INFINY

YOUR GATEWAY TO THE FUTURE OF NETWORKING

Get flexible, on-demand access to powerful networking solutions from one self-service portal

CONTENT

INTRODUCTION

In the past, connectivity was simple. Large enterprises hosted the majority of data and applications on-site or at a nearby data centre, and satellite offices connected back to HQ using basic technologies. Since everything important was hosted nearby, traffic from satellite offices could be routed through HQ for security purposes. This slowed down user access to the corporate network, but that was a minor concern.

However, things have changed. Practically every organisation has adopted some form of cloud services and storage to some degree, while many have embraced hybrid cloud strategies. On top of that, most organisations employ at least a handful of Software-as-a-Service (SaaS), Platform-as-a-Service (PaaS), and Infrastructure-as-a-Service (IaaS) solutions. Now, a huge percentage of network traffic must be routed out to third party network service providers for these cloud services.

Currently, the majority of cloud traffic is routed through the public Internet. But this poses a number of problems. Public Internet infrastructure is shared and often becomes congested, leading traffic to be rerouted through inferior channels. The infrastructure is also owned and operated by multiple internet service providers (ISP), with many potential points of failure.

As a result, organisations will experience:

- **Slow or inconsistent connectivity**

- **Packet loss**

- **Security issues and increased cyber risk**

- **Poor customer/user experience**

Modern organisations operate in complex and fast-moving environments, using services and applications from a web of providers. To ensure high performance and low risk across the business, they need connectivity solutions that are flexible, fast, easy to consume and secure.
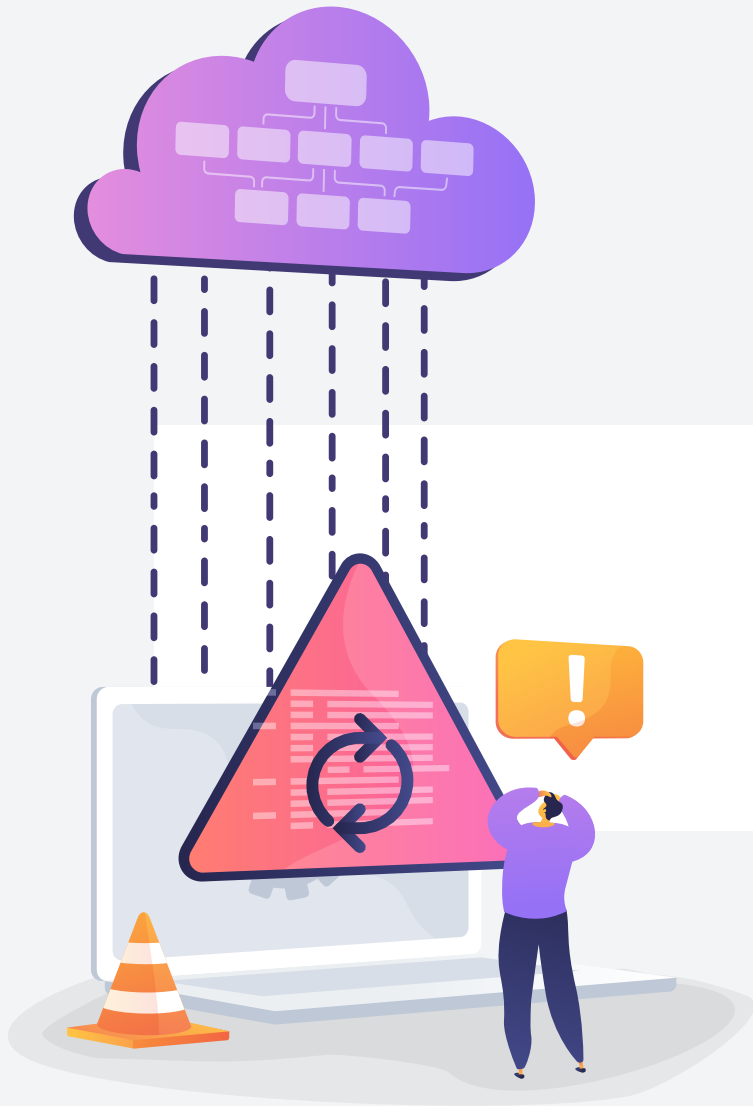
THE CHALLENGE OF BUYING CONNECTIVITY

Buying connectivity can become an arduous experience if not done right. The process of leasing a direct connection to just one cloud or service provider can be highly complex and time consuming. For example, to purchase a direct connection to a single public cloud provider, an organisation would need to:

If the organisation is looking to connect an office location, it will need procure a last mile connection from their data centre.

If the cloud is not located in a data centre where the organisation is present, it will need to establish an interconnection to one of the data centres with an 'on-ramp' for that cloud provider.
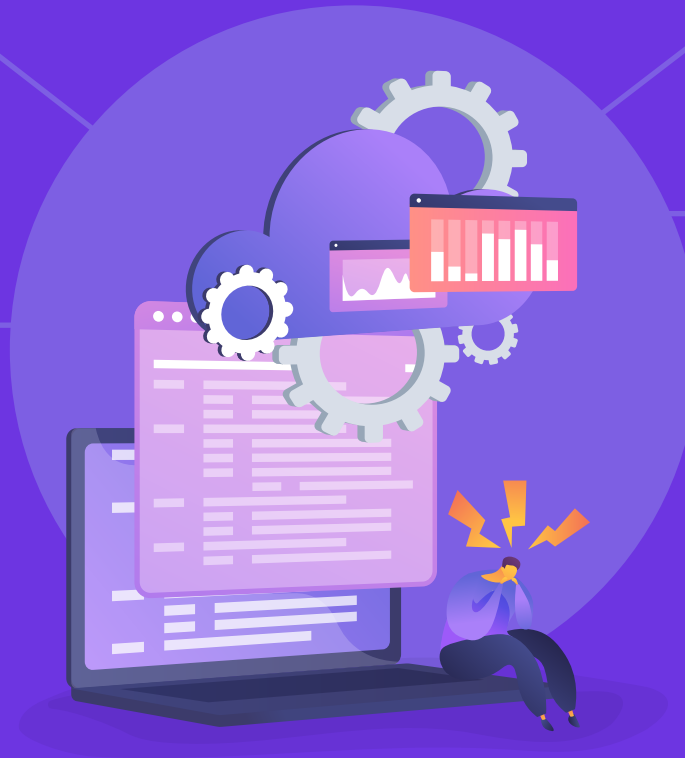
Identify a list of relevant network service providers to work with.

