

# Mzima Networks

Ciena helps global service provider cut cost, complexity and delivery time for high-quality network services

Mzima's vision is to grow its enterprise market share with innovative network services. While its global network is extensive, local footprint originally relied on an expensive and complex patchwork of different solutions. With Ciena's Carrier Ethernet Service Delivery Portfolio, Mzima has transformed its service delivery, cutting cost and time to market dramatically as well as giving the business a significant competitive edge in the enterprise space.

## Challenges

Mzima Networks started in 2001 as a local service provider in California. Today its network spans all of North America, large parts of central Europe and will soon extend into Asia. Despite a modest headcount of just 25, Mzima ranks as one of the most innovative and forward thinking service providers worldwide. Companies like Go Daddy®, Mozilla®, eHarmony®, Barnes & Noble and CarsDirect®, as well as carriers such as China Motion and Romania Telecom, rely on Mzima to run their businesses. Mzima has built its reputation by developing a highly engineered and robust network infrastructure, and by using technology innovation to deliver cutting-edge products and services. Originally, Mzima's business was built around providing carrier and colocation services. As the

business matured, Mzima grabbed the opportunity to grow significantly and increase its share of the enterprise end-user market by becoming a customized network solutions provider and offering managed Ethernet services to its customers.

While Mzima's network had a formidable global footprint, it lacked the capability to deliver services all the way to customer sites in a cost-effective, flexible and simple way. Mzima's core network enables reliable long-distance connectivity, but at the local level, using it can become more costly and less flexible in supporting the variety and speed of service delivery increasingly demanded by customers.

To realize its enterprise deployment strategy, Mzima needed a network technology that could incorporate the existing infrastructure and enable a more flexible, simple and low-cost service

## Summary

### Challenges

- Realize a business strategy to expand enterprise market share
- Increase network service flexibility, manageability and cost-effectiveness
- Protect investment in current network infrastructure

### Solution

- Ciena's Carrier Ethernet Service Delivery (CESD) Portfolio
- Layer 2 CESD complements and integrates seamlessly with existing Layer 3 backbone

### Benefits

- Dramatic reduction in service delivery time, from 45-60 days to just two days
- Significantly reduces network management costs, time and complexity for customers
- Estimated return on investment of 200% in less than two years
- Supports significant growth in enterprise market share
- Cost of equipment only one-fifth of comparable Layer 3 solutions

delivery engine capable of scaling from a small office to a large data center deployment.

### Solution

Having researched the market for the best solution, Mzima turned to Ciena, the only supplier with a proven and broad Carrier Ethernet portfolio that addressed all its needs. Mzima's solution, based on Ciena's CN 3940 Service Delivery Switch and CN 5305 Service Aggregation Switch (both part of Ciena's CESD portfolio), uses Provider Backbone Bridging – Traffic Engineering (PBB-TE) technology, which combines the benefits of connection-oriented networks with the low cost, simple-to-deploy features of Carrier Ethernet.

Ciena's CESD portfolio combines intelligent devices and software to deliver the full range of Ethernet services, simplifying the process associated with device provisioning and service activation across a network. Ciena's flexible platforms support a variety of connection-oriented deterministic Ethernet protocols as well as IP/MPLS interworking. This allows service providers to choose the approach best suited for their architecture and service delivery needs via simple software configuration.

The Mzima network has approximately 40 Points-Of-Presence (POPs) around the world and the Ciena solution enables the carrier to extend its network out from

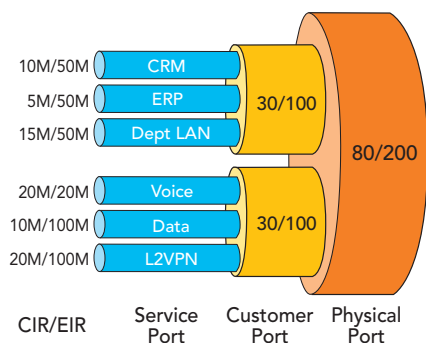


Figure 1. QoS controls for predictable service delivery

those POPs and directly into a customer location—in a much simpler, quicker and cost-effective way than previously possible. In addition, PBB-TE offers sophisticated performance monitoring mechanisms, providing Mzima with a much more robust network and the capability to offer verifiable Service Level Agreements.

