

MASERGY Relies on Juniper Networks to Build Competitive Advantage With Enterprise Customers

“Juniper Networks enables us to deliver the most advanced IP/MPLS network services today, making us the leader in working toward the Infranet.”

Barry D. Nalls
CEO
MASERGY

Customer:

MASERGY

www.masergy.com

MASERGY is a global provider of customer-controlled network services delivering real-time application performance across its converged global network. The company serves medium to large enterprises across the U.S. and multi-national companies around the globe with its IP/MPLS network and customer-centric service.

Challenge:

Create a network that redefines the customer's network performance experience to provide MASERGY with a clear advantage in a highly competitive industry.

Objectives:

- Build a pure IP/MPLS network that delivers all the end-to-end security, reliability and quality that enterprise customers demand
- Enable MASERGY and its customers to easily control the network and manage bandwidth, traffic priority and other performance characteristics on demand
- Design a scalable network infrastructure that minimizes costs while delivering powerful performance metrics
- Provide advanced IP services with rich delivery features over a secure, reliable and high quality network infrastructure—that is, a foundation Infranet

Solution:

MASERGY uses a total of 32 combination core/edge Juniper Networks M20 routing platforms in its 16 points of presence (PoPs) worldwide.

Benefits:

- Juniper Networks infrastructure enables MASERGY to guarantee the highest levels of service to its customers with end-to-end application-level QoS (quality of service) over a network with five-nines reliability
- JUNOS software, which integrates new standards-based capabilities, enables MASERGY to accelerate service delivery to its customers leading to triple-digit growth year over year
- Juniper Networks routing platforms let MASERGY offer advanced IP services while maintaining superior network performance

Born in the midst of a network industry downturn, MASERGY created a legacy-free network designed to deliver—without compromise—all the quality, economy and flexibility available in a pure IP/MPLS network.

With Juniper Networks infrastructure, MASERGY delivers end-to-end application-level guaranteed QoS backed by tough SLAs and enables its enterprise customers to dynamically manage and customize the performance of their service.

Result: MASERGY is building a growing list of blue-chip enterprise customers, with month-over-month growth of five percent or greater. The company has become an industry leader in the drive to build and realize the vision of the Infranet—a network that marries the ubiquitous connectivity of the Internet with the assured performance and security of a private network.

“It was a no-brainer to choose Juniper. We had experience with all of the major vendors, and it was a short discussion to trust Juniper to help us build our business.”

Jim Brunetti
Director of IP Engineering
MASERGY

About MASERGY

Based in Dallas, Texas, MASERGY specializes in providing business customers with a highly attractive combination: the control of an in-house network plus the inherent cost savings of outsourcing.

MASERGY gives its business customers unparalleled application visibility and control by enabling them to directly manage bandwidth, traffic priorities and other service parameters to meet their changing needs. Its intelligent network infrastructure enables MASERGY to provide its customers with highly reliable, advanced service offerings, while reducing their technology risks, costs and complexities. Because it built its state-of-the-art network from the ground up, MASERGY is free from the limitations of yesterday’s technology.

At both the core and edge of the network are Juniper Networks routing platforms. The benefits for MASERGY and its customers are clear: they enjoy a lower total cost of operations, while using advanced IP services.

The Challenge: Make Way for a New Networking Company

Entering the global networking business in the year 2000, at the start of an economic downturn and a time of tremendous turmoil for networking companies, MASERGY faced a battle against giants.

The global networking industry was in disarray. Major networking players were grappling with severe financial problems—even bankruptcy. The only way for a new company to survive in this struggle was to deliver value for customers that the giants could not match.

The key would be to build a network that combined the power of new technologies with the freedom of customer-centric processes. The experts at MASERGY decided to use the company’s clean slate to design a compelling new model for delivering advanced IP services.