Lease a direct connection line from the cloud provider

Manage and configure the lines and connections in-house with additional third-party tools for performance and utilisation visibility.

Since large organisations routinely work with 10+ providers just for core services, this process becomes a huge burden at scale. To make matters worse, most carriers and network service providers often have long lead times, which have the effect of holding back growth and slowing digital transformation.

To drive forward their digital agenda, organisations need a single source for purchasing connectivity that can keep up with rapid growth or change. It needs to be simple too.

WHO NEEDS BETTER NETWORKING SOLUTIONS

CARRIERS AND
NETWORK SERVICE PROVIDERS

The wholesale carrier market has matured substantially, and has grown even more congested. As the need for complex, cloud networking solutions rises, carriers seeking growth must continually optimise their procurement processes while advancing their overall service capabilities if they are to serve next-generation digital business.

CARRIERS AND NETWORK SERVICE PROVIDERS

CHALLENGES

- Differentiating in a highly competitive market

- Speed in pricing and negotiating interconnections around the world

- Managing the high cost of infrastructure investment against rapidly changing traffic usage patterns

- Risk of losing customers to other service providers with cost-effective and agile service offerings

NEEDS

- Play a role in cloud adoption, automated and software defined networking (SDN)

- Capture more of enterprise customers' ICT spend

- Optimise internal procurement workflows to reduce friction in securing new business

- Leverage service capabilities with new reach and solutions as and when the demand requires

DATA CENTRES AND
MANAGED SERVICE PROVIDERS

Data centres and managed service providers find themselves in the position of having to evolve to survive. Enterprise customers are increasingly demanding more, and the race is on to adopt and provide the latest digital services to avoid losing market share to competitors.

DATA CENTRES AND MANAGED SERVICE PROVIDERS

CHALLENGES	NEEDS
• Differentiating in a highly competitive market	• Add value for new and existing customers
• High cost of developing and administering infrastructure	• Support customer IT teams to select, broker and govern digital services
• Lack of specialised networking expertise, or desire to invest in network	• Generate new, scalable revenue streams not tied to physical infrastructure
• Difficulty achieving business growth	• Support customers' digital transformation
• Delivering secure connectivity solutions	
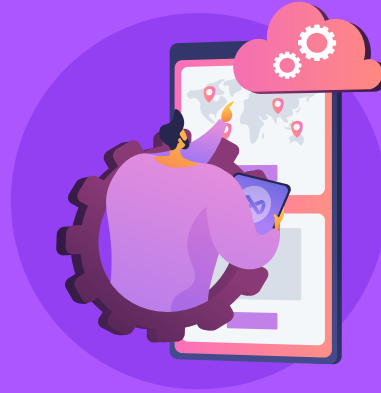
ENTERPRISES

For the modern enterprise, digital transformation is key. Most enterprises have already adopted multi- or hybrid cloud strategies, and need powerful, flexible connectivity that supports their business objectives. With long lead times and complex procurement processes, many enterprises have become increasingly frustrated with the traditional model for purchasing network services.

ENTERPRISES

	CHALLENGES		NEEDS

CHALLENGES

- Service outages and breaches are hugely costly and disruptive

- Customer experience and demands have risen

- Bandwidth requirements are rising constantly

- Difficulty in managing network infrastructure and partners

NEEDS

- Fast, reliable, secure connections to critical cloud and XaaS solutions

- Reduced complexity in selecting, purchasing, and implementing network services

- Flexibility to spin up connectivity on-demand

- Guaranteed data privacy and fidelity

INFINY: NETWORK-AS-A-SERVICE

INFINY: NETWORK-AS-A-SERVICE

Infiny is a self-service Network as a Service (NaaS) platform that enables customers to instantly buy and deploy dedicated connectivity for digital and cloud services around the world.

Through Infiny, customers can connect directly to Epsilon's ecosystem of 260+ data centres with on-ramps to public clouds, internet exchanges (IX) and other network partners via scalable, private, and secure dedicated connections. The platform makes it fast and easy to connect services and applications, and order, provision, and manage global connectivity with network automation.

Critically, Infiny solves the primary headache of modern networking. It provides flexible, on-demand connectivity to critical services while cutting out the need to invest in or manage the physical infrastructure. Even better, Infiny ensures organisations will never be held back by the lack of connectivity — it enables instant requisition and implementation with agility, scalability and visibility.

AT THE CLICK OF A BUTTON, CUSTOMERS CAN USE INFINY TO PURCHASE:

Direct Peering to the leading internet exchanges

Direct connections to the leading cloud service providers

On-demand ethernet services

Interconnection between the world's leading data centres

PLUS, INFINY PROVIDES ON-DEMAND ACCESS TO A HOST OF OTHER SERVICES:

Scale bandwidth on
a pay-per-use basis

Gain insights to
billing and analytics

Monitor network
services in real-time

Can be white labelled
for service integration
and monetisation

Integrate Infiny with
existing platforms
via API

WHY CHOOSE INFINY?

