

Shifting WAN Paradigms

FutureNet 2007, New York

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Product Management and Marketing

New Edge Networks, an EarthLink Company



New Edge Networks Snapshot

- **Nationwide MPLS network**
 - Almost 900 switches & routers
 - Connectivity anywhere
 - Underlying provider to most carriers
- **Build & manage private networks anyway customers like**
- **EarthLink subsidiary; formed in 1999**



Businesses Needs Are Changing

- **New customer mindsets**
- **Proliferating IP applications**
- **Minimize operational headaches**
- **Mantra: Do more with less**



3

New Customer Expectations

- **Extend in-office experience anywhere**
- **Scalable, flexible blended networks**
- **Security and privacy**
- **Cost, budget control**
- **Customized total solutions**



4

Brave, New World

- Don't talk speeds and feeds
- Talk number of applications
- Talk performance needs
- Talk number of users
- Offer solutions not pipes



5

Build "Purpose Networks"

- MPLS enables assets to converge
- Pursue customer-centric approach
- Share responsibilities
 - Know the customer
 - Know the customer's business
 - Know the customer's applications
 - Design & implement the right solution



6

Go Beyond the "Demarc"

- **Connect LAN to WAN**
- **On-site coordinated installations and testing**
- **Single point-of-contact**



7

Application Centric Approach

- **Full monitoring and management**
 - All applications and locations
- **Traffic prioritization end-to-end, regardless of access type**
- **Predictable performance**
- **Service level guarantees that back up this approach**



8

SLAs with Teeth

- **Move to application-specific SLAs**
- **Proactive SLAs fulfillments**
- **Transparency is key**
- **It's not about protecting the carrier;
It's about taking care of customers**



9

Advanced Management Tools

- **Foster change in perception**
 - Network is business enabler
 - Language change: “latency & jitter” to “Web traffic slowing down MySAP”
- **Provide more customer control**
 - “Let’s increase C-2 to 35%”
- **Get closer to customers’ business**



10

It's ALL about Customers

