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# CSELT

**Adobe ePaper® Solutions improve document access and management  
at Telecom Italia Group's Research and Development Center**

## ABOUT THE CUSTOMER

- Leading telecommunications researcher in Italy
- Investments: 33 Mld. It. L. /Production Value: 287 Mld It. L.
- Employees: 1,200
- Headquarters: Turin, Italy

## BENEFITS SUMMARY

- Easy retrieval of research documents in searchable Adobe PDF files speeds evaluation of promising telecommunications technologies.
- Adobe Acrobat allows CSELT to create and disseminate compact, cross-platform Adobe PDF files to employees and customers.
- Acrobat Capture allows CSELT to convert paper-based corporate documents to Adobe PDF files, which are optimized for Web publication.
- Adobe Acrobat, Adobe Acrobat Capture, and Adobe PDF substantially lower document copying, storage, and distribution costs at CSELT.
- Online delivery of marketing and press materials in Adobe PDF keeps CSELT employees informed about critical company initiatives.

[www.csel.it](http://www.csel.it)

Bridging the gap between university research and real-world application is no easy task. Yet for more than 30 years, CSELT, the Telecom Italia Group's Research and Development Center, has done just that. CSELT takes promising new telecommunications technologies and moves them from the lab to homes and businesses throughout Italy. In the process, hundreds of thousands of pages of research documentation are created and shared between CSELT and its customers, who are Italy's top telecommunications providers.

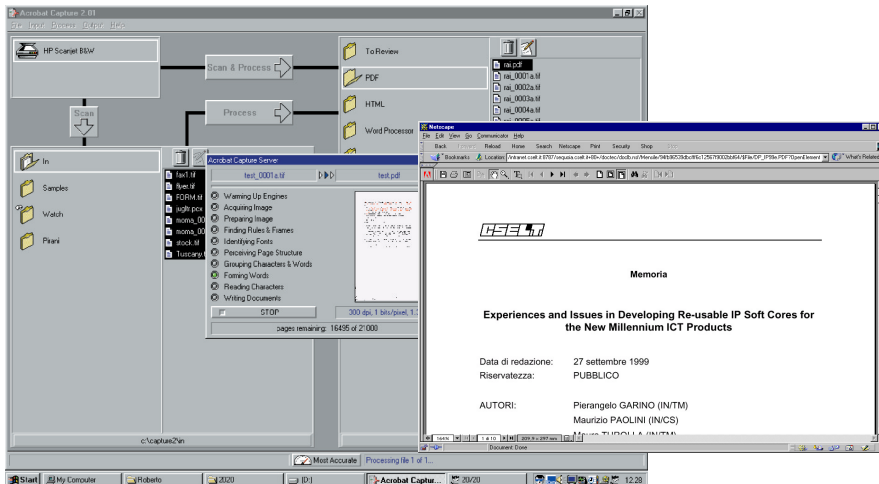
Managing this large volume of paper, which includes technical specifications, product descriptions, and market reports, was problematic for CSELT. Copying, distribution, and storage costs were high, and locating specific details amid the stacks of pages could delay even the simplest project. What CSELT needed was the ease and accessibility of searchable, platform- and application-independent electronic files that could bridge the gap between paper and electronic documents. In short, the agency needed Adobe ePaper Solutions built around Adobe Acrobat and Adobe Acrobat Capture.

## ePAPER DELIVERS

The faster new technologies can be evaluated, the sooner the best ones can be made available to the public, which benefits businesses and consumers. As a result, documents must travel quickly between CSELT employees and its customers. Some research materials are available electronically, while others arrive only on paper. One of the first challenges that Adobe Acrobat, Adobe Acrobat Capture, and Adobe Portable Document Format (PDF) helped CSELT overcome was the lack of a universal file format that retained the exact look of the complex, highly technical documents.

"Adobe PDF opened up our communication," says Amelio Patrucco, IT System Director at CSELT. "Our research center uses PCs, UNIX® workstations, and Macintosh computers and has to work with the hardware and software that our customers use. With Adobe Acrobat and Adobe Acrobat Capture, we eliminated barriers to information and gave everyone instant access to critical product and research materials."

By converting documents from various file formats to Adobe PDF, the research center can distribute CAD drawings authored on UNIX workstations just as easily as research



By using Acrobat Capture, CSELT converts documents to Adobe PDF and electronically distributes more than 2,000 CSELT articles monthly to employees via the Internet. Adobe Acrobat, Adobe Acrobat Capture, and Adobe PDF substantially lower document copying, storage, and distribution costs at CSELT.

reports created in Microsoft Word on a PC. Prior to standardizing on Adobe PDF, the agency printed and distributed documents manually, a process that significantly slowed technology evaluation and increased operating costs substantially.

“Delivering documents in Adobe PDF has enhanced collaboration among our staff and customers,” says Ornella Ghisio, head of the document management system department at CSELT. “As a result, we’ve reduced the time to evaluate new technologies by two weeks or more.”

#### RELIABLE WEB-BASED DOCUMENTS ON DEMAND

CSELT looked at several options for sharing electronic documents before standardizing on Adobe PDF. Central to the research center’s decision to deploy Adobe Acrobat to its 1,200 employees were the software’s ease of use and its ability to maintain the fidelity of complex documents. In addition, the popularity of the freely available Adobe Acrobat Reader™ meant that customers and

partners anywhere could access materials as easily as the agency’s staff.

The documents created and distributed by CSELT range in length from 5-page technology overviews to 1,000-page books that detail every aspect of new technologies. The information is made available via the Internet or e-mailed to staff and partners who are evaluating the systems for wide-scale deployment. By using the thumbnails and search capabilities in Adobe Acrobat, employees can quickly locate information in long documents to find the exact references they need.

#### PAPER TO WEB

The success of CSELT’s move to Adobe ePaper Solutions is evident. In addition to streamlining the delivery of technology overviews and research, Adobe PDF enables CSELT to quickly promote awareness of the achievements of Telecom Italia Group’s companies to employees. By using Adobe Acrobat Capture, the research center converts paper documents to Adobe PDF. Each month, more than 2,000 CSELT articles that appear in the national and international press are electronically distributed to employees.

Previously, this information was routed on paper, which made it difficult to ensure that all employees had access to the latest company news. Adobe Acrobat Capture eliminates delays by allowing CSELT to disseminate news originating from any source in fully searchable Adobe PDF files. The articles are delivered online and appear on-screen exactly as they do in print, except employees can now electronically store and search materials as needed.

Adobe Acrobat is also valuable for allowing the research center to share marketing materials, including corporate press releases, with employees. Every day, CSELT press releases are converted to Adobe PDF and made available to employees via the intranet, keeping all staff informed about significant developments and research across all CSELT companies.

“Our aim is to ensure that intranet users have access to the best technologies quickly and at a reasonable price,” says Roberto Beretta, consultant at CSELT for Intranet Services and Adobe ePaper Technologies. “The streamlined workflow afforded by Adobe Acrobat, Adobe Acrobat Capture, and Adobe PDF is critical in helping us meet that goal.”

#### TOOLKIT

##### Software

- Adobe Acrobat
- Adobe Acrobat Capture
- Microsoft Office Suite
- Microsoft® Windows® 95 or Windows NT®
- CAD applications

##### Hardware

- UNIX workstations and servers
- Apple Power Macintosh computers
- Pentium® based PCs, workstations, and servers



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