ON-DEMAND CONNECTIVITY.

Infiny provides networking solutions that are scalable and flexible to match the way your organisation consumes cloud and digital services.

CONNECTIVITY MARKETPLACE.

Infiny provides instant, on-demand access to leading carriers, service providers, and cloud providers.

FULL SYSTEM INTEGRATION.

Infiny is API-enabled for seamless integration with existing systems and infrastructure.

SELF-SERVICE NETWORK.

Powerful network orchestration and automation tools make it easy to buy, move, or spin up new connections as needed without an in-house network engineer.

TRULY GLOBAL ACCESS.

Epsilon's interconnect fabric spans 260+ points of presence (PoP) underpinned by a 10TB global optical backbone, with end-to-end services into local markets from a single platform.
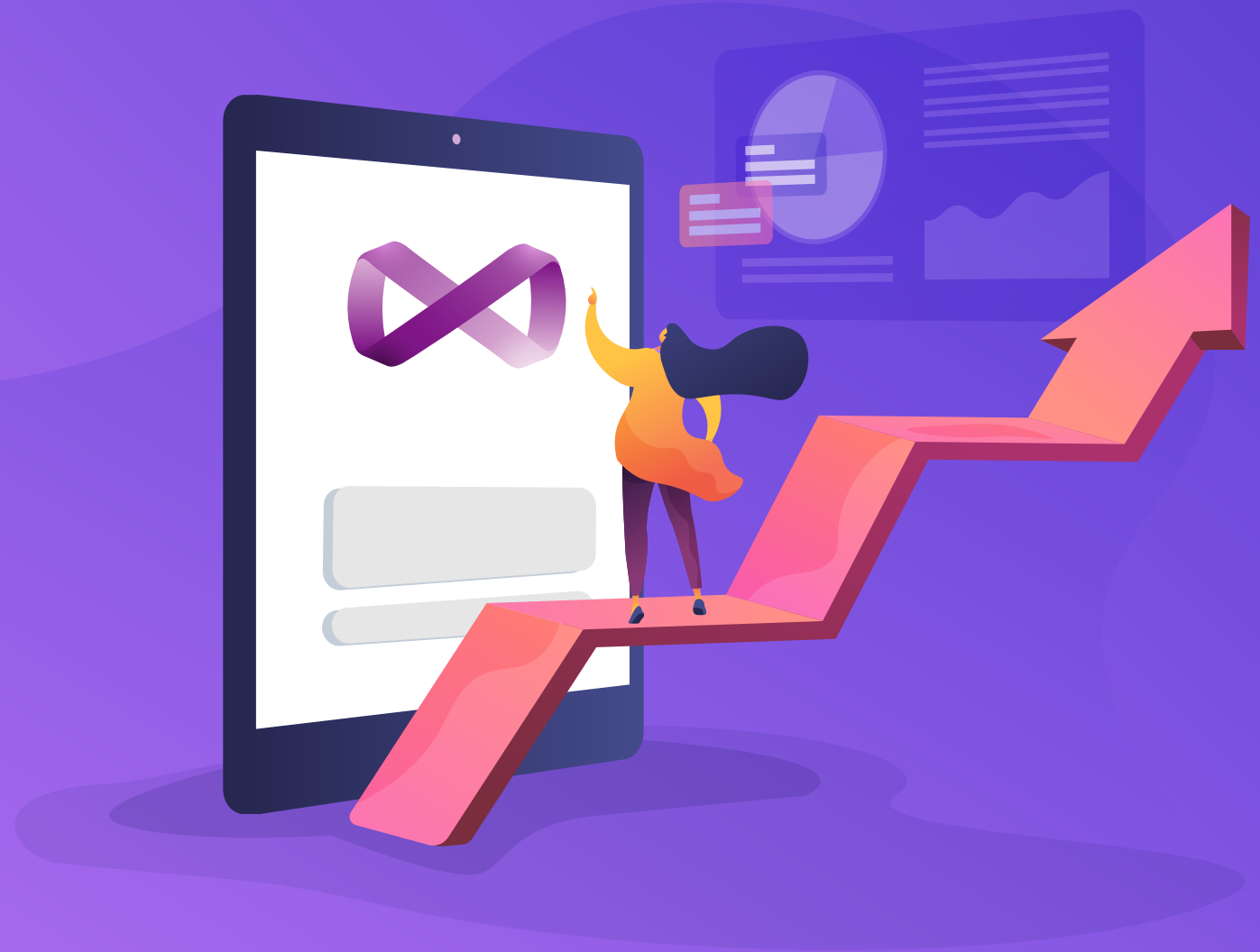
INCREASED VISIBILITY AND CONTROL.

Easily troubleshoot problems from the application through to the network layer using Infiny's intuitive GUI platform for mobile and desktop.

HEARD ENOUGH? VISIT THE WEBSITE TO SPEAK WITH AN EXPERT.

INFINY
FOR YOUR
BUSINESS

BENEFITS FOR CARRIERS AND NETWORK SERVICE PROVIDERS

Optimise operations.
Use Infiny's automation and orchestration self-service tools to reduce procurement workloads, streamline provisioning, and reduce service delivery times.

Differentiate.
Attract and retain customers by offering better scalability, added reach, improved network performance and greater visibility from the application through to the network layer.

Reduce CAPEX.
Mitigate the risk of dynamic traffic patterns by moving to a cost-per-usage OPEX model and pay only for the services and bandwidth your customers need.

Scale freely.
Infiny provides flexible enterprise cloud networking solutions that compliment cloud computing deployment, hybrid environments, and private Internet connectivity.

