, Oracle Cloud, Alibaba Cloud).

- Network Security - Web Security
  - NGFW Next Generation Firewall, IDS, IPS, Threat Emulation, Threat Extraction, Antivirus, Anti-Bot, App Control, URL Filtering, Identity Awareness, Content Awareness, Mobile Access, IPsec VPN, Advanced Networking & Clustering, SSL / TLS visibility and orchestration
  - GI/SIGI Firewall for Mobile-5G-IoT (GILAN, CGNAT, DDoS protection, Application Visibility)
- Cloud Security
  - Private, Public, Hybrid Cloud visibility - management - protection, WAF Web Application Firewall, DDoS protection, Vulnerability Management, CASB Cloud Access Security Broker, Data discovery - classification, Data Protection, DLP
- SIEM Security Information and Event Management, machine - deep learning UEBA User & Entity Behavior Analytics
- Endpoint Security
- Email Security
- MDM Mobile Device Management
- IT - OT Integration

**Course**  
**IoT Revolution**

L'enorme crescita di IoT definito come M2M+Data Analytics tramite Cloud, non è neanche remotamente paragonabile con sistemi e servizi di monitoraggio & controllo implementati attualmente e nel passato.

Prestazioni sempre più elevate di sensori e dispositivi, capillarità delle reti di comunicazione tra cui 5G, grande capacità di elaborazione, Big Data-OSS-BSS, Fog/Edge/Cloud processing-analytics-storage, soluzioni Blockchain/AI-based, stanno generando un ecosistema di sviluppo immenso.

Esempi settoriali di applicabilità IoT sono Smart City, Grids Metering, Energy, Industry, Home, Farming, Utilities, Vehicles, Buildings, Agriculture, SCADA, ICT, Security-Public Safety, Banking & Finance, Transportations & Logistics, Healthcare & Life Science, Retail.

IoT rappresenta una grande opportunità per offrire servizi o utilizzo B2B-B2C da parte di Operatori e Service Providers ESCO, Enterprise, Pubblica Amministrazione, Verticals, con il conseguimento di nuovi modelli di business, riduzione capex opex, miglioramento efficienza, competitività.

- IoT definitions and applications
- IoT components  
Sensors, Actuators, Controllers, Smart Things, Gateways
- Sensors to Gateway - Gateway to Cloud
- IoT Analytics and Storage  
Fog/Edge/Cloud, Big Data, Blockchain IoT Data Sharing, AI-ML
- LPWAN vs LTE Cat-M1 vs 5G NB-IoT Cat-M2
- IoT via Satellite
- mMTC and URLLC
- RFID IoT
- IIoT and Industry 4.0
- Use Cases
- Business Models

Thank you !



Do you still think that a good product marketing is not decisive for increasing sales ?

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