

Breaking the Silence

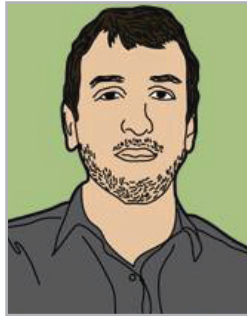
Silent Partner and NTT America

Businesses today have a lot to worry about—economic concerns, revenue, profitability, growth, staffing productivity, competition. A growing dependence on networking and the Internet to drive business puts many companies in new territory—trying to find the right mix of telecom providers, networking equipment and knowledge to keep things up and running. But figuring out what they need, dealing with individual and often behemoth companies, and limited experience makes this process time consuming, expensive and ultimately frustrating.

Silent Partner, a firm that provides Internet connectivity and colocation services, recognized that if businesses had a trusted partner to determine key elements of network strategy and implementation, and act in their best interests in negotiating with the giants, it would allow companies to focus on what they do best, making their business profitable and productive.

“We saw that the existing business model for Telecom services was inefficient and didn’t work in the client’s best interest,” said Silent Partner’s Kevin Francis. “You can’t think of a client as a ‘transaction’. Silent Partner removes the inefficiencies of the Telecom market and creates value for our clients by understanding their business objectives

and aligning them with the appropriate mix of products and services.”



Kevin Francis

When the Whole is Greater Than the Sum of its Partners

Silent Partner advises on the optimal colocation and network strategy for some of the world’s most forward-thinking companies. “We operate in concert with a client’s network engineering team and break down network strategy into actionable pieces,” said Francis. “That way everyone is assigned a clear role and a responsibility for each piece.”

“Most companies don’t realize the enormous amount of time and knowledge it takes to effectively evaluate data center and network solutions. The landscape is cluttered by a myriad of vendors and products,” said Francis. “We take on vendor evaluation and procurement after carefully assessing a client’s business objectives.”

Silent Partner

The result is minimized costs and increased productivity as a client’s network assets can be deployed in an optimal fashion and the technical staff is freed up to do their jobs.

So exactly how does Silent Partner make this happen? By creating a unique ecosystem to foster relationships between clients and a pre-vetted network of complementary businesses and professionals.

Channeling NTT America’s Infrastructure Assets

NTT America is part of Silent Partner’s ecosystem and provides products and services including the Global IP Network, a Tier 1 Internet backbone that serves the US, Central and Latin America, Europe, Australia/New Zealand, Japan and Asia as well as strategically placed data centers located across these same locations.

One way the Silent Partner team adds value is by focusing on data center solutions and understanding the power of proximity. “We believe that finding the right repository for critical data assets and systems is the first step in building a secure and reliable network. Choosing the right data center ensures that our clients have easy access to networks, exchanges and markets so they can



seize business opportunities as they arise.“

A sound colocation infrastructure allows for critical scalability with minimal capital investment on the part of clients. Silent Partner needs to work with partners that not only have equipment and power redundancies, but top-of-the-line service level agreements.

NTT America has built a customer service reputation based on its industry leading SLAs covering guarantees of 100 percent outage free access and key specification for packet loss, jitter and latency. “It’s our job to understand which service levels are most important for our clients because their business depends on the constant and instant accessibility offered by the NTT America network and its data centers.”

Silent Partner’s model has been particularly successful in the content vertical, including social media and gaming. “The success of these companies is dependent upon a solid network strategy,” comments Francis. “They have tight revenue models and a need to scale rapidly but also cost effectively while always ensuring a rich user experience. These clients trust Silent Partner to handle the critical network elements of their business, which frees them to concentrate on growth.”

Silence is Golden for Financial Services

The content market isn’t the only area where the company’s expertise has impressed clients. “We learned that the same methodologies that work well in the content space are attractive to companies in financial services. Flash traders and analytical hedge funds are driven by large-scale network services and data center proximity. Today’s high frequency trading markets require the low-latency, highly reliable infrastructure that companies like NTT America deliver.”

“Our clients have difficulty navigating the bureaucracy and regulated mentalities of the big incumbents. We help humanize the sales process. The strength of our vendor partnership means clients get the attention they deserve,” Francis said. “It’s another reason we like working with NTT America. They are there every step of the way working with us as collaborators to add value beyond price.”

Shifting into Neutral

When determining a good partner fit, Silent Partner uses a variety of criteria including networks with expansive reach, access to all levels of a partner organization and the ability to move quickly to get a clients needs met.

“NTT America’s channel neutral approach lets us work with them as a team for our clients. We’re empowered to work with whatever level of their organization we need to get things done. In the end it’s not about who worked with the client but that the plan we designed gets implemented and NTT America is behind us 100 percent.”

With the success of Silent Partner’s current strategy, plans are underway to further expand the client base as well as continue to add services to its portfolio. “Asia continues to be an area of growth and NTT America brings in their executives from Japan to keep us updated on the infrastructure investments they are making both in the US and internationally. With the financial stability of the parent company and the nimbleness of the NTT America team, it’s a good fit for us.”

“We base our business on the understanding that every client requirement is unique. With NTT America in our ecosystem of vendors and clients, we are able to offer the right combination of network, technology and responsiveness.”

Information regarding the NTT Communications Global IP Network may be found at <http://us.ntt.net>, by calling 877-8NTT-NET (868-8638), or by emailing sales@us.ntt.net.

For more information about Silent Partner, please visit: www.gosilentpartner.com