



CASE STUDY

HOW A GLOBAL SOCIAL MEDIA COMPANY GAINED HIGHLY FLEXIBLE OPTICAL SPECTRUM SOLUTIONS



The challenge

Our client is one of the world's largest social media companies, with millions of users around the globe. They came to us in search of a fibre optical spectrum solution that would give them super-high bandwidth on our Atlantic cable - TGN-A North and South.

Flexibility was absolutely key. For example, our client wanted a solution that would allow them to:

- Procure, own, manage and have control over some of the optical equipment
- Host some of the optical equipment in our privately-owned Cable Landing Stations
- Choose their own backhaul provider out of Wall Cable Landing Stations



The solution

As always, we started by looking in detail at the customer's network and their business drivers and requirements. We then used this understanding to create a fibre optical spectrum solution that gave the client the technical and commercial flexibility they were looking for.

Our International Private Line (IPL) supports global borderless growth and is the first choice for sending data securely between countries and continents. It's built on our extensive subsea cable network - which includes the world's only fibre optic ring - covering 240,000+ km. Plus, we also offer a variety of routing, uptime and service options.

In this instance, our solution gave the client:

- Bandwidth of 5Tbps on our TGN-A S1 cable from London Telehouse to Wall Cable Landing station
- Bandwidth of 3Tbps on our TGN-A S2 cable from Derio to Wall Cable Landing station.

While we support with necessary optical equipment, our client will have the freedom to procure, own, and manage some of the optical equipment too.



The benefits

- Our solution offers the flexibility, scalability and control that the client was seeking. For example, it gives them the ability to derive more capacity as optical equipment becomes more efficient over time. It also provides diversity among their multiple infrastructure assets - so they can ensure traffic and service continuity even if one system faces a cable cut. And it allows them to increase their bandwidth dramatically in multiples of 100Gbps units to 1Tbps, and then towards spectrum-type fibre pair deals.
- This all adds up to significant cost reductions and improved efficiencies.

How can Tata Communications can help you

With 610+ IPL PoPs globally and 240,000+ kms of round-the-globe fibre optic ring, we operate one of the largest subsea cable systems in the world, making us one of the world's leading Tier-1 service providers. Gartner named Tata Communications a Leader in their Magic Quadrant research report for Global Network Services for each of the last 5 years. And, Frost & Sullivan's panel of premiere Indian CIOs chose Tata Communications to win 5 times in the 2017 India Digital Transformation Awards, including Enterprise Data Service Provider of the Year.

For more information, visit us at www.tatacommunications.com

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