Rainbow Broadband Delivers Premium Internet to Businesses in New York with a Vology and Juniper Network

Summary

Company:

Rainbow Broadband

Partner:

Vology

End Customer Vertical:

Telco

Business Challenges:

The rapidly growing company needed to build a network that could keep up with its customers' exacting demands.

Technology Solution:

- MX480 3D Universal Edge Router
- QFX5100 Series Switch
- EX2200 and EX3300 Ethernet Switches
- SRX1500 Security Gateway
- Juniper Care

Business Results:

- Built a highly available, high-performance network to deliver Internet to its commercial clients in New York City
- Achieved better performance and greater reliability
- Established a sturdy yet flexible foundation for continued growth

When it comes to the city that never sleeps, faster Internet isn't just a preference—it's a necessity. Commercial businesses in NYC—including Snapchat, VaynerMedia, Kickstarter, and Samsung—count on Rainbow Broadband for the fast, reliable Internet they need to power their companies. As a regional managed service provider, Rainbow Broadband prides itself on being a small company with a big voice, providing premium point-to-point Internet services that speak for themselves.

Business Challenges

The core of Rainbow Broadband's business is the Internet—providing it quickly and reliably to its clients in New York City. As the company continued to grow at a brisk pace, so too did the expectations of its customers. The company's CTO, Tom Martinson, knew the company had outgrown its current network and needed to up its game to keep satisfying customers' unyielding expectations. "Customers are demanding more uptime and better service, more bandwidth, and lower latency on the network," Martinson says.

Since Rainbow's focus is solely on commercial customers, network outages or slowdowns are more than just inconveniences—they are unacceptable. "We only have commercial customers. We can't have downtime or slow speeds," Martinson explains.

As a smaller company with a big reputation to protect, Rainbow wanted to build a better network that would continue to fuel the company's rapid growth.

"My opinion these days is that the equipment is a commodity, but the human interaction and support set Juniper apart. And it set Vology apart too."

Tom Martinson, CTO, Rainbow Broadband

Selection Criteria

Martinson, who has deep experience in network operations, evaluated the top contenders. He determined that Juniper Networks routing, switching, and security solutions not only delivered carrier-grade reliability, performance, and capabilities, but also provided top-notch support, which together would allow Rainbow to continue to deliver superior Internet services. "One of the biggest criteria is whether we liked the tech support that we can get," Martinson says.

Rainbow worked with Vology, a managed IT services provider, on sourcing. Martinson was impressed with the level of attention he received from Vology's senior account manager, James Smith. "He was extremely responsive to every e-mail, phone call, everything. He showed us the love and attention," says Martinson.

"Our customers have come to rely on our knowledge and understanding of technology solutions," Smith says. "We worked closely with Rainbow to understand their unique situation, their budget, and their tight deadlines, and ultimately helped them build a better network."

Technology Solution

Rainbow built its new core network using the Juniper Networks® MX480 Series 3D Universal Edge Router and Juniper Networks QFX Series Switch. The new network delivers fast, reliable connectivity for Rainbow's high-speed Internet, voice, and Internet peering. Rainbow also takes advantage of Juniper's Virtual Chassis technology to interconnect multiple QFX Series switches as a single chassis and to simplify network operations. "Using Virtual Chassis was significantly better than the way we had done it before," Martinson says.

Customers can choose from a portfolio of Juniper Networks SRX Series Security Gateways and EX Series Ethernet Switches for connectivity to Rainbow.

Rainbow already used MX Series routers for its existing voice and data network and server farm, so the transition to Juniper products in the core was seamless. Juniper Networks Junos® operating system, the common OS for Juniper routing, switching, and security, was a key factor in that smooth migration. Using Junos OS shortens the time to deploy new services while lowering the cost of network operations.

Rainbow Broadband's engineering and network operations teams use Juniper Care to navigate and manage any issues that arise.

Business Results

Building a better network with Juniper has improved Rainbow's Internet service reliability and performance and has created a strong, flexible foundation for its continued success. Network latency has decreased from 2.5 ms to .3 ms. And Rainbow can also offer customers higher speed services, including connectivity at 10 and 40 Gbps.

The performance improvements were also noticeable to customers. Dennis Arena, CTO of Arena One, a cloud communication provider and one of Rainbow's toughest customers, remarked, "Your network is so fast, I have patch cords with more latency."

"Working with Juniper and Vology has given us a big voice as a small company," Martinson says. "It's important for us to have a top-quality network when we are working with customers and peering partners. Juniper and Vology allowed us to build more than a network by delivering a better service to our customers."

Vology and Juniper's superior customer service and support have left Martinson very happy with his decision. "My opinion these days is that the equipment is a commodity, but the human interaction and support sets Juniper apart. And it set Vology apart too," he says.

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James Smith, Senior Account Manager, Vology

Next Steps

Rainbow's new carrier-grade network means the company can continue to grow without worrying about whether it can keep up with customers' high expectations and insatiable demand for Internet connectivity.

For More Information

To find out more about Juniper Networks products and solutions, please visit http://www.juniper.net.

About Vology

Vology, Inc. is a technology solutions provider that provides new and pre-owned technology hardware products, professional and managed services, asset disposition options, and asset lifecycle management services to healthcare, education, and government industries in the United States and internationally. It offers networking systems, storage products, data centers, and virtualization products. The company provides installation, project management, and staff augmentation services, and information technology management, security, and cloud services.

About Juniper Networks

Juniper Networks is in the business of network innovation. From devices to data centers, from consumers to cloud providers, Juniper Networks delivers the software, silicon and systems that transform the experience and economics of networking. The company serves customers and partners worldwide. Additional information can be found at www.juniper.net.

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