BENEFITS FOR MANAGED SERVICE PROVIDERS

Productise next-generation connectivity.
White label Infiny to take advantage of the full service capabilities with on-demand network services and private global connectivity

End-to-end service.
Provide a fully managed end-to-end service for all customers' data transfer, cloud deployments at a global scale.

Commercial flexibility.
Divest in infrastructure to reduce CAPEX and allow greater flexibility for customers, including pay-per-use and the option to instantly add and remove services as needed.

Streamline operations.
Network controller makes it easy to monitor, control, and orchestrate network services without the need to retain a wide range of specialist networking expertise in-house.

BENEFITS FOR ENTERPRISES

Cut reliance on carriers.
Infiny ensures you will never be burdened by long lead times or inflexible contracts with minimal options to move or alter your network connections.

Networking on-demand.
Infiny provides 'click-to-buy' self-service networking, with tailored and scalable solutions available on-demand data and cloud services

Fast, secure, reliable connectivity.
Unshackle your organisation from the public Internet with instant access to private connectivity without the need for specialist networking expertise

Connectivity on the fly.
Network automation and orchestration enable you to consume and deploy network services for your cloud and business applications as easily as end users consume SaaS solutions.

Optimise operations.
Reduce CAPEX liabilities and improve operational efficiencies, performance and productivity with performance visibility.

CONNECTIVITY
MADE SIMPLE
WITH INFINY

NETWORKING

In the past, purchasing and altering networking services was complex, time consuming, and expensive. Infiny gives customers instant, on-demand access to the connectivity they need via Epsilon's comprehensive range of industry-leading networking solutions.

DATA CENTRE INTERCONNECT (DCI)

Interconnecting data centres around the world is essential for growth and digital transformation. DCI provides high-performance and reliable connectivity between the leading global data centre locations.

Easy interconnection with partners anywhere in the world. DCI makes it quick and simple to procure and manage connectivity across multiple locations.

A rich partner community of 600+ network providers, clouds, IXs, applications, content providers and businesses.

Powerful ethernet solutions. Easily procure and manage ethernet services to build a solid foundation in the physical transport layer to deliver high-performance applications across multiple locations.

CLOUD CONNECT

Public Internet connections are too slow, unreliable, and unsecure for modern enterprises to rely on for accessing their cloud-based business applications. Cloud Connect provides scalable, private, and secure direct connection to an ecosystem of world-leading cloud service providers.

Connect to multiple clouds easily from a single platform. No more managing multiple network partners and get on-demand connectivity to any major cloud service provider.

Improve performance and UX of applications and services. Cloud Connect gives you stable, predictable connections with low latency, ensuring maximum performance and uptime.

Secure and scalable. With on-demand access to direct, private cloud connections, Cloud Connect avoids the hazards of the public Internet.

REMOTE PEERING

Peering is a mainstay of networking strategy, helping to optimise traffic routing, improve performance, and control transit costs. Remote Peering enables on-demand connection to the world's leading internet exchanges via a single platform.

Simplify peering strategy. Remote Peering brings internet exchange points (IXPs) to you at a convenient location with one contact for SLAs, legal, billing, and technical support.

Efficient traffic management to reduce latency and improve network resilience, ensuring higher content delivery and application performance.

Spend less on IP transit and improve traffic routing with dedicated Layer 2 connectivity between your organisation and peering partners at the IXPs.

USE CASES

maincubes is a fast-growing European data centre operator, with established data centres in Frankfurt and Amsterdam. Aiming to attract new business and retain existing customers, maincubes needed to expand its portfolio to grant local customers fast, secure access to a global network fabric.

THE PROBLEM

Some of maincubes' biggest customers, needed more from its cloud infrastructure. Already hosting applications and data in the Frankfurt data centre, the companies needed dedicated connections to leading cloud service providers to ensure greater performance and security.

THE SOLUTION

maincubes partnered with Epsilon to gain access to our global network fabric. Infiny gives maincubes the ability to deliver automated, on-demand connectivity with flexible and scalable bandwidth options to its European customer base. By reselling Infiny under the white-label brand secureexchange®, maincubes has enabled customers to deploy secure, private connections to the cloud on-demand, and interconnect with over 260 data centres around the world from its Frankfurt and Amsterdam facilities.

THE RESULT

With Infiny, organisations colocated in maincubes now have on-demand access to direct connections with cloud providers, data centres and other network service providers around the world. As a result, the companies leveraging on maincubes' direct cloud connect capabilities enjoy substantially higher performance and security and can freely scale connectivity as needed.

"

Epsilon enables us to support our customers' interconnection needs as they grow, transform and deploy new software and services. The addition of SDN to our portfolio means that customers can easily access data centre and networking solutions from a single provider.

With secureexchange, our customers in various industries have been able to accelerate its adoption of digital services and give employees access to real-time data. As the companies grow and deploys more digital services, we're ready to scale up and adapt to changing needs. We will play a critical role in their digital transformation in the long term.

— Oliver Menzel, CEO at maincubes.

Business Connexion (BCX) is Africa's leading premier ICT solutions and services provider, with the technology, capability and skills to deliver end-to-end digital solutions for large and medium enterprises in the public and private sectors. BCX uses Infiny for seamless global connectivity and managing network services from a single portal.

THE PROBLEM

BCX serves a large number of enterprise customers across the financial, retail, mining, manufacturing, healthcare and government sectors in Africa. It needed an efficient way to connect between its presence at Johannesburg and data centres in Europe, a key market outside of Africa.

THE SOLUTION

Infiny enables BCX to immediately spin-up DCI services between the two regions. The company can also access Epsilon's extensive network fabric with cloud on-ramp, remote peering at IXP and connecting with other networks. It can scale up or down their services according to customer demand with faster provisioning and network automation.

