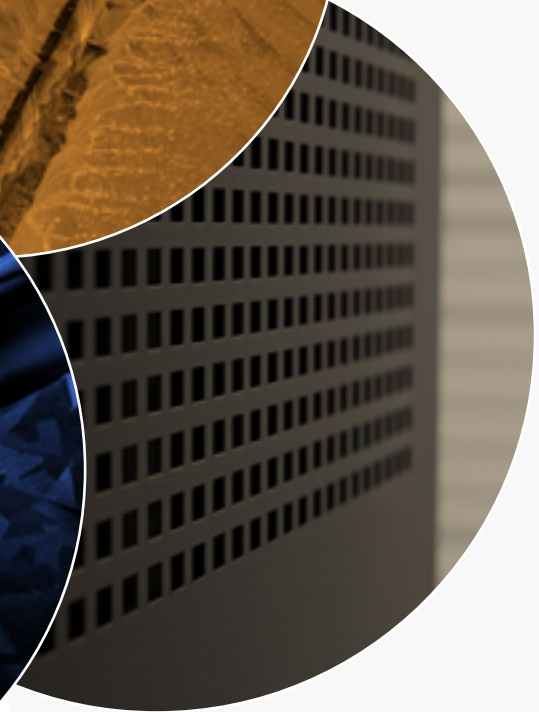
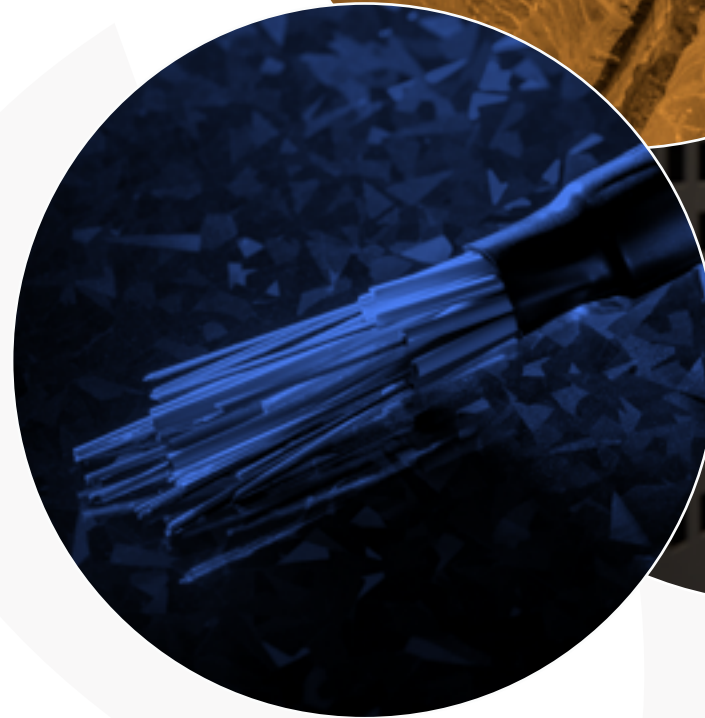




**eu**networks

## Case study

Supporting healthy network  
growth for a global nutrition  
and beauty e-commerce brand



# The Company

Our customer is a global technology group, providing end-to-end e-commerce solutions for FMCG, beauty and retail brands globally. They also operate their own portfolio of leading digital beauty, health, wellness, and sports nutrition brands.

The company's e-commerce platform is both their product and their own route to market. Its robustness and reliability is critical to the success of the company, and as the company grows, the network needs to keep pace.

# The Challenge

The company's rapid success brought with it several network challenges. A growing customer base had pushed the network to the limits of its bandwidth capacity and the existing hardware was coming to end of life. Additionally, the acquisition of another business meant running an additional network and dealing with the added complexity and overhead that comes with it.

It was time to invest in network infrastructure to support the next phase of growth. With no in-house skills and experience in optical engineering and bandwidth infrastructure management, the company looked to engage a specialist partner rather than diversify away from their core focus of developing their e-commerce platform.

# The Solution

We designed, delivered and now manage a fully diverse private fibre network that links the company's three core data centre sites. This includes the company's own data centre, which we built new diverse routes to, a key replication site and a new location from the newly acquired business.

To us, this is a Private Connect solution – a dedicated network, bespoke to the unique requirements of the customer and managed by our experienced team 24x7.

- The solution delivers 2.4Tb of capacity today, with additional capacity available to expand into 3.6Tb.
- Connecting 3 data centres with 24 x 100Gb Wavelengths in a diverse ring topology.
- Scalability is built-in, with additional capacity easily added without disruption, supported by pre-agreed pricing and rapid service delivery of under 30 days.
- We purchased and installed new hardware and equipment from our portfolio of technology vendors, guiding the company through the best choices for their network and budget.
- Each network component is monitored by our Network Operation Centre (NOC), operating 24/7 carrier-class support and maintenance, managed by tightly controlled SLAs.
- The entire solution was delivered, including the newly built routes, in 90 days.

For this company, Private Connect represented a quicker, simpler, more cost-effective investment choice than buying and managing in-house bandwidth infrastructure.

Rather than attempting a capital-intensive project to deliver a new technology they had no previous experience in, the company chose a partnership with euNetworks to quickly and professionally provide the core network that will support their immediate demands for growth. With robust and reliable bandwidth infrastructure foundations in place, the company is free to focus on their own customers and the e-commerce platform that has driven their success.



## Seamless network growth

The new network capacity easily supports bandwidth demand from day 1, with the capacity to support rapid growth without disruption.



## One unified network

Standardised, reliable network uptime. One dependable service management team proactively operating 24/7. Predictable, forecastable costs.



## Infrastructure expertise on demand

Access to specialist technical skills when required. A simpler, more cost-effective alternative to maintaining an in-house team of network experts.

# Why euNetworks?

## A history of delivering premium bandwidth infrastructure

Our heritage is in delivering the bandwidth requirements of the most demanding customers in the world, from hyperscalers, global carriers and digital service providers, to financial service providers, high frequency traders and exchanges.

## A clear focus on managing critical networks

Our customers trust us and rely on our focus and expertise to deliver their core network infrastructure, the foundations on which they run and deploy the services for their users and customers. We understand the critical nature of our customer's networks and are dedicated in our management of them.

## A unique & differentiated footprint

We're a pan-European bandwidth infrastructure specialist with a unique fibre network built for business-critical services. We're focused on rapidly delivering and managing that network for our customers.

With over 536 key data centres and data hubs connected with deep fibre networks in 18 cities as well as a highly differentiated long haul network that spans 45,000 route kilometres across 17 countries, euNetworks has multiple, diverse connectivity options in cities, across regions and throughout Europe. This delivers a seamless connectivity experience for our customers across our footprint.

**We focus on rapid service delivery, high service availability and reliable, responsive fault fixing.**

**29**

**Days**

Our average on-net service delivery time

**99.95%**

**Availability**

We reached or exceeded service availability target every month for 4 years

**6.5**

**Hours**

Our average time to fix class 1 and 2 faults

**To find out more about how we  
can help you with your critical  
network challenges, get in  
touch today.**

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