

Q&A with GCX Managing Director, Lorenzo Romano: Leading the Way in Shaping a New Age of Networking Solutions

Over the past 30 years, Global Cloud Xchange (GCX) has proudly played an active role in the transformation of the world's networks and the development of networking solutions, including building the first global Virtual Network.

From the evolution of DSL-WAN's to SD-WAN, and more recently, through to the rise of the Cloud (and the security challenges it has introduced) and the complete transformation of business communication channels – as exemplified by the UK switch-off of the Public Switch Telephone Network (PTSN) in just two years – GCX has been in the driving seat.

Now having seen success within the Corporate Excellence Awards 2023 as Best Digital Network Transformation Firm 2023 – UK, we learn more about how GCX is raising the bar within the industry.

Global Cloud Xchange is an exemplary firm in constant transformation as new technologies – and the new working practices they enable – change the landscape of businesses' networking requirements. Its success is down to innovating around technologies that simplify the customer experience, delivering great usability, and maximising data security. These simple areas of innovation mean that GCX provides an experience that many of the older, larger entrants fail to live up to because they are restricted by legacy technologies, processes, and thinking.

So, how has GCX adapted its solutions to address the evolving challenges of a hybrid working environment?

In the pre-covid world, SD-WAN network technology delivered significant advancements in network transformation, however the continued reliance on this technology is introducing problems in the post-covid world, where many companies have settled into hybrid working environments, which in turn has shifted the challenge to connecting people and devices to applications securely.

This is the environment we're now operating in. In response, GCX saw an opportunity to evolve its network offering by building a 'Zero-Trust-Network' ensuring that the data leaving a device is securely connected to the application end-to-end. Thus, launched GCX's 5th generation of network offering, Global Network Security Experience (GNSX).

Tell us more about GNSX.

GNSX is how GCX is transforming the networking landscape. It is underpinned by SASE, a cutting-edge network and security framework that not only adapts to, but thrives in the face of change and offers the unparalleled network visibility, flexibility, and security enforcement needed for remote workers.

Delivered in partnership with world-leading network security provider, Palo Alto Networks, GNSX goes beyond conventional network performance monitoring, with a Zero Trust solution that keeps businesses protected, regardless of employee location or device used. It can also be used in conjunction with existing SD-WAN implementations, transforming SD-WAN into an access technology with an overlay framework that creates an environment that's flexible, secure, and high-performing.

Whether an organisation uses a private, public, or hybrid network, and regardless of location or device, GNSX seamlessly ensures data security and optimises the performance of its global network. This revolutionary approach ensures that data flows securely, empowering businesses to flourish and compete effectively. Simply put: GNSX redefines the possibilities of data security, visibility, and adaptability, all while optimising price, performance, and the user experience.

Is a single provider of networking solutions the best route to take?

By having a single provider for both network and SASE solutions, IT teams can experience significant advantages. This integrated approach streamlines network management and security, leading to reduced complexity in operations. While the synergy between these components enhances compatibility and results in cost savings.

Additionally, it facilitates the implementation of more consistent policies and configurations across the network, which not only bolsters security, but also ensures better compliance with regulatory requirements and industry standards. This convergence of network and security services not only simplifies IT operations but also paves the way for a more secure and cost-effective infrastructure.

How does GCX navigate the ever-evolving technology landscape to ensure customer-centric innovation?

As a business renowned for its innovation, and as there are many paths that technology might evolve over the next few years, GCX's approach is to remain agile and responsive, and understand how new technologies will add value to its customers. Not only as IT consumers, but as IT leaders who wish to develop technology to enhance the growth and development of their business strategy.

By retaining a core base of skills, resources with a thirst for customer innovation, and dedication to great customer experience and a flexible approach to what is ahead, GCX can meet whatever the new technology trends may throw at it over the next few years.

What effect does this flexible approach have on GCX's company culture? As mentioned, GCX's flexible approach is something it has worked hard to ingrain into the company culture. And it truly sees it is central to its success. With a distributed global workforce, maintaining a single culture can sometimes be a challenge, so the team strips it back to the basics of trust, openness, and honesty.

By always focusing on the principles of customer first and personal ownership, Global Cloud Xchange sees every business opportunity as a chance to step away from the norm, drive customer value via personal ownership and look to delight customers in the process. To nurture this culture across a broad and diverse staff base, inclusivity is rewarded by encouraging and recognising the problem fixers and the progressive thinkers, likewise delivering a range of skills and improvement across both technical disciplines and soft skills. Connecting the dots to the customer first values is core to everything that it does.

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