



EQUINIX

Case Study
Managed Services

Spectrotel Delivers Secure SD-WAN Service When and Where Businesses Need It

Equinix helps next-gen aggregator turn up reliable virtual network and security services on Network Edge, quickly and cost-effectively

Spectrotel, a next-generation aggregator and leading integrated communication services provider, partnered with Equinix to create a service platform to offer businesses a resilient, secure SD-WAN service. Using Network Edge virtual network services and redundant network infrastructure from Equinix, Spectrotel was able to greatly reduce its upfront investment, both in terms of time to market and capital. The company also feels confident that the geographic footprint of Equinix International Business Exchange™ (IBX®) data centers, both within the United States and globally, will position it well to pursue future growth based on customer demand.

Challenge

Founded on the principle of “customer at the core”, Spectrotel leverages the breadth and depth of its industry relationships to offer partners and customers the widest range of choice, flexibility and customization. To help meet skyrocketing demand for web-based information and applications, the company partnered with Equinix to create a virtual network platform that would give its customers access to secure, reliable SD-WAN gateways. These gateways help businesses connect to the internet and cloud applications they need with agility and cost-efficiency.

Spectrotel also required direct connectivity to internet service providers (ISPs) from its SD-WAN platform to ensure easy customer access and service continuity via geo-redundant connections. With the COVID-19 pandemic creating increased demand from customers supporting remote workers as well as unique hardware delivery challenges, Spectrotel needed its new service to be quick to deploy and highly adaptable



About Spectrotel

As a next-generation aggregator, Spectrotel crafts solutions backed by experience and strategy. Empowered by direct person-to-person partnerships, the company leverages over 25 years of experience and pulls from its comprehensive network to curate customer-specific services and products that drive success, solve complex issues, and accelerate growth. Starting with an in-depth discovery process to fully understand the ins and outs of each customer’s needs, Spectrotel uses its unparalleled expertise and deep industry relationships to craft customized and unified solutions designed specifically for each customer’s unique requirements.

[Spectrotel.com](https://www.spectrotel.com)



“Spectrotel is dedicated to meeting the specific networking and security needs of our customers, when and where those needs arise. Network Edge services from Equinix help us achieve that goal quicker and more cost-effectively than traditional physical infrastructure deployments.”

John Longo, Director of Product Management, Spectrotel

Solution

To meet its customers’ needs for a secure SD-WAN service, Spectrotel chose to deploy virtual SD-WAN gateways and cloud-based firewalls on Network Edge from Equinix. It also chose Equinix Connect for reliable, high-performance internet access and Equinix Fabric™ for software-defined interconnection between SD-WAN gateways in different Equinix IBX locations. Spectrotel had previously considered using a more traditional approach: renting space in colocation centers and deploying physical hardware for its secure SD-WAN platform. However, the company chose to deploy its service via a virtual platform on Network Edge for expediency, agility and efficiency.

Shifting to more efficient, flexible operations

Deploying virtual network function (VNF) devices on Network Edge helped Spectrotel increase its agility and reduce its time to market by removing the need to stand up physical hardware. Even in the best of times, procuring, deploying and configuring new hardware devices would typically take several months. With the ongoing supply chain challenges created by the global COVID-19 pandemic, it’s now increasingly common to see businesses wait 6 months or longer to source needed hardware.

In contrast, deploying SD-WAN gateway and firewall services via virtual devices is much quicker. Spectrotel estimates that the entire process, from start to finish, takes a matter of weeks—if not days. The Network Edge approach gives Spectrotel customers all the capabilities of hardware, with the benefits that only software can provide. A virtual device functions the same as its physical counterpart, with the added advantage of being quick and easy to deploy, update and move.

Network Edge virtual network services also helped Spectrotel implement the service from an OPEX model, removing the need for large up-front capital investments. This helps the company make more efficient use of its resources, and therefore makes the service more cost-effective for customers. Removing the need for Spectrotel engineers to travel to data centers to install physical infrastructure helps the company save time and money on deployment and maintenance, while also reducing its carbon footprint.

