



PACKETEXCHANGE ENSURES GLOBAL ETHERNET REACH

By **Bruce** Christian

Founded in 2001, PacketExchange always has been at the forefront of what is commonly called the “Ethernet Exchange,” says its Senior Vice President of Sales and Business Development Andy “AJ” Johnson, who adds, “but with the entire footprint acting as the exchange rather than a single PoP.”

“The company’s founding mission was to build a distributed Internet Exchange, exploding the original business model across a global footprint using Layer 2 Ethernet over MPLS technology,”



Andy Johnson

Johnson explains. “This would allow the company to provide point to multi-point Ethernet connectivity as well as wide area peering services.”

Today, PacketExchange has more than 63 global PoPs in more than 100 countries. It has access to more than 220 partner networks, 500-plus peering and exceeds 500 customers globally.

“This focus on wide area connectivity has allowed customers to peer, in the traditional sense, with geographically disparate networks for IP traffic while also having the opportunity to interconnect with other networks for onward access into new territories, for transit solutions,” Johnson says.

In a nutshell, Johnson explains that PacketExchange provides global Layer 2 Wide Area Network (Ethernet/MPLS) and IP solutions.

“The company provides globally managed end-to-end MPLS and PBB-TE technology solutions and can support SONET, Ethernet or both underlying network infrastructures,” he says.

The company provides services to wholesale carriers and service providers as well as enterprise businesses in the following “flavors:”

- Ethernet Private line

- MPLS networking and/or VPLS Networking
- Managed Internet Connectivity (Layer 3)
- Content Delivery Network Services and Application and Acceleration

“PacketExchange provides a suite of advanced network services aimed at improving the quality and consistency of international telecom services,” Johnson says. “Our private backbone is designed to eliminate the quality of service issues that exists on the public Internet, enabling next-generation telecom services to operate more reliably, over a wide area.”

Operating internationally has its challenges and PacketExchange is truly an international company with operations and engineering staffs in London, Los Angeles and Sydney.

“We are well positioned to handle our business operations anywhere in the world,” says Grant Kirkwood, PacketExchange’s chief technology officer. “As a leader in customized, bespoke global network services, PacketExchange has nearly 10 years of experience in managing global businesses.”

Johnson adds, “By running a 24/7 technical operation we are able to ensure full support is available at all times and thus mitigate any perceived geographical hurdles.

“Rather than trying to do everything ourselves, by successfully partnering with service providers in off-net regions we are able to take advantage of their expertise and ensure we deliver end-to-end services that match and exceed customer expectations,” Johnson says.

The actual operations in a variety of counties don’t really change from location to location, but each area does have its own unique issues.

“The major issues continue to be regulatory environments,” Johnson



Grant Kirkwood

says. “Understanding these and how they affect the business model and ongoing delivery of service is key to expanding into new regions.

“We have built a culture around instilling best practices throughout all aspects of our business,” Johnson continues. “By doing so, our company is able to remain consistent across a global footprint.”

Kirkwood adds, “Our network services are completely ubiquitous, as the demand for higher quality Internet and Ethernet solutions exists in every country throughout the world.”

With the international experience, one thing has become obvious to PacketExchange: “The most robust markets are the ones that have a high concentration of startup investment being put into them,” Kirkwood says. “New technologies and Internet applications are driving network service requirements.”

Of course not all countries are equally savvy on the technology front.

“Countries that need help? There are numerous areas that have a convergence of high demand and lack of supply with regard to network capacity,” Kirkwood says. “These are generally regarded as the emerging markets.”

He says that by comparing data points including percentage of penetration of broadband, anticipated demand for broadband and capital investment into terrestrial or undersea cable networks, PacketExchange has identified several regions that have little capacity, high demand, and the need for investment.

These areas include Africa, India, the Middle East, South America and Southeast Asia. 