

New Fiber Trend

June 2008

It's all about the Circuit !

Today , It's all about the Circuit ! Not just any circuit – a Flexible Advanced Fiber Circuit!

Today in order to buy Internet access, you typically call one ISP then another then another – each of them selling you on the idea of “Contracting for their Internet Access”. Oh, it came with a circuit but it went to “their” specific Internet network. You used “their bandwidth”, on a circuit that went to a single TCP/IP layer3 router. This only provides you with basic Internet access.

If the access you got with your connection has issues – slowness to specific sites – lots of short down times on paths to offices or companies where your employees connect often, you are stuck with “their” bandwidth. The typical ISP circuit is a point- to- point circuit dedicated to that specific ISP and only that ISP. This is largely the case today!

Imagine an ISP that would actually take the time to discover whether or not they can provide a “Preference Route Path” to improve your network performance to specific network locations important to your company. At the Fiber Internet Center we have been known to not only discover a better path but we have actually flipped BGP route paths from California to Bangalore, India. Will your ISP do that? Can they do that for you? If you had to ask, how long would it take to reach them? So enough about Fiber Internet Center's customer care services that we provide. Let's talk about that circuit.

Imagine a circuit where it was really “your circuit”. NOT your ISP's circuit. What if you controlled what providers you connected to? Where you change the ISP bandwidth provider whenever you wanted to? Your criteria for bandwidth may change. Maybe you need low cost now just to reach the Internet, but you might require more quality bandwidth for video streaming and VOIP. Whatever your need, you are in charge of your own bandwidth provider selection with a lower cost to change between Internet Service Providers. The circuit, the most expensive part of the service, remains the same – Your circuit payment is the same. Now your ability to contract for “just the internet access” puts you in control of your network..

What about “Multiple ISPs” delivered on the same circuit ! Yes, the new trend is multiple ISPs on the same Fiber circuit. Because, it's more likely individual ISP routers will have problems rather than the physical Fiber of your circuit being cut.

The new trend is a “Flexible Fiber Circuit.” A circuit to your office from a network that provides you the ability to connect and get services from other ISPs or bandwidth providers. A circuit to your office from a co-location facility where your company servers are located. You negotiate your bandwidth deal directly with them. You simply contract for a small service fee to cross- connect to the provider of your choice reachable

from the Fiber Internet Center Network. This happens to be most all of them, including international provider companies like China Telecom, Singtel, Level3, ATT, France Telecom and many more – over 100 different providers are reachable via a Fiber Internet Circuit to your office. These providers are in the most popular National and International Telecom facilities such as CRGWest’s One Wilshire in Los Angeles, Switch and Data’s PAIX in Palo Alto, CRGWest’s Market Post Tower in San Jose and many more.

Now you are in control. No need to buy multiple circuits – Now you can reduce your overhead, buy the fiber pipe size you need for the total aggregate bandwidth usage. Each of your ISP connections can be delivered on a separate Ethernet Port right there in your office.

This is why it is also important to insist that the “broadband connection” you are getting is delivered over fiber not bonded copper pairs. With fiber you can expand the size of your connection from 1Mbps to 100Mbps or more. You can’t do that easily with a connection provided using copper(so-called Ethernet over Copper). Get it in writing that the connection provided is over fiber!

You can do more with a Fiber Internet Center Fiber Circuit... You can connect multiple offices together and have one main office control your company’s internet access, using a single firewall and provide local interoffice email systems etc. Whatever your needs are between offices, you can now have that delivered with Private VLANs.

At the Fiber Internet Center we “Think Out of the Box” and by doing so we just took your company out of the old ISP model box. We invented “Flexible Fiber Services” that you can leverage today. No need to wait ... You’ll have more control. More ways to save, more choices to connect your company’s offices. More ways to connect your company to the world.

Your next connection will be the only one you will ever need. It’s all about the circuit. A Fiber Internet Center circuit where you are in control of your packet’s destiny.

Call 650-330 –0428 or visit our web site www.FiberInternetCenter.com