THE RESULT

With on-demand connectivity on Infiny, BCX has the freedom to provision new network services using a self-service NaaS model that supports their business needs. It uses Infiny to efficiently procure and deploy network connectivity for on-ramp to the major cloud platforms. Moving forward, BCX can continue to grow its global network on a single platform with flexible terms and scalable bandwidth options.

"

Deploying Infiny gives our customers immediate access to data centres located in key technology and business hubs around the world. Our customers can connect and grow their global presence with on-demand network infrastructure. Infiny has given us the agility in serving our customers' needs while offering new levels of resilience in our network that has direct impact on our enterprise customers' services.

— Mervyn Goliath, Managing Executive, Data Networks at BCX.

INFINY
ADOPTION
MODELS
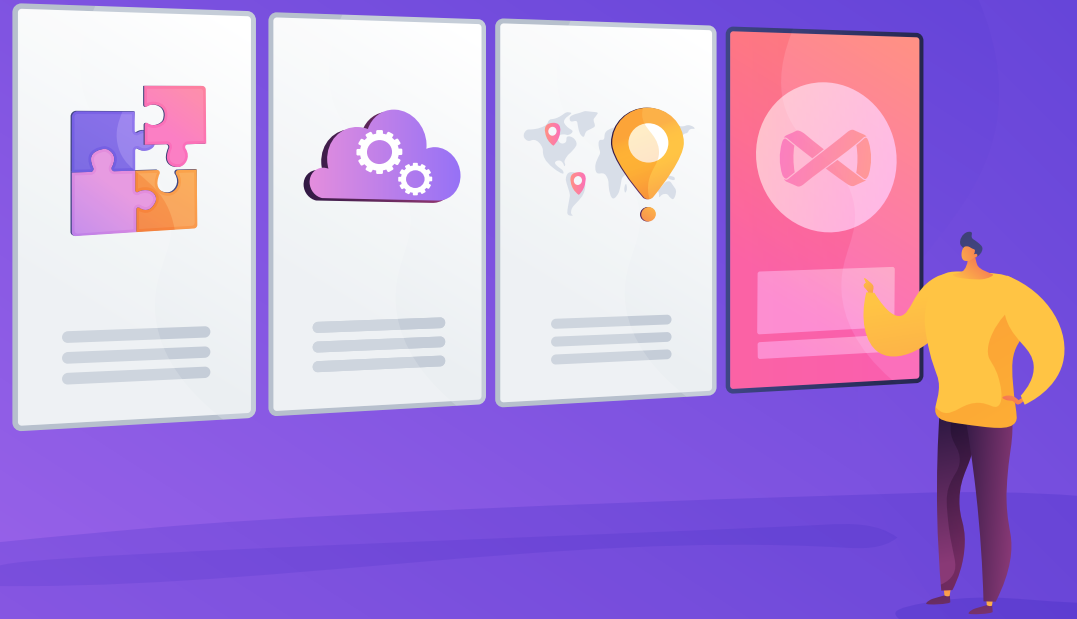
INFINY ADOPTION MODELS

WHITE LABEL

Making Infiny your own branded NaaS solution.

Data centres and MSPs can adopt Infiny as a white label platform, reselling network services under their own brand as a differentiation strategy. By offering customers unmatched flexibility in purchasing and administering networking services, your organisation can attract new customers while increasing business with existing customers.

API INTEGRATION

Reselling services with Infiny to add value and attract new business.

Carriers and network service providers can leverage the benefits of Infiny through seamless API integration with existing platforms and infrastructure. This will enable customers to price and interconnect with Epsilon's global network fabric of 260+ data centre locations with access to 600+ cloud provider, networks and IXs.

SELF-SERVICE

Adopting Infiny directly to support business and digital transformation objectives.

Forward-thinking enterprises see the value in flexible connectivity that support business and digital transformation objectives. Adopting Infiny as a self-service customer gives your organisation on-demand access to Epsilon's industry-leading networking solutions, including fast, stable, and secure direct connections to the critical cloud and digital services you rely on.
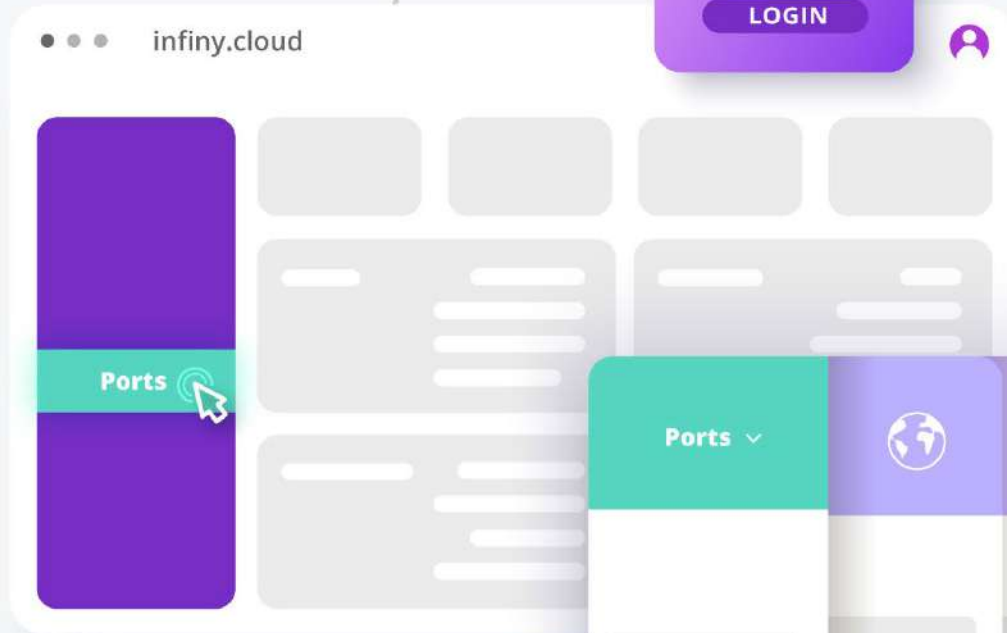
GETTING STARTED WITH INFINY

