

# 10G Ethernet helps SoftLayer keep up with demand

Fast-growing hosting service provider relies on the NTT Communications Global IP Network to meet its high-capacity wide-area needs.

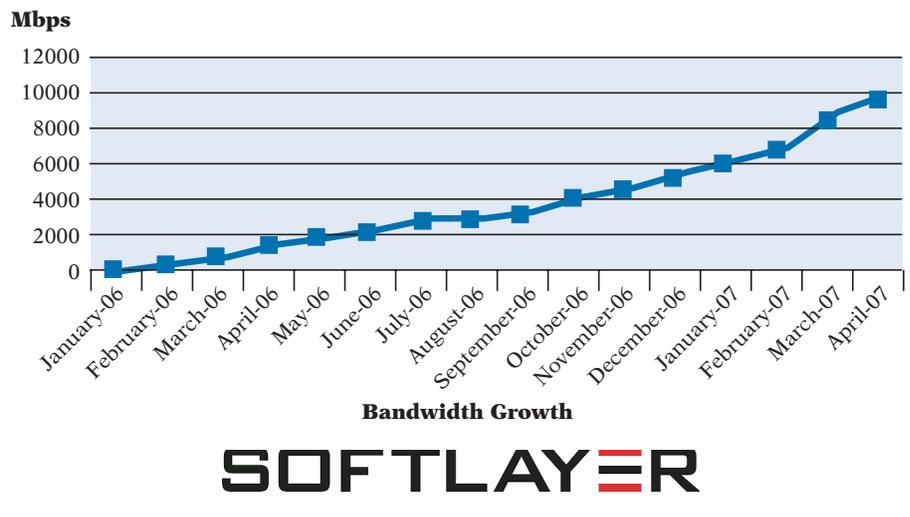
**W**hen Ric Moseley needed 10Gbps Ethernet service, he called a number of his service providers but found only one that could turn the service on in a timely fashion. And timely it was. Less than two weeks after he made the call to NTT America, a wholly owned U.S. subsidiary of NTT Communications (NTT Com), the 10G Ethernet link was up and running at SoftLayer, the fast-growing hosting services provider for which Moseley serves as vice president of engineering.

If that sounds unremarkable, Moseley knew it was anything but. The 10G service is crucial to SoftLayer and its commitment to provide superior hosting services to its customers. Besides being the only carrier that could turn on a 10G connection so quickly for SoftLayer, the NTT Com Global IP Network is based on a single autonomous system number (ASN 2914), meaning it is a single backbone that extends across the globe. That means NTT Com customers experience stellar performance no matter where they are — another crucial consideration for SoftLayer, given some 40% of its customers are based outside the U.S., far from the company's Dallas data center.

## “Astronomical” growth

SoftLayer, based in Plano, Texas, opened for business in January, 2006, providing hosting services that combine the best of public and private networks. In a little more than a year, the company was

## SoftLayer: Steady, Spectacular Growth



managing some 8,000 servers, with hundreds more coming on line each month.

Along with all those servers come significant wide-area bandwidth requirements, to enable customers to access those servers as if they were in their own data centers. To address those needs, and to provide the redundancy that is essential to

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Ric Moseley, VP of engineering, SoftLayer

its business, SoftLayer secured circuits from five different carriers, typically favoring wide-area Ethernet services.

Moseley first turned to NTT Com in March, 2006, with an order for a 200Mbps circuit. Since then, “growth has been pretty astronomical. We’re adding 500 to 1,000 servers per month,” he says. Each server uses upwards of 2Mbps of sustained bandwidth. “So we’re adding half a gig, or 500Mbps, every month, on average. We have to choose carriers that can keep up with our high growth rate and NTT Com has been one of those.”

By late 2006, the company had multiple 1Gbps Ethernet circuits in place. That got Moseley thinking it may be time to look at 10G

Ethernet service.

"I approached three of my carriers and told them I needed more capacity, but didn't want to keep adding single Gigabit lines," Moseley says. "NTT Com was the only one that could give me 10G Ethernet, especially as fast as they did."

### Big bandwidth, great service

Moseley favors 10G over single Gigabit Ethernet connections for cost reasons as well as to simplify management. "When you start adding single gigabit lines, it becomes complex to monitor the circuits, making sure they're up, ordering the cross-connects and maintaining the monthly cross-connect fees," he says. The cross-connects, which are fiber connections between SoftLayer's router and that of the service provider, can be particularly troublesome because often a third-party is involved to provide the connection — at an additional cost. "It's a juggling act to maintain all the aspects of multiple cross connects. Having one 10G connection instead of 4 or 6 single gig circuits simplifies everything."

By the time he was ready to upgrade to 10G Ethernet, Moseley already had three 1G Ethernet links from NTT Com. To switch to 10G, he merely had to take down one of those circuits, move it to a 10G Ethernet interface on his router,

## 10G Ethernet: The NTT Com difference

- The NTT Com Tier 1 IP backbone is engineered to deliver 10G now.
- NTT Com was first to offer 10G Ethernet spanning three continents: North America, Europe and Asia
- Off-the-shelf pricing: we're ready to quote
- Single ASN backbone, managed and monitored 24x7
- IPv6 is available at speeds up to 10G, as well as dual IPv4/IPv6 stacks
- Industry-leading service-level agreements
- Financial stability: NTT Com is a wholly owned subsidiary of NTT, which is ranked as the world's largest telecom company by revenue in Fortune magazine's 2006 Global 500 survey.

then turn it back on. The move was coordinated with a simple phone call to NTT Com, which was ready for the switch when Moseley was.

That coordination speaks to the support that Moseley says he routinely gets from NTT Com. "Sales, support and installation have all been much easier than with any other carrier," he says, noting he has good working relationships with engineers in the NTT Com network operations center (NOC). "That pays when I have a quick question and need them to help troubleshoot."

Of course what's most important about the 10G Ethernet service is its performance, and that's where Moseley appreciates the fact that the NTT Com backbone is based on a single global ASN.

"Customers can jump on NTT Com's backbone overseas and ride it all the way here to Dallas," Moseley says. "Our customers like it a lot and get better connectivity as opposed to going through multiple carriers and points that are potentially saturated."

In terms of pricing for its 10G service, NTT Com was easy to work with, Moseley says. "They're always real flexible," he says. "They've been real price-competitive."

In fact, SoftLayer has been able to gradually ramp up its commitments with NTT Com, rather than commit to filling the entire 10G Ethernet circuit off the bat. As of May, 2007, the company was using only about 4G bps of the total capacity, so that's all it had to pay for. But he knows that will soon change.

"We're adding 500M bps per month, so it's just a matter of time before we'll be adding another 10G connection, probably within the next six months to a year."

NTT Com will be ready should he call.

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**Learn more about 10G Ethernet and the NTT Communications Global IP Network. Visit: <http://us.ntt.net/>, email us at [Sales@us.ntt.net](mailto:Sales@us.ntt.net) or call 877-8NTT-NET.**

### About NTT Communications and NTT America

NTT America is North America's natural gateway to the Asia-Pacific region, with strong capabilities in the US market. NTT America is the U.S. subsidiary of NTT Communications Corporation, the global data and IP services arm of the Fortune Global 500 telecom leader: Nippon Telegraph & Telephone Corporation (NTT). NTT America provides world-class Enterprise Hosting, managed network, and IP networking services for enterprise customers and service providers worldwide.