



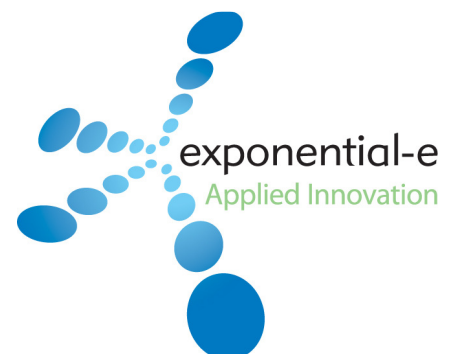
**Dynamic disruption**  
through **applied innovation**

**Altium Case Study:**

**Altium Capital** creates **New Services**  
with **Exponential-e**

"We've seen a dramatic increase in  
throughput of between 10 and 50 fold."

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**Altium Capital** provides a range of investment banking services and has offices around Europe and a headquarters in London. In the past 12 months, the company has raised more than £370 million and completed 45 deals with a total value of £1.6 billion. As a result of this rapid growth, the company's existing network — an IP VPN with site access circuits running at speeds between 0.5 Mbps and 8 Mbps — had become obsolete.

Altium received proposals from more than nine service providers and decided to implement an Ethernet VPN solution from Exponential-e, delivered using VPLS. It has installed 100Mbps access at all its sites to address projected traffic growth from server centralization and IP videoconferencing.

*"Exponential-e replaced our legacy DSL connections and layer 3 IP-VPN with a scalable layer-2 cloud. They've taken away costly duplication. Network services previously working in a silo are now plugged into our new VPLS cloud and are available throughout our wide area network. Exponential-e were able to prioritise traffic by type intelligently and fully backed up with service level guarantees".*

**Dale Willemburg, IT Manager Altium Capital**

Altium's network design uses a combination of Layer 2 and Layer 3 protocols running over a single network — that is, combining a flat LAN for some functions with IP addressing for others. also has:

- **A flat LAN to its disaster recovery (DR) site.** Altium decided that treating the DR site as part of its main data center LAN simplified design, operation and management. It considered using EPLs to the DR site, but that would have required a duplication of the network interfaces and access circuits; using VPLS, connecting both the main data center and the DR site to the WAN required only a single pair of network connections.

- **Flat LAN implementation of a distributed firewall and distributed DMZ.** The significant advantage in this design was the geographic dispersion of high-availability

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firewalls — one in the main office and the second in the DR facility. A design with geographically dispersed firewalls cannot be achieved using a traditional Layer 3 IP VPN because the firewalls must appear to be logically grouped together at the IP level on the relevant interfaces.

- **IP addressing from endpoints to servers using the IP routing in Altium's LAN switches.** This puts Altium Capital in control of its IP routing and enables it to make changes to its own network as and when it wants. Altium's LAN switches all think that they are on a transparent and protocol-agnostic flat LAN facilitated by VPLS. This means that the switch IP configuration is an order of magnitude simpler, and, due to its transparency, changes can be made without reference to Exponential-e.

Altium Capital now benefit from a four-site VPLS wide-area-network built at layer 2. Their new VPLS cloud gives a simple-to-manage Ethernet interface throughout a LAN-like WAN and allows new services and new sites to be quickly and easily introduced on a plug and play basis.

The layer 2 network is switched, rather than routed, putting Altium Capital in direct control and enabling them to make changes to their own network as and when they want. Being protocol agnostic, all protocols and suitable customer premise equipment can be easily accommodated.

*"We've seen a dramatic increase in throughput of between 10 and 50 fold. We've already been able to introduce VoIP and video conferencing to all our sites using a single VPLS instance into the cloud."*

**Dale Willemburg, IT Manager, Altium Capital**

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Simon Acott, Sales Director, Exponential-e commented "We were able to provide Altium Capital with more cost-effective flexibility and control than that being offered by the 12 other companies bidding. Our layer 2 VPLS solution, intelligent QoS and tight pre-sales and project management is what they tell us set us apart".

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