



## Evocative Enhances Californian Network and Services with Transmode Installation

*Californian network company Evocative has improved its performance and growth potential with an installation of equipment from Transmode*



Californian network and services company Evocative has improved its network and quality of services following an installation of equipment from Transmode, a leading provider of optical networking solutions.

Evocative provides primarily co-location and managed services across the state, and provides fiber-to-the-office/premises (FTTx) services in the city of Emeryville, Ca., in which it is based.

The network company has recently improved its quality of service and reach following a significant installation of equipment from Transmode, a leading provider of optical networking solutions. Evocative is also planning a further extension of services based on a second order of Transmode's equipment to support additional 1G and 10G channels.

Evocative has access rights to dark fiber from its Emeryville Data Center to the carrier hotel in San Francisco, through the San Francisco Peninsula, Santa Clara and into San Jose. The company's development plan was to create a POP in San Francisco, and then light segments by POP'ing the other facilities on the path in stages.

Evocative's headquarters is lit by three "Tier-1" providers, but customers were requesting specific providers and lower-cost bandwidth. Patrick Rigney, Evocative's CEO/CTO said, "We were planning to use separate wavelengths for traffic from different carriers, as well as point-to-point circuits between our Emeryville facility and the other facilities we lit."

Rigney first learned about Transmode and the potential of its WDM solutions when it was recommended to him during a discussion he had with the North American Network Operators Group (NANOG). "Transmode's equipment immediately exceeded our expectations. Once we powered it up and got into the management interface, we knew that the quality and attention to detail permeated the product. The management software was straightforward to use and understand without training."

Shortly after installing the new equipment in early 2008, one of Evocative's high-bandwidth FTTO (office) customers announced it had saturated its first 1G link, so the newly available option of the additional lambdas immediately allowed Evocative to balance traffic and boost the available bandwidth.

"This has created a whole new line of business for us, because we are able to provide either our own bandwidth product to our FTTO customers, or offer them dedicated 1G and 10G links to carriers of their choosing," Rigney added. "Carrying multiple circuits as lambdas on the link allows us save significantly on local loop charges, so the redundancy and capacity of our own product has gone up considerably, while cost has gone down."

During the implementation, it only took about two weeks to get all of the equipment installed on the first segment and cut over. Evocative believes that future such developments could be configured – and a new node lit – in a matter of hours.

# Case study

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### WDM benefits

WDM has benefited both Evocative's co-location business and its FTTO/FTTx business. On the co-location side, the increased capacity of the company's fiber rights has given it access to multiple carriers that would otherwise have been costly to reach.

"Our FTTO/FTTP customers benefit from the reduced bandwidth costs and increased capacity as well, but also benefit from the option of choosing dedicated circuits with carriers of their choosing," said Rigney. "As we continue our implementation, we'll add POPs at the carrier-neutral facilities along our right of way, which will give us the ability offer our bandwidth products and managed services, such as backup and storage, in those facilities."

Johan Hammarström, Transmode's Regional Sales Director North America, added, "Transmode is pleased to be the key supplier and adviser for Evocative's expansion in the Californian marketplace. This growth is validation of both Evocative's business model and of Transmode as their optical networking supplier. With our dedicated North American team and our characteristic consultative sales approach we are in a very strong position to meet the needs of growing US and Canadian communications companies.

### About Evocative

Evocative was founded in 1996 with the simple purpose of making websites work better by placing the landscape of complex, disparate Internet technologies within the grasp of almost any business. Since then, Evocative has served hundreds of clients of all sizes with demanding requirements for real-world, mission-critical applications. Evocative's focus on strong engineering skills supported by sensible discipline and process allows us to help customers create stable, lasting foundations for their businesses.

For additional information about Evocative, please visit [www.evocative.com](http://www.evocative.com)

### About Transmode

Transmode is a leading provider of optical networking solutions for transport of data, voice and video traffic, based on WDM-technology (Wavelength Division Multiplexing).

Our customer base consists of more than 200 network operators, service providers, large enterprises and public institutions across Europe, the Americas and Asia.

Transmode's comprehensive product portfolio and strong global organization enable our customers to cost efficiently grow the capacity and to improve service level of their regional, metro and metro access networks, without compromising on functionality.

For more information about Transmode, please visit <http://www.transmode.com>