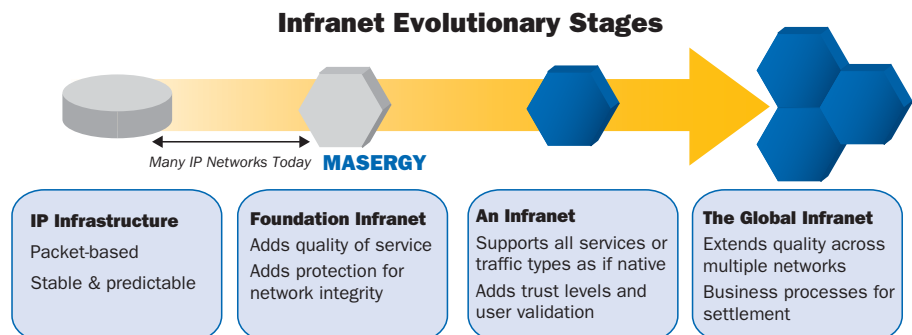
This new network would be the key to achieving MASERGY’s vision: to deliver the strongest customer experience in the industry, continue to seek ways to bring value to customers and help enable their business success. The network would have to be robust and reliable, yet easy to manage. It would have to offer more than legacy network services, providing enhanced reliability and true cost savings. And the new network would have to give MASERGY’s enterprise customers an unprecedented ability to directly manage their services.

Procurement: “A No-Brainer”

For the network experts who built the MASERGY network, the decision to invest in Juniper Networks routing platforms was straightforward, according to Jim Brunetti, MASERGY’s director of IP engineering.

“It was a no-brainer,” says Brunetti. “The people who built this network came from carrier backgrounds. We had experience with all of the major vendors, and it was a short discussion to trust Juniper to help us build our business. We have not regretted the decision at all.”

“Juniper gives us reliability, performance and features, and all three of these things allow us to keep our customers,” Brunetti continues. “Reliability is key. If a customer is going to converge their network, that network has to be reliable, because it’s affecting multiple services. At



MASERGY, we have multiple layers of redundancy built into the network, and our reliability is also supported by the stability of Juniper's code base, and the hardware being up and operational."

Since it began operation in November 2001, the MASERGY network has delivered remarkably steady performance. "We've consistently delivered 99.999 percent uptime for our customers," adds Brunetti. "And with Juniper, we've never had a core outage. We have not lost a hub."

A Solution Built on a Juniper Networks Foundation

MASERGY has two combination core/edge Juniper Networks routers in each PoP, with 16 PoPs for a total of 32 M20 routing platforms deployed worldwide.

The Juniper infrastructure enables the following services/applications:

- MPLS-based Layer 3 service with multiple priority levels
- Layer 3 fully-meshed VPN service with multicast
- MPLS-based Layer 2 point-to-point VPN service (simulated Frame Relay)
- TV-quality real-time video
- Toll quality voice over IP
- New Intelligent Transport Service that delivers multiple services (Layer 2, Layer 3, public, private) over a single interface.

"The entire core of our network is based on Juniper," says Brunetti. "All of our MPLS routers are Juniper, and most of our premises equipment—our provider edge boxes that we use to interface with customers—are Juniper."

The Juniper Networks solution for MASERGY includes key features of a foundation Infranet. The IP/MPLS infrastructure enables important capabilities such as end-to-end control of class of service and quality of service and network level protection from denial of service (DoS) attacks.

The Bottom Line: Delivering High Value for Customers Means Growth for MASERGY

MASERGY's Juniper-based network is delivering the reliability, performance and advanced IP-based services demanded by MASERGY's enterprise customers. In the process, Juniper is saving MASERGY and its customers time and money.

Cost Savings with Convergence

"Our typical customer is somebody who has T-1 lines that they use to connect their remote locations to do voice and toll bypass, ISDN for videoconferencing, Frame Relay for their internal corporate network, and an Internet connection, typically at their headquarters," says Eric Barrett, director of product management for MASERGY. "Our experience is that you can take all of those disparate networks, put them over a single infrastructure, guarantee the quality of service and have your critical applications actually work better. Plus you get huge cost savings in just being able to consolidate your services."

