

## Telesphere Networks Expands Their Business and Reduces Internal Operating Costs with Pure MPLS Network from Global Crossing



A next generation carrier delivering IP convergence solutions, Telesphere Networks' IP Ethernet infrastructure supports IP solutions to more than 350 cities in 52 countries around the globe. Telesphere Networks' IP connectivity solutions include Convergence, IP VPN, VoIP, High Speed Data and Internet services.

### **BUSINESS CHALLENGE: EXPAND TELESPIHERE NETWORKS' BUSINESS WHILE ENSURING QUALITY DELIVERY OF VOICE, REAL-TIME VIDEO AND MISSION-CRITICAL DATA FOR ENHANCED END-USER PRODUCTIVITY**

In order to expand their business and deliver high quality converged solutions, Telesphere Networks wanted to offer its customers more advanced IP services built on a pure MPLS backbone with carrier-class quality and multiple classes of service. "Pure MPLS" is synonymous with "native MPLS," meaning MPLS is deployed directly over the DWDM layer 1 transport, without any layer 2 protocols (Frame/ATM) in between. This provides end-to-end flexibility, scalability and transparency across multiple MPLS interconnections.

Telesphere was looking for a provider that could support their need to run simultaneous real-time IP applications across their network so they, in turn, could improve functionality and provide a complete converged solution to their customers. In order to meet their end-users' demands for increased productivity – driven by remote training, site-to-site meetings, tele-working and other related multi-media needs -- a secure remote mobility solution was critical.

In addition, the solution had to scale across multiple end-user MPLS VPNs, support internal routing protocols, and provide connectivity into the carrier's long distance voice platforms. Tight latency and throughput constraints also needed to be met.

"At Telesphere Networks, our customers demand the most efficient, secure and reliable network possible," said Dave Thomas, Telesphere Networks CEO. "Through our relationship with Global Crossing, our regional and multinational clients are delighted with the service level of our truly global service and the savings they are recognizing on a quarterly basis."

Telesphere Networks' former provider claimed to have a pure MPLS network, when actually the underlying technologies were Frame Relay- and ATM-based. This legacy approach to MPLS failed to deliver the tight throughput and latency guarantees required by Telesphere. The approach also limited provisioning flexibility, network growth and converged application performance.

### **CUSTOMIZED GLOBAL CROSSING MULTICAST SOLUTION UNMATCHED BY COMPETITORS**

"Telesphere Networks came to us with a unique set of requirements," said Dan Anderson, Sales Manager at Global Crossing. "We came up with a solution cooperatively and customized our VPN product to satisfy those requirements."

The Global Crossing network solution links Telesphere's core IP service hubs and customer sites across a secure MPLS backbone. It supports multicast for advanced video and VoIP services,

Global Crossing and Telesphere Networks Create Converged IP Solution That Drives New Revenue and Solves Performance Issues

Global Crossing is the provider of telecommunications services connecting the commercial centers of the planet today.

One Planet. One Network.  
Infinite Possibilities.

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## CHALLENGE

- Upgrade to pure MPLS backbone with toll-grade quality of service (QoS) and multiple classes of QoS.
- Support voice, real-time video and mission-critical data.
- Scale solution across multiple MPLS VPNs per end user.
- Support internal routing protocols.
- Provide connectivity into the carrier's long distance voice platforms.
- Meet tight latency and throughput constraints.

## SOLUTION

A customized solution that links core IP service hubs and customer sites across a secure MPLS backbone.

- A truly global MPLS footprint.
- The ability to rapidly provision IP VPNs.
- Single-page customer billing for one all-encompassing converged IP solution.

## RESULTS

- Trusted network for internal needs and resale.
- Increased sales revenue.
- Reduced operational and maintenance costs.
- Reduced provisioning intervals for IP VPNs.
- More choice and application flexibility for end-users.

and the Carrier Serving Carrier VPN service enables Telesphere to create their own VPNs, on demand.

"At one point we were examining two different network options," said Dave Thomas. "Telesphere's clients would not have tolerated a patched-together network, with inherent inefficiencies, latencies and security holes. With the Global Crossing pure MPLS backbone, our clients know that the best possible network available is working for them."

Global Crossing devised a two-step solution to meet both Telesphere's immediate needs, as well as to accommodate long-term plans to better handle rapid global network expansion. In the first phase, a secure, reliable MPLS VPN backbone was implemented, which enabled Telesphere to establish multiple VPN networks on a single customer interface.

In the second phase, Global Crossing provided a Carrier Serving Carrier MPLS backbone that allowed Telesphere to build its own secure MPLS VPNs using BGP routing information. New Telesphere customers now can be rapidly provisioned, significantly increasing the speed of network deployment.

Both phases of this solution provide connectivity into Global Crossing's entire suite of VoIP products. Only one network is required for both voice data and video applications, and Telesphere's customers receive a one-page bill for an all-encompassing converged IP solution.

## RESULTS

Global Crossing's willingness to customize its solutions to meet Telesphere's critical business challenges, provided the customer the flexibility and peace of mind it lacked.

Today Telesphere Networks has a pure MPLS backbone and multicast network that they trust not only for their own internal needs, but one they can confidently resell to their customers. Now, Telesphere's customers enjoy more choices and the benefits of an efficiently expanded network.

"We feel really good about all the benefits we can offer customers, but we're also very happy that we found a carrier that's willing to sit down and listen to our needs," said Dave Thomas. "Global Crossing came to the table with creative solutions rather than a one-size-fits-all mentality."

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**- Dave Thomas,  
CEO Telesphere Networks**

## LOOKING AHEAD

The multicast IP network delivered by Global Crossing, allows Telesphere Networks to offer their customers an impressive selection of integrated telephony services. Moving forward, Telesphere's sales representatives can present video, conferencing and IP-aware services that standard phone networks simply cannot deliver. In addition, the solution plays into their IP PBX offerings for music on hold, paging services and a host of other differentiating features.