### Benefits

Grant Kirkwood, CTO at Mzima says "Ciena's Carrier Ethernet products are reliable, have a small footprint and, most of all, are very easy to deploy. The benefit to our customers, in terms of speed of deployment, is huge. When a customer orders a service, we can have it up and running in a couple of days. That's a huge drop compared to the 30 days it used to take, and even more of an advantage compared to the 45 to 60 days that larger carriers often offer."

The capability that Ciena brings has the potential to transform the way Mzima's customers run and manage their networks. According to Kirkwood, one of the key advantages of Ciena's Carrier Ethernet products is the ability to deploy them directly into the customer location. "Rather than the customer trying to facilitate a local loop back to a data center, Ciena's CN 3940 allows us to take the services right into their office or location. The CESD portfolio also bridges different provider networks together, so even with three or four different networks and carriers depending on location, all the customer sees is a single network. For the customer, it is a lot simpler to manage and also easier to understand. There is a cost associated with managing complex networks and, at a time when customers are trying to economize, Ciena is helping our customers reduce costs."

As an example, one of Mzima's prospects has 30 sites and an extensive point-of-sale network. The sites, each connected to several different data centers, have different equipment and methods of local access to route Layer 3 services. The user also has colocation services and

### What Our Customers Are Saying

"Our business strategy is to increase our share of the enterprise market by delivering Carrier Ethernet services that are quicker to deploy, flexible and deliver a much higher margin than other services. We're banking a lot of our company's future on offering these types of services and so Ciena and its carrier Ethernet products are hugely important in enabling Mzima to realise this vision. We believe this is going to open up a floodgate of potential new customers."

**Grant Kirkwood**  
CTO, Mzima

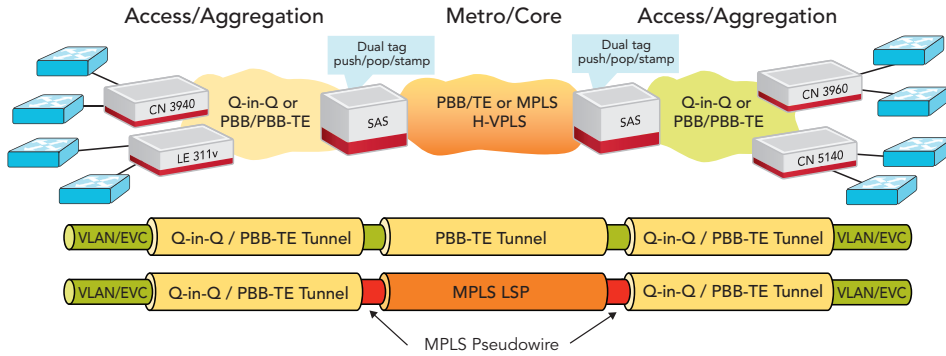


Figure 2. Seamless service/tunnel interworking between PB (Q-in-Q), PBB/PBB-TE and MPLS simplifies the handoff between domains

connectivity between data centers. "At the moment, four full time staff are needed to manage this infrastructure," Kirkwood says. "But with Ciena's CESD portfolio we can effectively remove the entire infrastructure and replace it with one network. All that complexity and time spent managing third-party networks disappear. This is where our customers are starting to see significant cost savings."

Ciena is also saving Mzima money. "The return on investment we expect from our decision to deploy Ciena's CESD portfolio is fantastic. We estimate it will be upwards of 200 percent over the next year or two. And, compared to similar solutions, the like-for-like cost of Ciena hardware can be even a fifth of the cost," says Kirkwood. Mzima is also improving its service offering to customers because Carrier Ethernet makes it much easier to enhance service quality with greater network resilience and more refined and granular performance monitoring.

One of the key advantages of the Ciena solution is the ability to integrate with Mzima's existing backbone network, which helps protect existing investment. Kirkwood says, "Ciena marries our existing network and performance with the flexibility, speed and low cost of Carrier Ethernet. We needed something that could sit on top of, or tunnel through, our existing backbone network without interfering with the IP network."

Mzima's business strategy is to increase its share of the enterprise market by delivering flexible and agile Carrier Ethernet services. Kirkwood says, "We're banking a lot of our company's future on offering these types of services and so Ciena and its CESD portfolio are hugely important in enabling Mzima to realize this vision."

## About Mzima Networks

Mzima Networks, in Los Angeles, California is a next-generation network service provider offering performance-optimized connectivity and data transport services in premier colocation facilities in North America and Europe. Mzima interconnects networks across more than 90 countries around the world.

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