1.
Login to your
Infiny account.

Username
Password
LOGIN

infiny.cloud

Ports

2.
On the left-hand menu, click
on '**Ports > Buy New Ports**'
and customize as you like.

Ports ⌄

Buy New Ports   **Region**   **City**   **DC**

Bandwidth

Contract Duration

X-Connect Orderability
*Epsilon can automate
the cross connect ordering
should you choose to do so.
If not select organise your
own cabling.*

PURCHASING
A PORT

CONNECTING
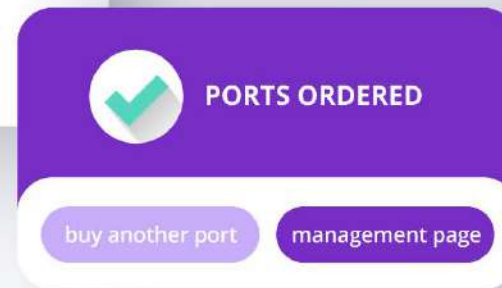YOUR PORT
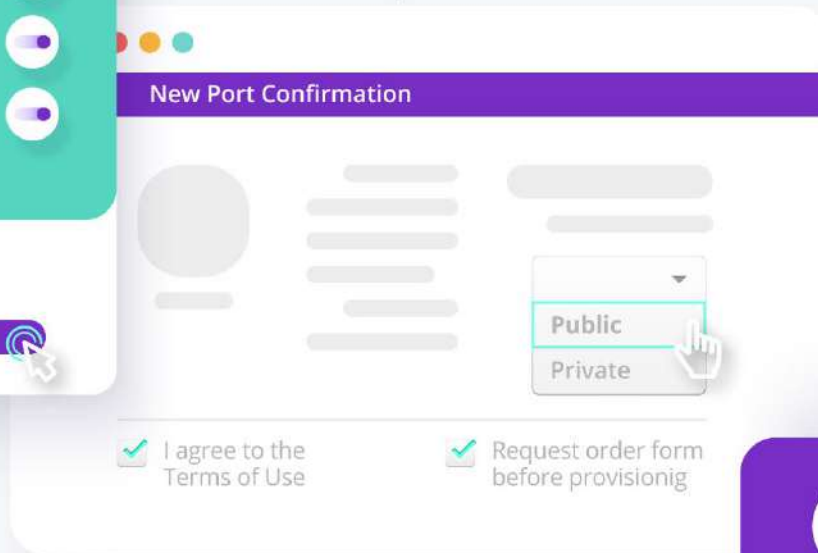
VIEWING YOUR
NETWORK ANALYTICS

> **Buy New Ports**

Total
$ 240

BUY

3.
Upon selection of your preferences, the pricing will load. Click '**Buy**' to confirm your order.

New Port Confirmation

Public
Private

✓ I agree to the Terms of Use

✓ Request order form before provisionig

4.
Confirm details and select the options to make your ports Public or Private.
Public ports will be displayed on the Community Ports page and will allow business partners to connect with your network.

Check the box '**Request order form before provisioning**' if you would like us to send you a document for approval.
This step is not mandatory. If checked, the service will not be provisioned until the documents are signed and returned.
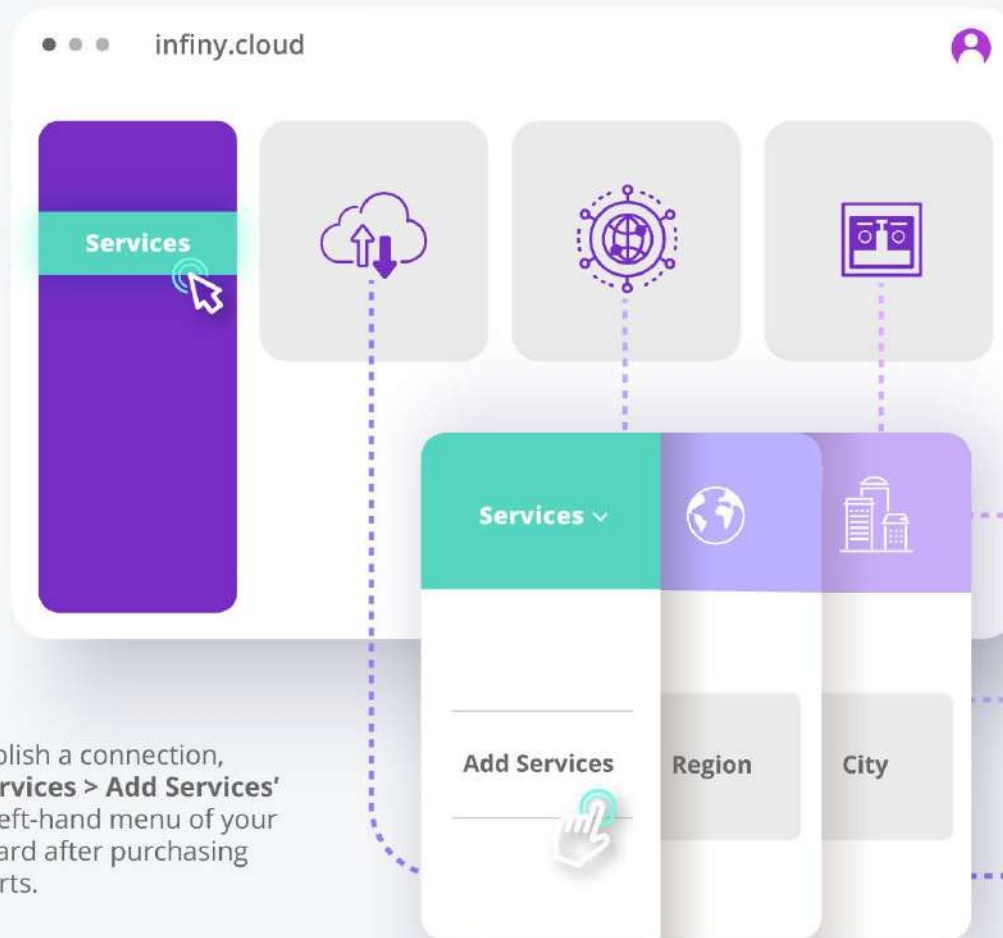
✓ **PORTS ORDERED**

