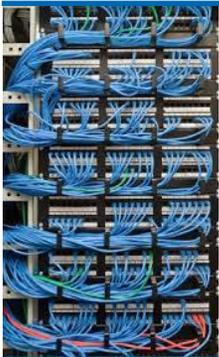# Network Service Provider Case Study

Through colocation connectivity, Massive Networks delivers the strength of multiple Tier I backbones to dynamically connect customers to the best performing network

Rather than relying on access to a single backbone as many Internet providers do, Massive Networks Internet service intelligently routes traffic across a blend of major wholesale Internet service providers. This approach insulates customers' from the risk of network outages to provide reliable, stable and consistent private and public connectivity across all 50 states in the U.S., including 250 metro markets to touch 375,000 fiber lit buildings nationwide.

In Dallas, Massive was considering Cologix and one of the world's largest data center players, both located in the INFOMART building. When dealing with the large corporate conglomerate, Massive found the sales and support engagement lacked a sense of urgency to win its business. With Cologix, not only was the price approximately 15% less, but Massive could always reach its point of contact for answers in a timely manner to know exactly what it was getting.

"Cologix's **experienced staff** is very important in terms of managing cross connects with a **high level of service, including 24/7 staffing**, which isn't offered by most data centers. Someone has been there every time we've called. The benefit of cross connects for us is the more networks we're tied to, the more services we can provide. The INFOMART at 1950 N. Stemmons Fwy. is a big marketplace for data traffic in the Dallas area, and we consider Cologix our **long-term partner** there and in other markets."

– Massive Networks President Kevin Flake

Requirements & Challenges

- Transparency & responsiveness during negotiations & provisioning
- Stringent colocation SLA with 100% network uptime for reliability & dependability
- Scalable & speedy deployments
- Seamless infrastructure integration
- Access to timely technical & customer service
- Well-managed facility, with physical security as well as policies & procedures in place

Solution

- ✓ Cologix's newest Dallas data center (DAL 2) in the INFOMART at 1950 N. Stemmons Fwy.
- ✓ Direct cross connect access to 40 networks
- ✓ Quick responsiveness to customer needs with quality technical & customer support 24/7
- ✓ 10-15% in savings vs. other Dallas providers
- ✓ Demand-driven growth across Cologix's platform spanning many underserved areas
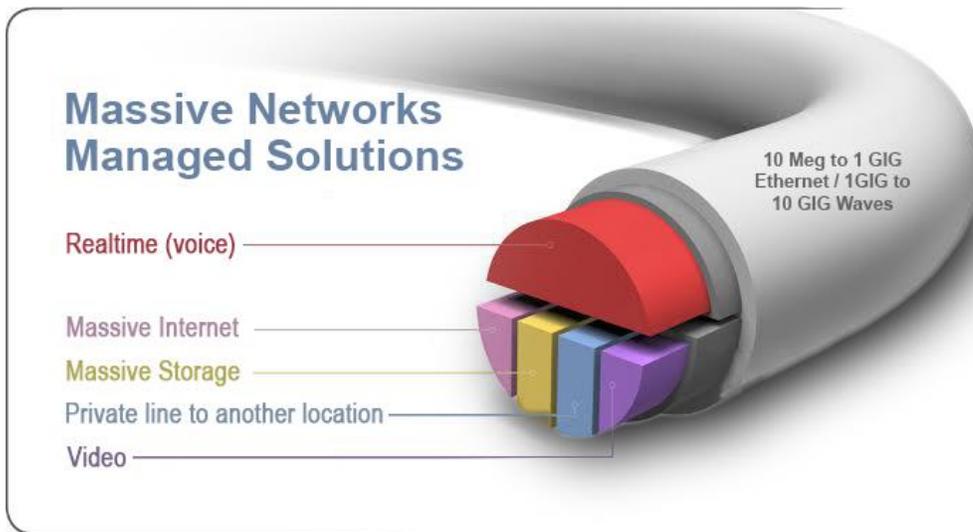- ✓ Data center compliance for Massive to win more business

Massive Networks Managed Solutions

Realtime (voice)
Massive Internet
Massive Storage
Private line to another location
Video

10 Meg to 1 GIG Ethernet / 1GIG to 10 GIG Waves

LEFT: The diagram illustrates Massive's ability to isolate different segments of network traffic across fiber connections provided to clients, isolating a private network, video, voice and other connectivity components to prioritize services across the network. The sophisticated connectivity structure differs from traditional options as it allows Massive to scan all networks, discard the routes exhibiting latency and jitter, and funnel clients' data through the best-performing network route for optimized results.

Results

Cologix's services are a value-add for Massive to enable:

Massive Network Reach

The Massive backbone continues to expand, currently blending Level 3 Communications, Verizon, XO Communications, Hurricane Electric, AT&T, Zayo Group, and CenturyLink, all on one circuit and all available through Cologix's Dallas Meet Me Room. Through this multi-carrier approach, Massive's performance-based, outage-resistant Internet solution delivers the resiliency of multiple Internet backbones. For voice and video applications that often experience latency and jitter, the Massive solution scans all available Internet service providers to provide the best route.

With Massive available through Cologix Dallas, both company's customers also gain access to private networking solutions (increasing in use due to security breaches) on top of public connectivity, all on the same connection. These private network transports (PNTs) offer private connections to other locations without the risks of traversing the public Internet. Customers gain this functionality all on one circuit for significant network savings, as clients avoid paying for multiple local loops for different services. Instead, customers can segment those services (see diagram above) by routing protocols on Massive equipment to get a multitude of services all on a single handoff. Additionally, if a customer is interested in connecting one location from one carrier to another location to reach a different network carrier, Massive can enable both connections via its managed network connectivity.

It's Not All About Price, But it Does Help

Massive gathered several quotes from Dallas colocation providers and quickly learned it's not all about price, but how quickly and transparently answers are provided. It's a huge waste of time when a potential provider waits two days before replying to a Massive inquiry, then routes the inquiry to multiple departments without a firm or clear answer. Used to telecom providers spinning features beyond recognition, Massive was able to work through the jargon to filter out many colocation options. In terms of pricing, Cologix was about 15% cheaper; however, the value on the deal was Cologix's provision of all details in a timely manner, which held a lot of value for Massive. Other providers communicated through smoke and mirrors to mask their solutions to optimize the appeal – with Cologix, Massive has a clear, undisguised understanding of the solution.

Swift Time to Market

In telecom, scalability and rapid deployments are important for just about anyone in the business. The last thing Massive needs is for the provider to run out of power or space. From the beginning, Massive focused on ensuring a long-term future with its colocation provider, confirming that with Cologix's large data center build outs in Dallas, Massive has the space and infrastructure, as and when it's needed.

cologix