

# enterprise networking

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NETWORKING

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# GLOBAL CLOUD XCHANGE

## DATA MADE BETTER WITH GLOBAL ZERO-TRUST NETWORKING

By Lester D'Souza

**T**he way businesses deploy networks requires an immediate shift in today's data-centric age. To navigate the complex maze of remote operations, cloud technology, and advanced cyber threats, businesses require a more secure network strategy. A transition to the zero-trust model addresses the omnipresent internal and external challenges. It emphasises constant authentication and verification, ensuring all data accesses, regardless of origin, are equally scrutinised.

Global Cloud Xchange (GCX) is at the forefront of this transition.

With the world's largest private, subsea fibre network and a portfolio of managed services shaping the future of data use, GCX is the digital innovator enabling businesses to optimise their data assets and make them more scalable, secure, and resilient. Central to GCX's suite of managed services is the Global Network Service Experience (GNSX) platform. An innovative global, hybrid public/private Zero Trust network, designed to address the diverse requirements of contemporary enterprises, GNSX synergises networking paradigms with advanced security measures and observability. This includes Secure Access Service Edge (SASE) overlays integrated with a sophisticated suite of AI backed visibility tools. In a market congested with SD-WAN solutions built on legacy MPLS thinking, this new approach positions GCX as a clear market disruptor.

"What sets GNSX apart is the capability to seamlessly integrate into existing infrastructure, eliminating the need for costly and time-consuming hardware replacements," says Lorenzo Romano, managing director, GCX. "Instead, it operates as an overlay, compatible with fixed-line and LTE assets to connect devices to application and ensures cost-effectiveness."

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## WHAT SETS GNSX APART IS THE CAPABILITY TO SEAMLESSLY INTEGRATE INTO EXISTING INFRASTRUCTURE, ELIMINATING THE NEED FOR COSTLY AND TIME-CONSUMING HARDWARE REPLACEMENTS

A case in point is a global circuit board manufacturer that used the GNSX service to facilitate

their workforce working from anywhere on any device, whilst leveraging existing network access to provide flexible and seamless integration with carriers and SaaS vendors alike.

Initially deploying GNSX as a network overlay, GCX delivered savings of over 40 percent from their current solution. A centralised network and security solution also helped them save money on the point security products than what they were previously using.

### Enhancing Data Scalability with High-Performance Transmission

Scalability is embedded in GCX's design framework as it forms a fundamental value for both its network and security engagements. Leveraging its expansive fibre footprint, the GCX Network Division can deliver scalable solutions, ranging from low bandwidth internet access services to multi-terabit systems and dark fibre.

It is redefining what it means to harness data with a focus on visibility and flexibility, ensuring that data is collected, connected, and optimised.

For better data transmission, the GNSX service seamlessly combines public and private networks. This is because public networks, while widely accessible, often struggle to provide consistent bandwidth, uphold stringent security standards, and guarantee quality of service.

These shortcomings become especially evident during real-time analytics, data backups, and interconnecting data centres. By combining the security and consistency of a private network with the accessibility of a public network, GCX offers the best of both worlds with the right blend of high performance and cost-effectiveness. This ensures connectivity remains uniform and guarantees optimal routes for data transmission, ensuring minimum latency.

Beyond essential network monitoring, GNSX offers a granular view of user and application experiences. Clients can observe how their network interacts with platforms like Salesforce and Amazon Web Services on an individual user basis. This deep observability allows network administrators to swiftly pinpoint issues, strategically allocate resources, and continuously refine the network's performance, ensuring optimal user experience and efficient operations.

Another standout facet is GCX's SD-WAN service with a fully centralised cloud management dashboard to maximise network performance and security.

This centralisation streamlines the management process by consolidating all vital functions into one interface, negating the need for separate systems or tools, which reduces administrative overhead and curtails the difficulties of managing disparate platforms, leading to minimised operational expenses.

The design also boosts resource efficiency, especially for organisations with multi-site deployments. This allows for better bandwidth use and delivers a stronger relationship

between available bandwidth and critical applications to guarantee throughput and maintain uptime.

### Fortifying the Digital Frontier with Secure and Resilient Data

The firm's idea of refining data through a zero-trust network signifies a grander vision of enhancing data in every dimension of security, accessibility, and reliability. This is particularly beneficial for multinational organisations with distributed workforces.

Such enterprises typically operate in complex hybrid environments and require seamless and secure connectivity for diverse users. This includes employees who remotely access company data on personal devices as well as IoT-enabled robots on manufacturing floors.

As interactions with various applications increase, vast amounts of data are generated. GCX's network stands as a protective shield for this valuable data and maintains operational integrity.

A global luxury fashion and homewares brand entrusts GCX with delivering high-security links to over 120 of their retail sites in the Far East. This gives their retail stores robust and secure connectivity. The customer also sees value in GCX's capability as a single source partner.

Data breaches present another challenge, causing disruptions in online operations, resulting in lost trading hours, sizable fines, and a negative brand reputation. GCX offers various cybersecurity services, including penetration testing, vulnerability assessments, virtual resources, detection and response solutions, and incident response services. These solutions ensure continuous operations while maintaining customer data privacy and security.

A digital-first approach, reinforced by robust data analytics, positions retailers and manufacturers for greater success. However, this shift necessitates top-notch security, especially across supply chains, given the potential for disruptions from cyber threats. This is where GCX's expertise comes into play.

