Trend setters

NTT America talks to *Capacity* about key growth areas for 2012 and voices its increasing concern regarding network security.

Michael Wheeler, EVP, NTT Communications Global IP Network, NTT America

NTT America has firmly established itself as a trend setter in global IP wholesale. The company has built a reputation for being the first to enter an emerging market, and being early implementers of the latest next-generation backbone technology.

Michael Wheeler, EVP, NTT Communications Global IP Network, NTT America, identifies the mass adoption of 100GE as a market trend that will become more prevalent in the second half of 2012 because of increasing maturity and affordability of the technology.

"The cost of the actual hardware is continuing to drop in price and the hardware vendors will only try to accelerate that, giving the industry more momentum towards adopting 100GE," he says.

NTT America was one of the first developers of 10GE technology in 2006, and the company expects to follow the trend with 100GE. "We have the infrastructure in place so it's just a matter of our customers asking for 100GE technology and we will be able to help them," added Wheeler.

More of a reoccurring industry concern than a trend, Wheeler believes there should be a greater focus from carriers on network security. "In the last year and a half, DDoS attacks have become more and more sophisticated and this poses a huge risk to enterprises."

Wheeler says the fact that major consumer brands have increasingly been at risk recently, with DDoS attacks on Google, Facebook and Twitter, means this will only become more apparent.

He concedes that there is not just one single solution. "In any internet-centric business of any type, multiple layers of protection must be in place to defend these attacks across numerous areas of the network," he says. NTT America recognises that the advent of the digital age is clearly putting a larger strain on both businesses and consumers and the need for network security is more apparent.

The company's global internal security control service monitors and logs data access by client PCs being used anywhere around the world, in a bid to counter the threat of unauthorised information leakage and data theft. "A full set of security protocols are needed and the reality is some organisations will need little exposure to become a target," says Wheeler. "Security is a very challenging issue and it won't get any less challenging."

In addition to 100GE, NTT America sees a developed CDN platform as integral to meeting the increasing demand for bandwidth. Wheeler believes delivering content will mean greater collaboration between the carrier community, CDNs and content providers. "As far as CDNs go, we have seen them grow significantly over the last several years both in terms of volume of traffic and geographical distribution."

In terms of strategy, NTT America has identified growth in Latin America as key. Last year, the company engaged with its sister company NTT do Brasil to expand the reach of its Tier 1 global network by launching a PoP in São Paulo. "That was only the first step," says Wheeler. "After that is complete, we will look at the possibilities in Rio de Janeiro, Buenos Aires and Santiago." ▪