

POSTE ITALIANE – A WINNER AT THE CISCO NETWORKERS INNOVATION AWARDS 2007 IN CANNES

The company led by Massimo Samri was awarded the title of “Best Corporate IP Network of the Year”

Poste Italiane confirms its leadership in the field of technology and infrastructures by being awarded the **Cisco Networkers Innovation Award 2007** in the **Best Corporate IP Network of the Year** category.

The idea which made it possible to receive the award, among one of the most prestigious awards at a global level, was to transform the post office into a central point offering a vast range of products and services, available for use in a quick, efficient, productive manner, thus catering for the needs of an increasingly demanding, choosy clientele. This was only possible thanks to radical transformation and upgrading of the IT structure which makes the company an example of "best practice" in this sector.

“Not only have investments in state-of-the-art technology, infrastructures and services” stated Poste Italiane's Managing Director, Massimo Sarmi, “allowed us to transform Poste Italiane into a competitive, profitable company, but also to become a benchmark for the whole sector. This award offers confirmation of the all work done to date. We would like to thanks Cisco for having been an all-important partner in this upgrading process and for having chosen our company as an example of best practice for 2007”.

The **ICT Plus** project, classed by the international commission as the year's best case history, undertakes to provide connection services from Rome, Milan and Bari to all the 14,000 post offices located throughout the country, allowing the company to offer a series of innovative, highly profitable products and services: financial, insurance and merchandising, alongside its traditional core business .