It provides global data connectivity solutions and integrated contact centre solutions across the supply chain. To reduce the risk of supply chain disruptions from cyber threats, GCX Cyber conducts security audits and provides subsequent professional services for risk mitigation.

In the multifaceted retail sector, businesses navigate challenges ranging from managing physical infrastructures like stores and warehouses to the digital web of APIs and customer data accumulation.

As retailers strive to create personalised shopping experiences through customer personas, seamless and secure data management becomes essential. GCX steps in, offering networking solutions that simplify this landscape and assist retailers in harnessing critical data to develop detailed customer profiles and better understand purchasing behaviours.

### Flexible Networking Solutions for Diverse Enterprise Needs

Every enterprise has a distinct set of needs and a particular operational DNA. Recognising this diversity, GCX offers flexible co-management capabilities with a harmonious blend of autonomy and support.

While some customers possess the in-house capability to self-manage their SD-WAN infrastructure, others prefer services to fully outsource to an expert service provider. GCX's Managed Networks portfolio caters to both these needs, offering a fully managed SD-WAN service and pre-packaged service elements for those considering a mix of DIY and outsourced networking. It works with diverse SD-WAN equipment manufacturers and carriers to deliver solutions that meet customer security and networking needs across a global footprint.

GCX's offerings are built around the core principle of flexibility, with rapid deployment options based on 4G or 5G coverage to support new site requirements. Its bandwidth and connectivity services stand out, ensuring businesses have the ability to adapt quickly to changing needs, a vital capability in the fast-paced retail world.

In the face of potential disruptions or in-store profit and loss situations, retailers can modify their stores at a moment's notice with the flexible commercial solutions provided. The services help maintain diverse connectivity to retail outlets, keeping them operational, as any downtime can lead to substantial revenue loss.

For instance, a major global toy manufacturer utilises GCX's network underlay service to deliver secure global connectivity to their retail sites. This underlay facilitates their SD-WAN overlay, which they manage and develop in-house.

"Experience with globally recognised retail brands keeps providing us a deep understanding to help retail clients improve their efficiency and become smarter while offering flexibility that allows them to be agile in opening up new markets," says Jonathan Wright, head of products and operations, Global Cloud Xchange.

Notably, there is a significant reliance on GCX for expansion into new regions Asia is a primary focus, as high-



end luxury brands have seen substantial growth in this region, necessitating fast and reliable enablement services that maintain quality and reliability.

### **The Vision of ‘Data Made Together’**

When GCX engages with clients, it makes sure to align the proposals with the client’s objectives. Through active listening, it gains insights into the goals the clients aim to achieve. Solutions are then designed to ensure clients fully comprehend the advantages and disadvantages of each offering in relation to the set targets.

Considering how effective communication tools have become indispensable for internal and external interactions, GCX brings forth UC Connect to provide an essential solution.

A versatile, cloud-hosted voice platform, UC Connect seamlessly integrates with widely-used applications like Microsoft Teams and Zoom, offering a secure and reliable channel for global communications. This synergistic integration eliminates the need for businesses to oscillate between disparate platforms or forego existing technological investments. Employees can engage in voice calls, participate in conferences, and hold team meetings, all within an environment they are already accustomed to.

The result is not only an uptick in productivity but a substantial reduction in training time, eliminating the need to familiarise teams with new software ecosystems.

At its core, UC Connect streamlines a company’s communication framework. Businesses can declutter and centralise their communication infrastructure by relocating an entire private branch exchange system to the cloud. This process reduces physical hardware reliance and maintenance challenges and paves the way for an effortlessly scalable communication solution, accommodating growth and expansion without massive overhauls.

### **Leading Ahead with Customer-Centric Growth**

GCX has a rich history, starting 30 years ago when it emerged as an innovative player in the market. It successfully demonstrated its capability to design solutions that appealed to large and midsize multinational organisations, some of which remain clients to this day.

That pedigree of disruption and innovation is still central to its ethos. It is constantly looking to offer robust alternatives to Tier 1 providers, especially for clients seeking greater agility and flexibility. It takes a proactive approach to growth by engaging directly with customers and analysts, studying market trends, and building solutions backed by service-level agreements.

With a proven track record of guiding customers through network transformation, GCX ensures they get the best service and performance and realise a substantial ROI. As part of its heritage, it continuously seeks ways to enhance customer experience and performance while delivering cost savings.

Noteworthy milestones in GCX’s journey include developing the first pan-European DSL WAN, in 2003, and



**EXPERIENCE WITH GLOBALLY RECOGNISED RETAIL BRANDS HAS PROVIDED US A DEEP UNDERSTANDING TO HELP RETAIL CLIENTS IMPROVE THEIR EFFICIENCY AND BECOME SMARTER WHILE OFFERING FLEXIBILITY THAT ALLOWS THEM TO BE AGILE IN OPENING UP NEW MARKETS**

demonstrating the capacity to lead in the networking space. The company is now moving faster than ever with its clients, jointly pushing the boundaries of technology to new heights and fostering an environment of continuous development and innovation.

This symbiotic relationship not only pays homage to its shared history, it paves the way for future progress together. With secure solutions that meet the demands of flexibility and agility, GCX is witnessing a positive growth trajectory and a rapidly expanding client base with increased growth rates. **en**