SMARTER NETWORKS WITH 'GAME-CHANGING' OPPORTUNITIES

Network Solutions Group (NetSG) is helping customers reduce complexity and customise solutions through flexible, high-performing IP networks.

The enterprise service provider and network integration specialist is well regarded for providing partners with premium cloud-based high-performing IP networks and solutions that are intelligent, scalable, robust, resilient, uncomplicated, and less costly.

> ❝ We needed a reliable and trusted data centre partner who provides the level of flexibility and resilience we need to maintain a steady, but agile network. ❞
>
> – Laura Veness | Director of Channel Success | NetSG

The Sydney and Melbourne-based company has leveraged the value of NEXTDC's national digital infrastructure platform as the foundation for its intelligent network architecture as it continues to address customers' increasing data and connectivity demands across Australia and New Zealand.

By aggregating a range of services into a single managed solution using the combined elements of NEXTDC's ecosystem, NetSG are successfully helping their customers to reduce costs and overcome the complexities that come with ever-increasing data and connectivity requirements.

NetSG interconnects with all major carriers, including Vocus, Telstra, Optus, AAPT/TPG at each of its points of presence (PoPs) in NEXTDC facilities across the country. It has core PoPs in NEXTDC facilities in Melbourne, Sydney, Brisbane, and Perth.

Performance and reliability matters

Against the backdrop of increasing performance and reliability demands, NetSG works closely with their customers to help support them through their entire network transformation journey.

In that vein, NetSG works to ensure customers achieve guaranteed network performance and availability – and aren't impacted by:

- Poor performance
- Costly outages; and
- Expensive service interruptions.

BUSINESS OUTCOMES

- A reduction in network and carrier costs through flexible direct cloud connectivity

- An easing of network complexity from aggregating multiple services into a single, private SD-WAN; and

- Time created for their customers to innovate, speeding up adaption to change through simplified architecture management.

> ❝ NetSG offers local, onshore technical support 24x7x365 to a range of industries including financial services, media and entertainment, and healthcare. None of these organisations can afford service interruptions to the networks that manage access to, and transmission of critical data. ❞
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"As our customers dependence on technology accelerates, stability and performance of their networks is at the core of their competitive edge. Inconsistent connectivity can lead to major financial or productivity losses, so it's paramount that we provide the guaranteed uptime and performance they need." Laura says.

Differentiation boost

NEXTDC not only provides NetSG with technical expertise to manage its core infrastructure that ensures network resilience, "but it connects us with the other partners and service providers needed to help us differentiate in competitive markets," Laura said.

More than 660 cloud platforms, carriers and I.T services companies call NEXTDC home – delivering an "interconnected ecosystem" that truly fosters innovation.

One example of this cross-partner collaboration delivering customer value is a recent partnership between NetSG and Precision I.T.

NetSG collaborated with the I.T services firm to support network capacity requirements for GraysOnline, a rapidly growing local online retail and auction company.

GraysOnline needed scalable services – and a stable platform – to reach the broadest possible audience – as it continues to expand locations across metropolitan and regional Australia where it could conduct live auctions and receive goods for sale.

The tech collaboration between the players and NEXTDC means:

- NetSG's network infrastructure acts as the backbone for Precision I.T, enabling the delivery of network solutions to customers for an end-to-end offering across all I.T disciplines.

- The innovative and flexible network architecture continues to support the broader digital transformation objectives of GraysOnline.

This combined solution enabled GraysOnline to move forward with growth objectives, at the same time as retaining and extending the functionality of the core systems that have been the foundation of their success.

> **Central to NetSG's platform-based solution, was NEXTDC's resilient data centre infrastructure and network-dense ecosystem.**

TRIPLE ADVANTAGE

- Reducing network and carrier costs through flexible direct cloud connectivity

- Easing network complexity by aggregating multiple services into a single, private SD-WAN; and

- Creating time for organisations to innovate, speeding up adaption to change through simplified architecture management.

> **We're a channel–led organisation at heart, and through our partnership with NEXTDC, we can offer our partners the ability to innovate in the way they provide bespoke connectivity solutions to their customers.**

- Laura Veness| Director of Channel Succees NetSG

Robust solutions bolster connections

So, what's at stake? Plenty: NetSG needs to be supported by an infrastructure platform that guarantees 100% uptime in order to provide its customers with a robust suite of specialist, scalable, and manageable solutions (including voice and cloud connectivity) anywhere in Australia.

In fact, 100% uptime is now of business-critical importance. According to the Uptime Institute:

- Downtime is common and may even be increasing, despite many advances. The most serious categories of outages — those that cause a significant disruption in services — are becoming more severe and more costly.

- Around a third of all reported outages cost more than $250,000, with many exceeding $1 million.

In partnering with NEXTDC, NetSG now has full confidence its critical infrastructure is supported by a high-performance computing environment that will deliver the stability, reliability, and the power to collaborate with partners it needs to add value for customers.

> "
> For example, our wholesale, white label services enable customers to gain a much better overall experience when it comes to their network. When combined with our network reach, our partners are provided connectivity options across not only Australia and New Zealand, but anywhere around the world, with full visibility through a single portal. "

The true value extracted by NetSG from having critical infrastructure spread across NEXTDC's national digital infrastructure platforms lies in their ability to "stay focused on innovation and business development." It doesn't have to think about the intricacies and complexities of managing data centres. A distraction which requires significant capital investment and competencies that are not core to its business nor its strategic priorities.

READ THE FULL STORY

> "
> We want to focus on simplifying the complex world of networking and telecommunications through flexible solutions rather than worrying about managing power, cooling and security around our core services platforms. "

NEXTDC