



GEO EXCHANGE BACKBONE: PUTTING SERVICE PROVIDERS BACK IN CONTROL

- **LOCAL HUBS WITH CORE BACKBONE**
- **DEDICATED FIBRE PROVIDING TOTAL SERVICE PROVIDER CONTROL**
- **SHORT TAIL CIRCUITS KEEP COSTS LOW**
- **BANDWIDTH OVER-PROVISION IS CHEAPER: SERVICE PROVIDER CONTROLS UPGRADES**

EXCHANGE CONNECTIVITY FOR SERVICE PROVIDERS

Service Provider challenges

More and more service providers are offering bandwidth intensive services: WAN provision, internet and VOIP, or are moving to the cloud. Connecting service-users to core networks is increasingly challenging.

Business growth leads to more network demand but managing demand cost-effectively can be difficult. As service providers aim to use networks as a key differentiator in a thriving market, ensuring sales efforts are aligned to network expansion is key.

How can your customers be connected to your services cost effectively, securely and reliably? How can bandwidth surges and changing bandwidth requirements be accommodated?

Connecting customers via traditional telco models can be costly, unreliable and restrictive.

Connecting your customers

With connectivity being business critical for both the services you provide and your customers' businesses, finding a connectivity provider that can meet your performance, cost and route requirements is crucial.

Questions service providers must ask of their connectivity provider:

- Does my provider have the network reach required for my current and future connectivity needs?
- Does the provider have a solution that allows me to benefit from economies of scale when I increase connections in line with my customers' needs?
- What diversity can the provider offer and what are the cost implications?
- What bandwidth control does my provider offer - managing demand?

Services demand security, reliability and flexibility



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