buy another port   management page

5.
Once ports order is submitted, you can choose to '**buy another port**'.

PURCHASING A PORT

CONNECTING YOUR PORT

VIEWING YOUR NETWORK ANALYTICS
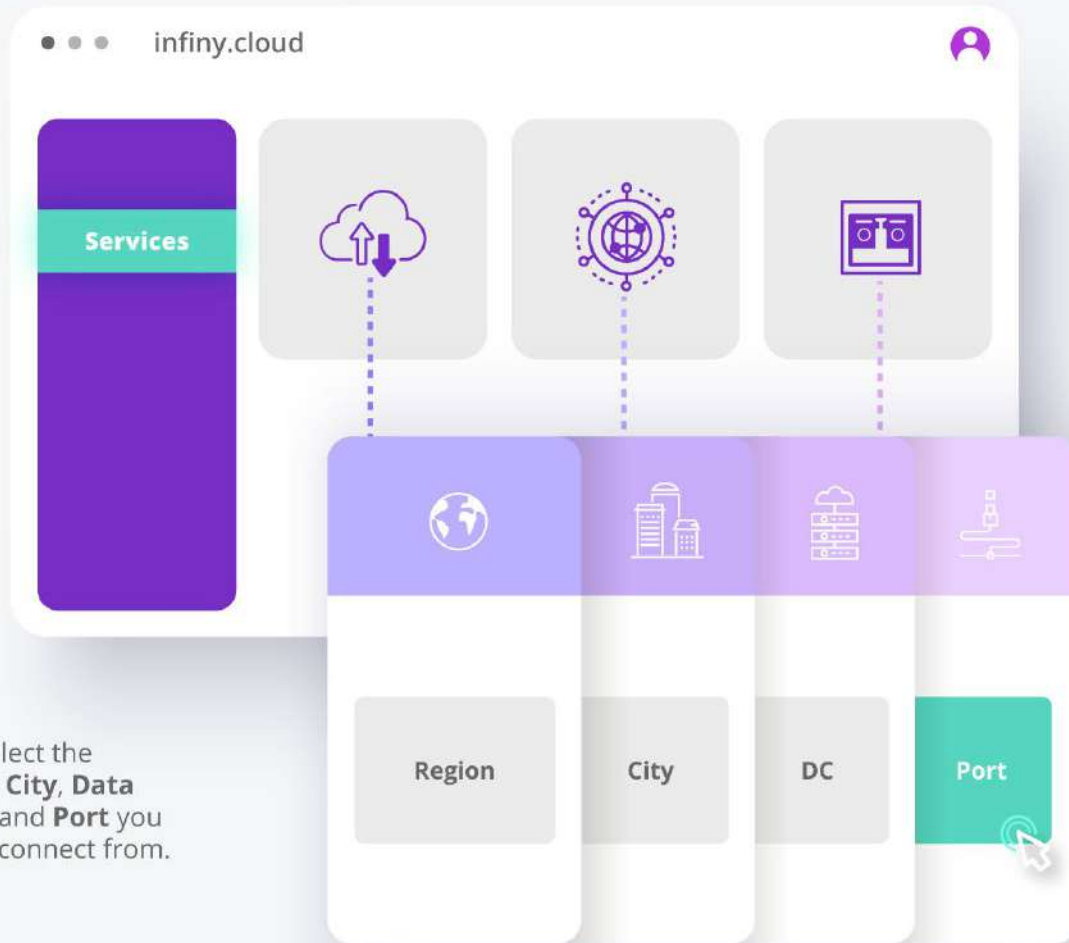
infiny.cloud

Services

Services ⌄

Add Services | Region | City

1.

To establish a connection, click **'Services > Add Services'** on the left-hand menu of your dashboard after purchasing your ports.

2.

Three options are displayed: **Cloud Service Providers, Internet Exchanges** and **Port to Port**. Select the type of connection and the provider you wish to connect to.

Select Port

RIMS · CORESITE · DIGITAL REALTY
EQUINIX · GLOBAL SWITCH · TELEHOUSE

Select Internet Exchange

amsix · DE CIX · linx
BBIX · NYIIX · sgix

Select Cloud Service Provider

Alibaba Cloud · aws · Azure
Google Cloud · IBM Cloud · ORACLE Cloud

PURCHASING A PORT
CONNECTING YOUR PORT
VIEWING YOUR **NETWORK ANALYTICS**

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Services

4.
Depending on your bussiness needs, customise the **Bandwidth**, **Contract Duration** and **type of Network Protection** required.

Network Protection

Contract Duration

Speed

3.
Next, select the **Region**, **City**, **Data Centre** and **Port** you wish to connect from.

Region	City	DC	Port

PURCHASING
A PORT

CONNECTING
YOUR PORT

VIEWING YOUR
NETWORK ANALYTICS

5.
A pop up will appear. Enter your service details and click '**Continue to confirmation**'. For connecting to a CSP, enter your cloud account ID.

