



# PACKETFABRIC TRAILBLAZES CLOUD NETWORKING WITH SOFTWARE-DEFINED, AUTOMATED NETWORK

## Summary

**Company:**

PacketFabric

**Industry:**

Enterprise companies and carriers

**Business Challenges:**

Make network services as easy to consume as cloud services

**Technology Solution:**

- QFX10000 Switch Gateway

**Business Results:**

- Enabled enterprises and carriers to provision point-to-point or cloud connectivity in minutes
- Delivered any-to-any connectivity at terabit scale through automation and software-defined networking
- Created an intent-based network for the next generation of intelligent applications

Anna Claiborne and Jezzibel Gilmore set out to disrupt telecom. With decades of experience in software engineering, business development, and the telecom market, they understood customers’ frustrations with the long wait times and complex contracts that are typical when buying network services.

As cofounders of PacketFabric, Claiborne and Gilmore are revolutionizing network services. Customers can provision connectivity where and when they need it in a matter of minutes. Pricing is transparent, and all contracts are available month-to-month.

“Our mission is to make network services easy to consume, and we do it through automation,” says Gilmore, senior vice president of business development at PacketFabric. “In our partnership with Juniper, we make it possible for everyone—enterprise and carrier alike—to consume network services in the way that cloud has made compute and storage easily accessible through automation.”

## Reinventing Network Services

PacketFabric’s goal is simplicity—masking the complexities of procuring, provisioning, and managing network services so customers can stay focused on their business objectives. “It was a massive software engineering effort to abstract the complexities of a carrier network and make it simple,” says Chad Milam, president and COO of PacketFabric, who is also a 20-year veteran of telecom and enterprise infrastructure.

Behind PacketFabric’s unparalleled simplicity is an innovative, software-controlled, automated network. PacketFabric is a terabit-scale network that’s purpose-built for today’s multcloud world. PacketFabric’s virtualized Layer 2 network delivers secure, any-to-any connectivity from more than 150 collocation facilities in the US. In 2018, the company established its first presence in London, and plans to expand across Europe and Asia in 2019.

“Automation is key to everything PacketFabric does,” says Claiborne. “We believe automation is the only way for SDN to work, and that it’s the future of networking. To have a network without automation means the network itself is not scalable.”

*“The way the Junos OS software is controlled and managed sets the QFX Series switch apart.”*

- Anna Claiborne, senior vice president of software development and cofounder, PacketFabric

## A Scalable, Flexible Foundation

PacketFabric chose the Juniper Networks® QFX10000 line of switches for their scalability, density, and flexibility.

“The QFX Series switch is extremely dense and is very effective at delivering bandwidth,” Milam says. “We wanted an all-Ethernet platform, and the QFX10000 is robust, with all of the features, including Ethernet VPN (EVPN) and Virtual Extensible LAN (VXLAN), that we required to operate a carrier network the way we wanted.”

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Juniper Networks Junos® operating system, which powers Juniper’s networking and security products, was also a key deciding factor. Junos OS enables network automation, control, and visibility, which translates directly into a competitive advantage for PacketFabric. “The way the Junos OS software is controlled and managed sets the QFX Series switch apart,” says Claiborne.

“PacketFabric’s partnership with Juniper allows us to provide a simplified service to end users to satisfy their business function needs, rather than focusing on the complexity of building a network,” Gilmore says. “PacketFabric does all of the complex work in the back end to offer customers an easy way to consume services at the push of a button. Our software, in combination with the automation through the Juniper platform, makes it possible for us to do that for our customers.”

## Radically Simple Provisioning

PacketFabric has reinvented the customer experience for cloud networking, as well as point-to-point and multipoint connectivity. “We enable our customers to procure, provision, and manage their networks through PacketFabric’s user-friendly and intuitive portal and our full-featured API,” Gilmore says. “They have the ability to instantaneously access a customized private and secure network anytime that they like.”

A circuit—from 1 Gbps to 100 Gbps—can be carrying traffic within minutes. Customers can connect to anywhere on the PacketFabric network, and connecting to multiple cloud providers is easy. PacketFabric’s API enables customers to programmatically integrate network services directly into their own applications and services. “Our customers can make our network services truly part of their own network,” Claiborne says.

## The Future is Intelligent

“Having a fully automated network is key to a more intelligent reaction to all the technology development in artificial intelligence and machine learning,” says Gilmore. “We see PacketFabric as the future for intent networking. If you know what your intentions are, and you can make that happen in the network in real time, then that is extremely powerful.”

With Juniper at its core, PacketFabric has the scalability, visibility, and control it needs to reinvent the network services experience for its customers. Claiborne and Gilmore, along with Milam, continue to trailblaze cloud networking in the network services space.



## For More Information

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

To learn more about PacketFabric, please visit <https://packetfabric.com>.

## About Juniper Networks

Juniper Networks brings simplicity to networking with products, solutions and services that connect the world. Through engineering innovation, we remove the constraints and complexities of networking in the cloud era to solve the toughest challenges our customers and partners face daily. At Juniper Networks, we believe that the network is a resource for sharing knowledge and human advancement that changes the world. We are committed to imagining groundbreaking ways to deliver automated, scalable and secure networks to move at the speed of business.

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