

# NTT Com's Global IP Network and Videotron Deliver on Service Speed and Quality

As a global leader in facilitating internet-centric business, NTT Com's Global IP Network is dedicated to making its Tier-1 Global IP Network the best possible environment for data transport. Pairing a state-of-the-art IP backbone that delivers high-quality transit with dedicated NOC customer support has proven to be a winning formula for NTT Com, which moved up to one of the top spots in the Renesys Wholesale Rankings in 2012.

This convinced Canadian telecommunications leader Videotron to select NTT Com last year when the Quebec-based company was considering several global carriers to help expand its footprint. Videotron, a wholly owned subsidiary of Quebecor Media Inc., is an integrated communications company engaged in cable television, interactive multimedia development, and internet access, cable telephone and mobile telephone services.

"In the telecommunications business, quality breeds quality," says Maxime Guévin, general manager for wholesale and carrier solutions at Videotron Business Solutions. "When you have two high-end companies working together, you get a high-quality product that reflects positively on everyone involved."

Brent Duncan, vice president of sales and marketing for NTT Com's Global IP Network agrees. "Any time you can help power and sustain a customer's leadership at the top of its respective market, it's an accomplishment worth savoring," he says. "We are delighted to play a

role in Videotron's success."

The partnership between Videotron and NTT Com began in August 2102. At the time, Videotron was looking to expand its offerings and improve performance internationally by scaling transit traffic. Guévin says his company evaluated a handful of global data and IP services companies to add to the data delivery mix. In the end, they selected NTT Com for several reasons: its Tier-1 network, the quality of the carrier's IP transit, the company's international reach, the ability to offer customers superior performance, and price.

"Rather than accessing content from multiple carriers, we prefer to deal with a content-rich network like NTT's and eliminate the middleman," says Guévin. "This strategy improves our customers' experience; it leads to lower latency and

increases the flexibility in our network as a whole."

Since the initial agreement, the relationship between NTT Com and Videotron has grown organically. As soon as Videotron started using NTT's Global IP network, traffic to the NTT Com backbone skyrocketed, growing as much as 400 percent in the first eight months. According to Guévin, these spikes in traffic are a direct result of allowing Border Gateway Protocol (BGP) to make routing decisions for the fastest and most efficient data delivery at all times.

Guévin adds that this performance is a testament to the health of NTT Com's delivery mechanisms. "There are no surprises with our network; our engineers use BGP and allow our routers to choose the best performing routes," explains Guévin. "If you're an IP servic-

es company and our traffic goes to you, it means you're offering the lowest latency and highest quality routes which is good for our end users."

Duncan notes that NTT Com has worked hard to constantly extend and improve its Global IP Network as well as expand the company's portfolio of products and services. Two examples of this expansion: the recently enhanced DDoS Protection Service and adding Points of Presence in markets like Stockholm, Milan, and Sao Paulo in the last year. "Strengthening our IP backbone helps our customers improve their own networks as well," he says. "By increasing performance overall and continuing to expand our network footprint globally, we're helping deliver an exceptional customer experience—something that will hopefully benefit Videotron for years and years to come."



**Brent Duncan**

Vice President of Sales and Marketing for NTT Com's Global IP Network