Value is another key to MASERGY's success. "In general, we find that customers save on average about 30 percent from what they're paying for their existing Frame Relay solution by moving to our network," says Barrett. "If they move their voice and video over as well, the savings start going up to 40, 50, 60 percent, depending on how much they're using these real-time applications."

Self-Service Control and Management Means High Productivity and Greater Customer Satisfaction

MASERGY's Service Control Center, an easy to use Web-based management tool, is a competitive advantage that not only saves customers time and money, but gives those customers a level of simplicity and control that they have never had before. "The customer can go in and dynamically provision services," says Tony Hurtado, vice president for marketing. "They can change their bandwidth, add voice or video services, change their application priority or remotely provision any or all of their

MASERGY customer GMAC Commercial Mortgage receives eight times the amount of bandwidth for what they were paying for Frame Relay. They're also saving \$160,000 a year on voice communication and about \$100,000 on video.

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Eric Barrett

*Director of Product Management
MASERGY*

edge routers. All of these services are available through a web-based portal, so they're not calling in and asking us to make changes, they're actually going in and physically changing our network through the secure, web-based portal."

Since the Juniper infrastructure is streamlined and easy to manage, a lean staff can serve hundreds of large, multi-national customers. Provisioning services for its customers takes minutes vs. days for MASERGY, with fewer people needed to perform these tasks. "We have a lot of tools to automate service delivery on our network," Brunetti explains. "When you provision a new service on our network, the provisioning guys basically hit two buttons, and an end-to-end, Layer 2 or Layer 3 VPN is created in the network. We built our network with reliability and productivity in mind, and Juniper Networks is a major reason we are where we are today."

"The fact that JUNOS software can run on all types of chassis is very important to us," explains Brunetti. "I don't need multiple skills sets in my operations to deal with hardware that uses multiple kinds of operating systems. With JUNOS, I can implement and administer our network quickly using a lean staff."

In fact, the high productivity benefit for MASERGY has allowed the company to avoid hundreds of thousand of dollars associated with larger operations needed for lengthy provisioning and administration processes. MASERGY estimates that its investment in Juniper Networks technology has already provided the service provider with an astounding 600% return on its total investment within the first four years. "The durability, reliability and service features on our Juniper Networks equipment has allowed us to extend the life of these routers well beyond our initial plan" says Brunetti.

End-to-end QoS Creates Loyal Customers

MASERGY services enable customers to precisely tailor their IP network to suit every communication need, including the high-priority requirements of high-value and mission-critical

applications. Juniper's QoS capabilities ensure that applications affected by network delay and jitter, such as voice and video, receive the priority packet processing required.

In addition, each MASERGY service is backed by specific SLAs that clearly explain the level of performance MASERGY is committed to deliver. "Juniper gives us the ability to offer these high service levels and the guarantees that back them," says Barrett. "We won't offer an SLA that we can't stand behind. The reliability that we have with Juniper Networks gives us the confidence to offer and stand behind our SLAs. For us, delivering this level of end-to-end QoS is a competitive advantage."

With 99.999 percent reliability, advanced services, and dramatic cost savings to offer, it's no surprise that MASERGY boasts a customer retention rate of more than 90 percent. "This is pretty remarkable in an industry that averages retention rates of sixty to seventy-five percent" says Hurtado.

Beyond the Internet: the Infranet Initiative

The Infranet Initiative is an effort to advance networks to the next stage -- networks that combine the reach and positive economics of the Internet with the assured performance and security of a private network.

In addition to its value as a business tool, MASERGY's foundation Infranet establishes the company as a leader in moving beyond the Internet to a network with the security, reliability and quality necessary for business-critical applications.

By entering the marketplace during difficult economic times and building its new network on a Juniper Networks foundation, MASERGY has created the best of outcomes for its customers. It is delivering flexible, economical and reliable advanced communication services that its enterprise customers can monitor and manage on their own. And it's building a record of customer loyalty that even the largest competitor would envy.



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