

*Dynamic disruption
through applied innovation*

Advertising.com Case Study:

**Pan-European VPLS Network rolled out
for Enterprise Customer**

"The solution frees-up our IT resources to focus on our own business objectives rather than solving general issues in the network."

www.exponential-e.com



Exponential-e - the UK's thought leader in Ethernet-based WAN solutions

Advertising.com is a global provider of results-based interactive marketing services to online advertisers and publishers. It is the largest, most experienced online advertising network. The company aggregates inventory from brand name websites to provide mass reach for advertisers and maximum return for publishers. From building brand awareness to increasing revenues, Advertising.com can help make the most of online investments.

The new VPLS solution which replaced a Layer 3, Internet based IP-VPN delivers better latency, improved efficiency, and simplifies the management of the network and traffic running across it.

The solution seamlessly connects London, Paris, Hamburg, Stockholm and Madrid sites in one state-of-the-art wide area network. Advertising.com benefits from a totally private solution which uses Exponential-e's network and access circuits, and unlike an IP-VPN it does not rely on the Internet, removing the requirement for firewalls at each European office.

"The reality is that firewalls are a minefield, fraught with management issues. In our case this was exacerbated by the fact that our IT is centrally managed from London, so each time something went wrong we had to fly someone out to the relevant office to address the problem. Exponential-e's solution frees-up our IT resources to focus on our own business objectives rather than solving general issues in the network" **Dan de Sybel, European Head of Technology, Advertising.com.**

Advertising.com's Internet access will now be fed through a separate VLAN into the London office where one firewall still remains. Exponential-e's use of Ethernet Demarcation Devices (EDD) allows this common Internet feed to be delivered across the same access circuit but via a separate cable direct into the Firewall to maintain security.

Exponential-e - the UK's thought leader in Ethernet-based WAN solutions



An evolution of this design, which Advertising.com is considering for the future, is to move this last remaining firewall to the centre of the network, allowing all sites direct access - improving latency, reliability and throughput.

The strategy is for Advertising.com to converge voice and video over the network. Unlike an IP-VPN, where complex firewall configurations are required to both separate and tag traffic, the next generation Quality of Services' features in the Exponential-e network allows traffic to be identified and classified in real time and at wire speed. Voice, Video and LAN traffic can even be presented as physically separate cables via the EDD.

"This is a perfect example of where our investment in a state-of-the-art Next Generation Network can remove complexity and cost whilst also improving performance, freeing up the customer's IT support staff to focus on their core business instead of struggling with legacy Layer 3 convergence and security issues". **Adrian Hobbins, CTO, Exponential-e**

Exponential-e Ltd

Central House, 25 Camperdown Street, London E1 8DQ

Tel: +44 (0) 207 096 4100 **Fax:** +44 (0) 207 096 4101

Email: enquiries@exponential-e.com

www.exponential-e.com