One of the greatest benefits of the Network Edge platform is that it enabled Spectrotel to prove out the model by testing the platform and its service design with no risk. The company was able to spin up test gateways with no long-term service commitment or upfront capital investment, with the option to turn them back down when they’re no longer needed.

About Equinix

Equinix is the world’s digital infrastructure company, enabling digital leaders to harness a trusted platform to bring together and interconnect the foundational infrastructure that powers their success. Equinix enables today’s businesses to access all the right places, partners and possibilities they need to accelerate advantage. With Equinix, they can scale with agility, speed the launch of digital services, deliver world-class experiences, and multiply their value.

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Result

- Met the current needs of customers, while planning for future expansion
- Deployed new virtual SD-WAN and firewall devices in weeks, not months
- Removed the need for large upfront capital investments
- Saved as much as \$10,000 on travel costs annually
- Helped customers ensure business continuity with built-in resilience
- Reduced waste and shrunk its carbon footprint



Meeting customer demand—both now and in the future

The expansive footprint of Platform Equinix® allows Spectrotel to deploy its Secure SD-WAN Service wherever its customers need it, even if those needs change significantly. Going forward, the company expects to grow the existing platform and potentially add new VNF services based on customer demand. Although the company remains focused on the U.S. market for now, the global reach of Platform Equinix ensures Spectrotel would have the infrastructure it needs should it decide to pursue expansion in other parts of the world.

According to John Longo, Director of Product Management for Spectrotel, one of the key benefits of the Network Edge model is that it helps the company keep its options open. “When we think about the future of Spectrotel’s Secure SD-WAN Service, it’s all about meeting customer demand when and where they need it, whether that means adding capacity in existing locations or turning up the service in new locations. No matter how the future unfolds, we feel confident our relationship with Equinix will make expanding a lot easier.”

Benefits

Increased responsiveness to customers

Spectrotel has developed a reputation for customized solutions that meet the exact needs of its customers. Its new Secure SD-WAN Service supports that reputation by helping the company turn up new gateways where the market demands, or increase capacity on existing gateways. The virtual devices deployed on Network Edge offer the same capabilities and level of control as their physical counterparts, as well as key benefits around flexibility and efficiency.

Faster, more cost-effective service deployment

By deploying virtual devices, Spectrotel was able to implement its SD-WAN gateways in a matter of weeks. In contrast, sourcing physical hardware to meet the networking needs of its customers would take several months, even in the best of times. Working with Equinix also helps the company make more efficient use of its resources. With no need to invest in new colocation space and infrastructure every time it wants to expand into new markets, Spectrotel can implement additional gateways for 10% or less of the CAPEX required for a traditional deployment, leaving 90% for investment in other areas.

Hands-on control from anywhere

Spectrotel technicians are able to turn up new gateways without needing to personally visit an Equinix facility. Even during the pandemic, the company was able to ensure each device it deployed was properly configured to meet customer needs, without putting engineers at risk with costly and time-consuming travel.

Built-in resilience

Every customer that accesses the Spectrotel Secure SD-WAN Service is connected to multiple gateways in different locations throughout the United States. If a particular SD-WAN gateway ever goes offline for any reason, failover to one of the geo-redundant gateways happens seamlessly over Equinix Fabric.

Support for future expansion opportunities

Whether it’s adding new gateways, increasing capacity to existing locations, expanding internationally, or offering different VNF services, the global reach of Platform Equinix and the diversity of the Network Edge services portfolio ensure that Spectrotel will be able to meet evolving customer demands.

Decreased waste and more sustainable operations

Removing the need for technicians to visit facilities in person not only cuts travel costs, but also helps shrink Spectrotel’s carbon footprint. The company is also able to reduce waste by deploying reusable technology. The virtual SD-WAN gateways and firewalls can be adjusted easily as customer needs change over time, rather than having to be removed and replaced like physical devices. Finally, by achieving greater than 90% renewable coverage for our global data center energy consumption, Equinix helps “green” the Spectrotel supply chain.

Learn more

To learn how Equinix can help you build the digital infrastructure that addresses the unique business needs of your customers, today and into the future, contact your Equinix account manager.

Equinix.com/Contact-Us/Sales