



## Press Release

### **TIM: LAUNCH OF THE 'SMART DISTRICT', THE BUSINESS DIGITISATION PROJECT**

*With the goal of speeding up the digital transformation process and encouraging competitiveness in the 140 plus Italian districts, the Group is offering companies connectivity combined with innovative services by Noovle, Olivetti, Telsy and Sparkle*

Rome, 30 March 2021

To speed up the digital transformation in over 140 industrial districts, **TIM** has launched its 'Smart District' project with the goal of increasing the digitisation of the country's economic and industrial fabric. In addition to the network infrastructures – from fibre to 5G, Fixed Wireless Access (FWA) to satellite connectivity – the TIM Group, in line with the 'Beyond Connectivity' 2021-2023 strategic plan, is providing companies with the best latest generation services, essential for promoting competitiveness, benefiting from the specialised expertise of **Noovle** for Cloud and edge computing services, **Olivetti** for the Internet of Things, **Telsy** for Cybersecurity and **Sparkle** for international services.

In this way, TIM aims to leverage its product factories in order to directly involve the entire entrepreneurial ecosystem of the districts which, in addition to businesses, also include Public administrations and local Institutions. The following will be available: i) cutting-edge Cloud technologies by Noovle, also strengthened by the strategic partnership entered into with **Google Cloud**, capable of providing all the computational capacity necessary to digitise and develop the services; ii) vertical IoT services by Olivetti; iii) the wide range of Telsy Cybersecurity solutions to ensure protection of the data and services present iv) the international services offered by Sparkle to connect company premises, partners and customers abroad.

The beating heart of the Italian economy, the 140 plus Italian districts registered by ISTAT cover more than 2,100 Italian municipalities and represent 25% of the national production system and 65% of the manufacturing production.

TIM will start with some of the districts where the most representative supply chains of 'made in Italy' are developed, such as the textile district of Carpi (Modena), Ascoli Piceno, Barletta and Minervino Murge; the footwear district of the Fermo area and the mechanical industry of Schio (Vicenza), Borgomanero (Novara) and Rivarolo Canavese (Torino), with the aim of extending the initiative to all industrial areas of the Country.

The production supply chains will also be able to benefit from automation and real time remote maintenance solutions through the use of augmented reality as well as technologies for physical security by means of video surveillance, logistics and fleet management, and solutions for controlling the supply chain through blockchains. Smart working solutions, smart data management and the adoption of artificial intelligence in company processes will also be enabled.

This initiative confirms TIM as a technological partner of reference to encourage development of the national socio-economic system following a logic of sustainability and resilience, involving companies, public administrations, workers and citizens.

#### **TIM Press Office**

+39 06 3688 2610

<https://www.gruppotim.it/media>

Twitter: @TIMnewsroom

#### **TIM S.p.A.**

Registered Office: Via Gaetano Negri, 1 - 20123 Milan

Tax Code/VAT No. and registration with the Milan Business Register: 00488410010 - Registration in the R.A.E.E. (Register of Manufacturers of Electrical and Electronic Equipment) IT0802000000799

Share Capital €11,677,002,855.10 fully paid up Certified e-mail address [Casella PEC]: [telecomitalia@pec.telecomitalia.it](mailto:telecomitalia@pec.telecomitalia.it)