> **Between**

City   Service Provider

> **And**

City   Data Centre   Port

New Service Details

Service name...   C-VLAN

Continue to confirmation

Total
$ 240

BUY

6.
Confirm the details are correct and click '**Buy**' to confirm your order.

SETUP COMPLETE

provision another service   view service

7.
Once setup is completed, you can choose to '**provision another service**' or '**view service**'.
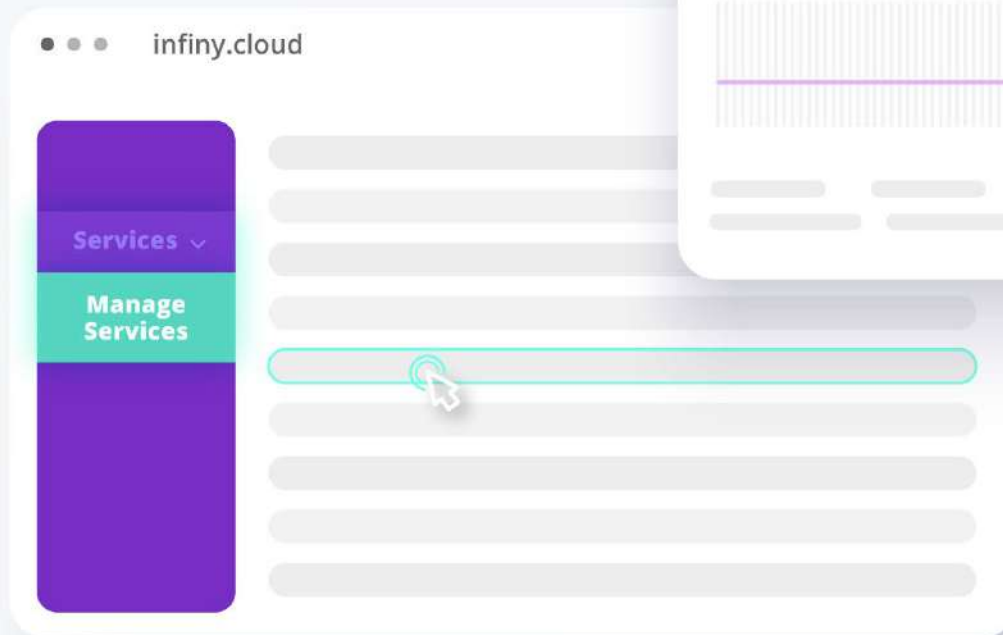
PURCHASING A PORT

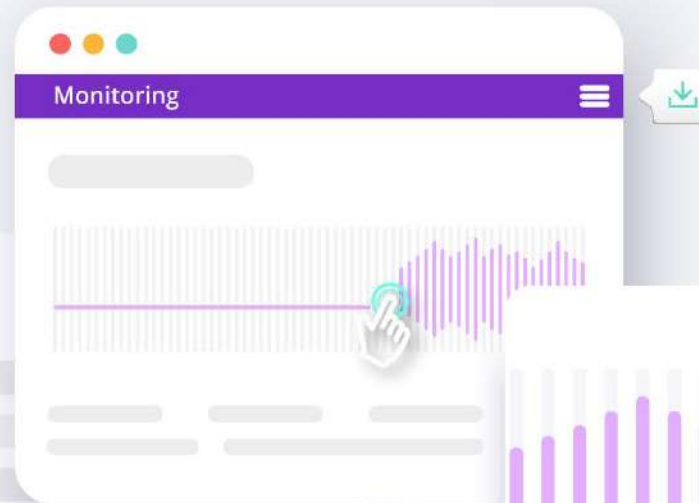CONNECTING YOUR PORT

VIEWING YOUR NETWORK ANALYTICS

1.

You will now be brought to the **Network Analytics** page where you can view bandwidth utilisation and advanced analytics including jitter, latency and packet loss.
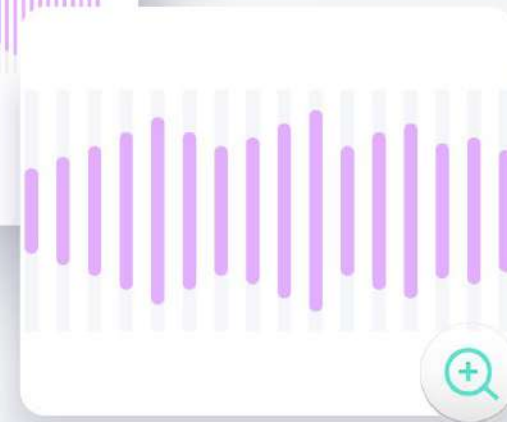
Monitoring

infiny.cloud

Services ⌄

Manage Services

2.

You can view the graph within a certain period. Dragging the mouse across the graph allows you to **zoom** in on a section.

3.

Click on the three line on the top right to **download** the graph as an image or pdf document.

4.

To view other other services, click '**Managed Services**' on the left-hand menu of your dashboard and select the service you would like to manage.

PURCHASING A PORT

CONNECTING YOUR PORT

VIEWING YOUR NETWORK ANALYTICS

YOUR GATEWAY TO THE FUTURE OF NETWORKING

Infiny transforms the way partners connect to the world's digital ecosystem.

Get instant, on-demand access to the networking services you need via a web-based portal, APIs or white-label option. No other platform offers the same global reach combined with unparalleled visibility and control.

For a flexible networking solutions that support your need for fast, secure, direct connection to critical digital services and infrastructure, get started with Infiny today.

Speak with us about your world's connection transformation
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