

RELIANCE GLOBALCOM

Global leader of communication services participates in Equinix Carrier Ethernet Exchange™ for fast, simple interconnections with top carriers.

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Dr. Kamran Sistanizadeh, CTO, Reliance Globalcom

THE CURRENT ENVIRONMENT

Once you’ve been providing industry-leading Ethernet services to businesses and carrier partners worldwide for nearly a decade, you’re looking for every opportunity to gain efficiencies. That’s why Reliance Globalcom chose to participate in the trial of the Equinix Carrier Ethernet Exchange, a global service that provides a multi-carrier environment for the exchange of data traffic between providers of Ethernet services. The company anticipated that the exchange would simplify the process of establishing network-to-network interfaces (NNI) with other carriers.

THE SOLUTION

With the current interconnection model, Reliance Globalcom and other carriers end up negotiating one-off Ethernet interconnection agreements through a lengthy and costly process. Though Reliance Globalcom has utilized Equinix’s IBX collocation and interconnection services since 2005, it still carefully assessed a range of External NNI (ENNI) options and partners. Ultimately, Reliance Globalcom concluded that the Equinix Layer 2 platform was best suited to satisfying its growing customer requirements.

WHY EQUINIX

Mitigating interconnection challenges

One of the key reasons Reliance Globalcom chose Equinix is that it is a recognized leader of interconnection services. Plus, with over 595 networks deployed in its global International Business Exchange (IBX®) data centers, Equinix has a rich history of bringing service providers and customers to do business together. Equinix is also actively involved with the Metro Ethernet Forum and has been pushing for beneficial standards to drive success in the Ethernet services marketplace.

“We liked the fact that Equinix had established a standardized platform with a rich community of buyers and sellers, and that it was dedicated to making the interconnection process simple and painless. The Equinix Carrier Ethernet Exchange allows us to scale and reduces the headaches of one-off interconnections,” explains Dr. Kamran Sistanizadeh, chief technology officer for Reliance Globalcom.

Participating in a well-run global trial

During the comprehensive trial, Equinix conducted more than 200 unique tests across several different regions with 15 program participants. Reliance Globalcom and other carriers were matched up to test the new Carrier Ethernet Exchange. According to Dr. Sistanizadeh, the trial went smoothly. “Equinix ensured a smooth process by exchanging information with participants in advance at both the technical and operational level.”



AT-A-GLANCE

COMPANY

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INDUSTRY

Network

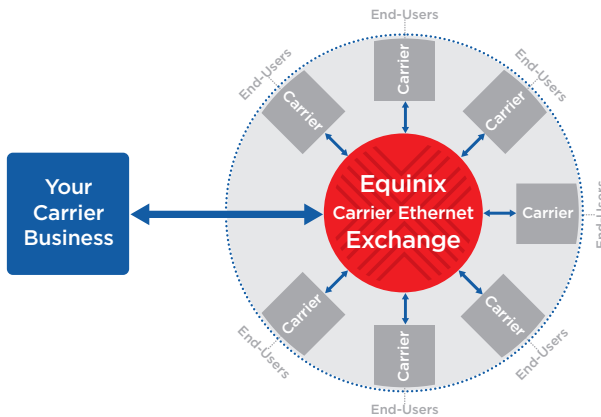
RESULTS

- Reduces NNI setup requirements and related operational and capital expenditures
- Enables increased revenue through selling onto global network and to lit buildings
- Offers more flexibility to extend Reliance Globalcom’s network reach
- Facilitates buying and selling Ethernet services with other partners
- Gains ability to instantly scale to match end-customer traffic growth

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Reducing capital and operational expenditures

Reliance Globalcom already recognizes the value of Equinix enabling Ethernet NNIs instantly and transparently in a local marketplace. Equinix facilitates multiple types of Ethernet connections, making it possible for Exchange customers to connect once and then gain access to all other Exchange participants.



Not only does the Exchange mitigate the challenges of establishing one-to-one connectivity, it drives down the associated costs. Capital expenditures are lower because Exchange customers only need to establish and maintain one Ethernet port instead of multiple ports. “If we need to establish six NNIs and use the Exchange instead of handling each one separately, we will likely save 30-40% on resources and time spent,” says Dr. Sistanizadeh.

Facilitating new market opportunities

From a provisioning perspective, the Equinix Carrier Ethernet Exchange enables timely and efficient exchange of information between participants, leading to quicker time to market for buying and selling of services. As a result, Exchange customers such as Reliance Globalcom can monetize their assets, including lit buildings. “We can now easily connect with other providers to pursue a specific opportunity. If we want to sell or resell each other’s services or assets, we can exchange information about our networks, systems, footprints, technologies, and more,” explains Dr. Sistanizadeh.

Reliance Globalcom also benefits from instant access to other providers’ networks. What’s more, as businesses expand in line with market recovery and burgeoning growth opportunities, there is an increased demand for a strong network presence in strategic global markets and low-cost centers worldwide. In this scenario, the access networks of the regional providers become exponentially more important. This extended reach via these providers is critical to serving enterprise needs, especially those with a multi-national presence. “By establishing an Ethernet NNI with an international provider in the Equinix IBX, we gain instant access to new global markets,” says Dr. Sistanizadeh.

Capitalizing on growing demands for Ethernet services

Dr. Sistanizadeh feels that Equinix is helping the industry as a whole by offering this Exchange. “Equinix is in a unique position to provide an exchange platform that will enable Reliance Globalcom and other Ethernet carriers to easily execute interconnection relationships outside of our current service areas. As a result, we can capitalize on the new customer demands for regional, national, and global Ethernet services,” concludes Dr. Sistanizadeh.

About Reliance Globalcom

Reliance Globalcom, a division of Reliance Communications, spearheads the Global Telecom operations of India’s largest Integrated Telecom Service Provider. The company serves over 2,100 enterprises, 200 carriers and 2.5 million retail customers in 163 countries across 6 continents. Reliance Globalcom owns the world’s largest private undersea cable system spanning 65,000 Kilometers seamlessly integrated with Reliance Communications’ domestic optic fiber running over 190,000 Kilometers, providing a robust Global Service Delivery Platform connecting 40 key business markets in India, USA, Europe, the Middle East, and the Asia Pacific region. For further information, please visit: www.relianceglobalcom.com.

About Equinix

Equinix, Inc. (Nasdaq: EQIX) provides global data center services that ensure the vitality of the information-driven world. Global enterprises, content and financial companies, and more than 595 network service providers rely upon Equinix’s insight and expertise to protect and connect their most valued information assets. Equinix operates 90 International Business Exchange™ (IBX®) and partner data centers across 35 metro areas in North America, Europe and Asia-Pacific.

For more information, visit www.equinix.com.

