



# Luxury Automobile Manufacturer Chooses Ribbon for Datacenter Interconnect

## The Customer

A German luxury automobile manufacturer has seen many years of success by staying one step ahead of the competition and staying ahead of the technology curve. They specialize in high-performance sports cars, SUVs and sedans. This means they need to remain well-versed in accelerating technologies.

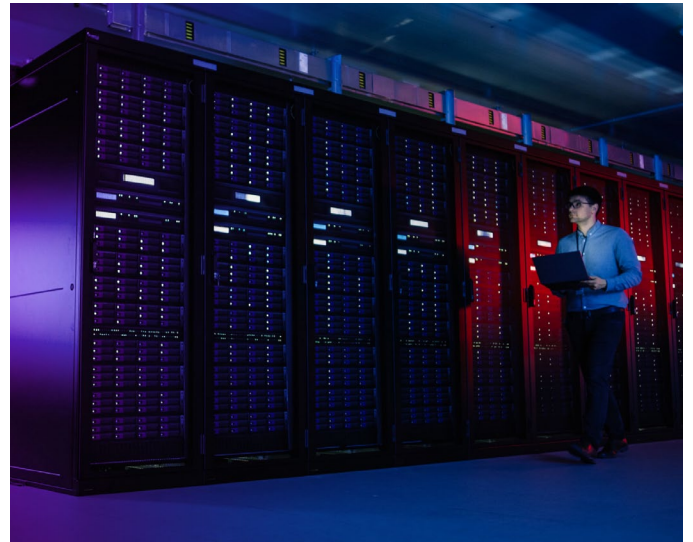
Recently, the customer realized that to continue their innovative and future-looking reputation, they needed to upgrade their legacy network infrastructure. Ribbon worked with the customer, our local partner, and a regional service provider to collaborate, design, and implement a new optical network.

## The Challenge

The customer's legacy network, built over dark fiber, had a useful lifetime but began to show its age. Because the legacy network couldn't keep up with the increased 'need for speed', the customer proactively started to look for a new solution.

The new network would need to function as a data center inter-connection platform and provide low latency, increased bandwidth, and an overall faster network for their global business.

Design and implementation would require close cooperation among the customer, the selected vendor, the integration partner, and service provider. Ribbon was selected as the vendor along with one of Ribbon's regional partners and a local service provider.



## The Solution

Ribbon's longstanding relationship with the partner and the regional carrier ensured the close collaboration needed to quickly design and implement the new network. The trust built on the success the group had seen on previous projects made cooperation with the customer very smooth.

To overcome the original challenge of bandwidth limitations, the customer would need a data center interconnection with several locations and interfaces. The solution was a high-speed packet-optical network to connect multiple data center links over short, medium, or long distances. And in this cloud-centric era, ubiquitous access to a customer's data gives them a critical advantage.

The network design also included geo redundancy, with low latency and multiple route choices to support future expected network expansion.

Ribbon's Apollo portfolio of optical transport and switching platforms served as the foundation for this future-ready network. The solution included DWDM transport, 200G coherent interfaces, and Ribbon's LightPULSE optical fiber monitoring system. The Apollo product line solution provided end to end service encryption for data and cyber threat security. But it didn't stop there.

Lastly, the design incorporated reconfigurable optical add-drop multiplexers (ROADMs) into the solution. ROADMs are widely deployed in service provider networks but often overlooked for enterprise networks. This technology allows for efficient optical signal routing and remote configuration changes. As an essential fiber optic technology, it can be the basis for expanding any network and increasing bandwidth with minimal service intervention.

The final result was a combination of Ribbon products that all worked together seamlessly to create a robust, scalable, and secure network, prepared for today's bandwidth demands, and future growth demands when needed.

### Why Ribbon?

The customer had an aggressive timeline for accomplishing this project. The joint professional service teams from the provider, partner, and Ribbon collaborated closely and implemented the new network in one weekend.

Overall, Ribbon was selected for our all-encompassing product portfolio, beginning-to-end strategy, and implementation methodology. The team planned the new deployment from scratch, implemented quickly, audited the network, and successfully delivered a high bandwidth solution to a completely satisfied customer.