

Network Service Provider Case Study



A point of presence in the most connected building in Dallas offers Alpheus Communications & Cologix customers network reach to Mexico

Since 1997 Alpheus Communications has provided personalized wholesale services to the nation's largest telecommunications providers and Texas businesses. The company offers metro and regional transport solutions, ranging from DS1 to 100G Managed Waves, and both Ethernet and SONET throughout their Texas footprint.



As one of the largest fiber-optic network owner/operators in Texas, Alpheus is uniquely positioned to connect data centers and carrier points of presence (PoPs) to locations throughout Texas and Mexico. As a critical point on this network, Alpheus opted for the Cologix data center located in the most connected building in Dallas, the INFOMART at 1950 North Stemmons Freeway. Through Alpheus collaboration with concessionaires in Mexico and access to a number of carriers available through Cologix Dallas, both companies are excited to now offer clients network access to Mexico.



“The INFOMART building is connected to so many fiber backbones that **most telecommunications carriers have a PoP in that building.** The Cologix relationship allows us to meet those carriers as an **essential access point** for Alpheus.”

– Alpheus Director of Carrier Sales Ryan Lahmann

Requirements & Challenges

- Carrier-grade, network-based, top tier data center provider to support delivery of advanced services & solutions
- Responsive service with best-in-class provisioning & resolution timelines
- Core network reliability performance in excess of 99.999%
- Fully redundant on all critical infrastructure
- Dependable, uncongested core network

Solution

- ✓ Access to broad set of customers
- ✓ Alpheus network node for the INFOMART in the network neutral Cologix facility
- ✓ Alpheus network reach to Central America
- ✓ Access to 40 unique networks in Cologix's Meet-Me-Room
- ✓ Connectivity to all carriers in the INFOMART
- ✓ Flexibility for scalable networking & data strategies

24 Network Neutral Data Centers Throughout North America

Columbus - Dallas - Jacksonville - Lakeland - Minneapolis - Montreal - New Jersey - Toronto - Vancouver



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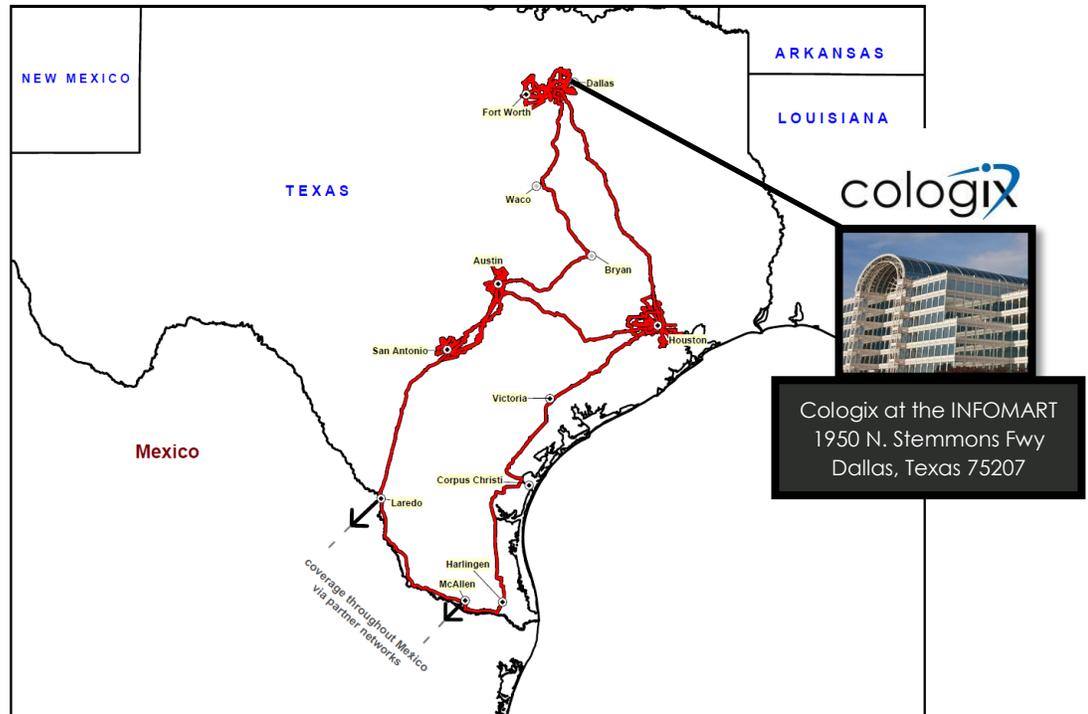


Anchor Point for Texas Network Extension into Mexico

Over the last decade, Alpheus lit long-haul fiber between its Texas metro footprints to create a regional fiber network that now includes fiber connectivity into Mexico. For U.S. carriers and enterprise customers that want connectivity from Dallas into Mexico, Alpheus provides a total solution, covering Texas over its own network and partnering with the major Mexican carriers South of the border. Demand also goes the other way. Dallas is the primary network access point to the Internet backbone for all of Texas and Mexico. Mexican carriers need

connectivity to Dallas – the INFOMART in particular – where they can pick up far less expensive IP and directly peer with content providers. Alpheus leverages the highly connected Cologix Dallas facility as a key access point to this regional connectivity.

Alpheus Network Map



Network Reach, Reliability & Reputation

Cologix's Meet-Me-Room offering of 40 unique network providers supports Alpheus network capabilities by insulating network performance through seamless redundancy. Additionally, various carriers offer unique pricing, performance and most importantly, geographic reach, which extends the Alpheus network through the reach of 40 additional carriers available through Cologix.

Cologix Dallas, a Key Access Point for Traffic Aggregation

According to Cisco Global Cloud Index (2013-2018) research, most Internet traffic has originated or terminated in a data center since 2008. As Alpheus continues to upgrade their Ethernet network, the company plans to leverage Cologix's data center at 1950 North Stemmons Freeway in Dallas as a key access point for the aggregation of traffic throughout Texas and into Mexico.

The Most Supportive Customer Care in Texas

Alpheus is known for providing end-user customers and carriers the best personalized, hands-on service, offering the fastest turn up intervals of any carrier in Texas. With the ability to directly connect to an experienced and certified data center technician 24/7 as well as submit support tickets online anytime, Alpheus is always connected to Cologix support and service, and can pass this timely, responsive, hands-on support on to their customers. Alpheus calls are answered by Cologix, with a consistent and personal dialogue.

"As the Alpheus network continues to grow, it is essential to maintain a strong presence in the Dallas INFOMART for connectivity to other carriers and enterprise customers. That building is on a short list of the most important locations in the region for network connectivity. The Cologix facility is at the crossroads of those interconnections."

– Alpheus Director of Carrier Sales Ryan Lahmann