

FiberLight, LLC

connects to new markets

*With IBM Global Technology Services
and Juniper Networks technology*

CASE STUDY

Overview

The Challenge

To enable its planned launch of a Dedicated IP platform for enterprise and government customers, FiberLight required a very high-performance, low-latency, scalable core router platform and an implementation partner with significant communications expertise.

The Solution

Selected state-of-the-art Juniper Networks MX Series Routers technology for its core routing platform, and leveraged the design and engineering expertise of IBM.

The Benefits

FiberLight is able to offer customers high-speed, secure and scalable network services, all at highly competitive price-points, facilitating access to parts of the market the company has not penetrated up until now.

About FiberLight, LLC

Headquartered in Alpharetta, Georgia, FiberLight, LLC is a leading provider of mission-critical, high-performance networking services including Ethernet, Wavelengths and Dedicated IP,

Synchronous Optical Networking (SONET), and Dark Fiber optical transport network solutions. Clients include communication service providers, government, enterprise, content providers and web-centric businesses.

The company wholly owns its 500,000-mile fiber network in key growth areas and offers robust metro networks in 23 metros within Georgia, Florida, Washington, Texas, Virginia and Maryland, as well as Wide Area Networking options to major commercial hubs throughout the country.

Developing innovative new offerings

FiberLight saw the growth in demand for high-performance Internet services as a key opportunity for expansion. Responding to a perceived gap in the market, FiberLight decided to launch a Dedicated IP platform for enterprise and government customers across 23 US markets. Offering the service exclusively to these customers would make it possible for them to avoid the congestion and security threats brought about by the intermingling of traffic from web-centric companies and service providers in a single network – which is the approach that most ISPs currently take. By expanding its offering in this way, FiberLight aimed to penetrate new sectors of the market, increasing its client base in areas such as healthcare and government.



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Ben Edmond, Executive Vice President of Sales & Marketing for FiberLight, explains, “We decided to purpose-build an enterprise-only offering for our IP network that segments traffic from network service providers and web-centric companies that typically have higher burst levels and are more prone to network attacks. This is true to FiberLight’s ongoing desire to lead the market in terms of mission-critical, high-performance network services.”

In order to meet the demands of enterprise customers converting from legacy equipment and who are changing their service requirements for IP-enabled applications, FiberLight required a very high-performance, low-latency, scalable core router platform.

Judd Carothers, FiberLight’s EVP of Operations, comments, “IP traffic on our network is growing at an astonishing rate, which made it evident that we needed a very high-performance core router platform capable of scaling rapidly to meet the demands of enterprise customers converting from legacy TDM circuits and changing their service requirements to include a larger number of IP-enabled applications.”

FiberLight also needed to find a partner with the necessary communications experience and expertise to handle such a large-scale project.

“We began seeking a partner with a very unique set of skills,” says Carothers. “It was not just about delivering the solution – we wanted them to help us build the new offering, including the services and integration with our existing infrastructure. Finally, we were looking for an organization that could help us move quickly on this opportunity.”

Selecting IBM and Juniper Networks

FiberLight selected state-of-the-art Juniper Networks technology for its core routing platform, and leveraged the design and engineering expertise of IBM. IBM represented an attractive partner for FiberLight due to its knowledge and experience in the communications space. IBM also had the resources to act fast and efficiently to help FiberLight corner the market.

“The IBM team really impressed us, showing they could deliver a truly comprehensive solution,” comments Edmond. “They proved that they had both the specialist technical knowledge required to help us build a very sophisticated platform, and also the breadth of expertise to advise us on all aspects of the solution. IBM was also able to draw on extensive resources to deliver the solution within impressively tight timeframes.

Boosting flexibility

Drawing on their strong alliance, IBM and Juniper Networks worked together to design and propose a complete, open, pre-architected, pre-integrated and pre-tested infrastructure based on Juniper Networks MX Series Routers. The MX Series Routers provide switching capabilities without sacrificing carrier-class routing features. Optimized for Ethernet, the Juniper Networks solution offers superb flexibility and reliability.

“Network flexibility and performance are at the heart of FiberLight’s value, and the capabilities we have built using Juniper’s core routers extends that position in the marketplace,” says Edmond. “This investment demonstrates FiberLight’s commitment to meet and exceed customer

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expectations while taking our backbone infrastructure to the next level.”

A number of locations were identified, with the initial rollout over three months planned for six sites including Baltimore, Charlottesville and Washington, D.C., with ultimate plans to target 21 markets.

Capitalizing on market opportunities

The IBM and Juniper Networks solution enable FiberLight to bundle its core fiber network product with high-speed Internet connectivity on a single, consolidated network. It gives the company the ability to offer customers secure and resilient network services that can be scaled up or down to meet changing demand, all at highly competitive price-points. This facilitates access to parts of the market FiberLight has not penetrated until now, driving continued growth and opening up new opportunities for the future.

By drawing on its extensive experience and resources, IBM was able to commit to making FiberLight’s plans a reality within an unusually short timeframe. Moreover, partnering with IBM and Juniper Networks provides the ideal support for FiberLight’s highly aggressive growth plan. The alliance can help the company by offering the resources to support the rapid introduction of new services, a key competitive advantage in a fast-moving industry.

Carothers concludes, “By leveraging IBM’s engineering and design support and Juniper’s core routers, we have built an advanced high-capacity network that meets our current and future scalability requirements, while also delivering the flexibility that enables us to rapidly introduce new services.

We are expanding extremely fast, and have aggressive growth plans for the future. As such, we need to be as responsive as possible – we believe the combination of Juniper Networks technology with IBM services represents the ideal support to help us achieve this.”



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