

Network Optimization Through Automation

Helping Global Layer
deliver on the fast and
stable connectivity promise

CUSTOMER OVERVIEW

Global Layer, a Netherlands based company with multiple points of presence in Amsterdam and Rotterdam area, specializes in providing high performance bandwidth connectivity for its customers. The company routinely supplies uplink capacity from 1 Gbit to 100 Gbit to its clients, sometimes even higher, either with or without a BGP feed.

Apart from the 100% Power Uptime guaranteed by the company, Global Layer aims to deliver the maximum possible network uptime as well. A multitude of high quality TIER 1 network providers including Cogent, Telia, Telecom Italia (Sparkle) as well as a high variety of connectivity via direct peering partners, such as AMS-IX and RETN, ensure that Global Layer can guarantee a 99,99% network uptime to all subscribers. The company's core backbone has a capacity of 670 Gbit per second and can be easily scaled to multiple Terabits per second. Over the past 2 years, Global Layer has grown by more than 1500%, continuously satisfying the demand for a high quality network at a competitive price.



Customer Name:

Global Layer

Industry:

IP Services, Hosting

Location:

Alblasserdam, Netherlands

Business Challenges:

- BGP routing automation to reduce engineering time, boost productivity and support the extensive network growth
- Reduction of Latency and Packet Loss to increase the end user service levels and eliminate customer complaints related to connectivity issues
- Overall Network Performance boost

BUSINESS CHALLENGES

Global Layer has always been committed to providing fast and stable connectivity for its clientele. As the business continued to grow, the overall network optimization boost became one of the company's top priorities. Global Layer needed an automated internet routing optimization product that would perform real time improvements, decrease human errors as well as the engineering time spent on the mundane BGP configuration tasks and subsequently significantly increase customer service levels.

SOLUTION

Noction Intelligent Routing Platform came out to be a perfect solution for the job. "We heard a lot of good stories and recommendations for Noction product and decided to try it out." stated Jelle Maes, CEO at Global Layer.

Once deployed, IRP started to analyze traffic from Global Layer's network edge routers for various anomalies, actively probe remote destination networks for latency, packet loss as well as other metrics and compute a performance based traffic engineering policy, announcing it back to the edge routers via a BGP session.

The platform took over an important job of monitoring and troubleshooting Global Layer's network, which allowed to quickly detect, diagnose, and automatically resolve the appearing network performance issues.



"IRP affects our customers in such a way that they always have the best possible connection..."

Jelle Maes, CEO at Global Layer

RESULTS

The latest reports show that a massive packet loss and latency reduction of **80%** and **25%** has already been achieved within the first few month of the platform deployment. For the given period of time IRP improved over 148766 unique prefixes by announcing route improvements to the company's edge routers. These figures are likely to be exceeded as Global Layer plans on extensively growing its network in the near future.

By automating the BGP configuration process, Noction IRP significantly decreased the company's engineering time. Global Layer noted that deploying Noction IRP resulted in faster problem resolution and troubleshooting for their network engineers. The improved operational efficiency in its turn, resulted in productivity boost for the whole company.

"Our company is built on having as many automated processes as possible without having to hire 10 people to do the same job. The Intelligent Routing Platform offers us an extra pair of hands to get our network optimized. We already see that the number of customer complaints related to connectivity issues decreased to the historical all time low level.

IRP affects our customers in such a way that they always have the best possible connection to their destination and if our customers are happy, we are also happy to be able to make them feel that way." mentioned Jelle Maes, CEO at Global Layer.