

Ultra-High Speed Data expands customer data business

Complete infrastructure upgrade allows for richer, deeper data collection across more markets

A data aggregator, which collects and analyzes customer information, saw the opportunity to expand their winning business formula into one of the country's most lucrative markets.

But first, their network connectivity needed a substantial boost in capacity and reach. To collect vast amounts of data, internet access was required that was both seamless and scalable, able to manage work projects requiring many terabytes of capacity apiece. They also needed to host projects in the cloud, both to safely store work and to share it with clients and colleagues.

To get this done, the IT director reached out to Spectrum Enterprise, their longtime supplier of high performance fiber connectivity.

Working in close collaboration with the in-house IT staff, Spectrum Enterprise installed a network solution designed to provide holistic, secure oversight. Today the data aggregator uses this expanded capacity to embrace new market opportunities.

Expanding the flow of data

Today's business world increasingly relies on data-driven intelligence to gather and harvest actionable insights. Collecting vast troves of metadata, data aggregators build algorithmic models to define market

trends and behaviors which can then be converted into valuable retail intelligence.

For the data aggregator in question, keeping up their level of success required a robust investment in connectivity to better capture and process the flow of data that feeds their algorithmic models. To deliver this data, they counted on reliable, high-speed [Dedicated Fiber Internet \(DFI\)](#). Over time, they came to count on it more and more.

"Just about every two years, they would double the capacity of their Dedicated Fiber Internet to their data center," recalls Nick Maurer, Enterprise Account Manager, Spectrum Enterprise. "Being they were my account, these were conversations I always looked forward to, not least because it showed what a terrific job fiber was doing for them."

Dedicated Fiber Internet (DFI) circuits are designed so they can be easily upgraded to manage more capacity. This ability to expand data throughput quickly would soon prove highly beneficial.

As the aggregator's business grew, so did their aspirations to take on new and larger markets. One, in particular, was a good fit for their microanalytical approach to data,



As a data aggregator's business grew, so did their need to scale up work capacity using fiber internet. The Ultra-High Speed Data capacity of Spectrum Enterprise solutions was the answer.

Client profile

Company

Data aggregator

Industry

Professional Services

Services

Dedicated Fiber Internet (DFI)
Enterprise Network Edge
Cloud Connect

Overview

- A successful data aggregator was planning to extend their business into a sector new to them, worth hundreds of billions of dollars. They needed to expand their infrastructure capacity to deliver the same level of high-quality information to a broader array of new clients.
- Spectrum Enterprise installed highly scalable fiber connectivity with the capability to deliver Ultra-High Speed Data. This gives the data aggregator ample bandwidth to take on their ever-evolving business goals.

Outcomes

- To better handle the higher demands of new markets and a growing clientele, the aggregator built out its infrastructure to leverage the cloud. This allows for collecting and analyzing greater amounts of data and for sharing proprietary information with clients. Cloud Connect was installed by Spectrum Enterprise to augment existing connectivity.
- Being able to manage voluminous levels of data throughput requires a network built around reliability and security. To that end, Spectrum Enterprise set up Enterprise Network Edge to allow greater control across its enterprise.

Why it matters

- Network solutions enhanced with Ultra-High Speed Data capability have exponentially increased the aggregator's capacity to glean data and capture vital trends. They are now ready to extend their analytical expertise into new markets.
- Running at a higher level of security and efficiency allows the aggregator to tackle more ambitious projects and employ talent from beyond their central office location.



As a managed services partner, Spectrum Enterprise regularly services and updates the data aggregator's network to ensure it carries a steady and secure flow of information.

but the scale of that market was daunting. Taking a comprehensive approach would require many more data sets to collect, more buyer behaviors to extract and more value to glean and track.

To deliver the same high-value insights to these new clients, Maurer recommended the intelligence enterprise ramp up their Dedicated Fiber Internet circuits to accommodate their [ultra-high speed data](#) needs.

"It's not abnormal for them to work in terabytes," Maurer says. "The data throughput they work with is like an eight-lane interstate at times. Some of their clients are small; others are massive. All want data-backed analysis, and they want it fast. For that, Ultra-High Speed Data gives them the capacity they need and more."

A big job made seamless

Moving data across the internet was one critical need. Another need is taking that data away from the internet and securely channeling it into cloud applications available exclusively to them and selected partners. Once there, proprietary analysis and modeling can be done.

For that, they needed speed and reliability, as well as the right levels of security and control.

The answer presented by Spectrum Enterprise to best leverage the cloud was to pair an existing Ethernet connection with [Cloud Connect](#).

"The Cloud Connect circuit we set up needed to be huge to manage the data load coming off the internet," explains Eric George, Sales Engineer, Spectrum Enterprise. "They work with so much data, and with so many high-value clients, that they can't afford to ever have bottlenecks in their network."

"Having the ability to transport data at ultra-high speeds made a night-and-day difference in how the aggregator now operates. Collecting more data at faster speeds across a wide variety of verticals makes their workflow more efficient and their overall business more valuable."

- Nick Maurer, Enterprise Account Manager, Spectrum Enterprise



Connectivity to cloud services helps the data aggregator do more with the information they collect. So does the overarching control of Enterprise Network Edge.

Being able to offload that data to their cloud platform immediately with Cloud Connect made them very happy.”

The final piece was giving the aggregator the power to fully control their augmented infrastructure, allowing them to establish a secure and scalable way to do business. They needed a platform that reduced the complexity of their IT without compromising any of its newfound capacity or flexibility. Maurer recommended inclusive and expandable [Enterprise Network Edge \(ENE\)](#).

Replacing seven-year-old network gear with up-to-date Fortinet firewall and switches was critical, George says. The network needed to be more reliable, and better equipped to oversee the dissemination of data. High capacity ENE accesses secure, high-speed throughput that enhances the cloud experience, allows applications to run faster and unlocks the full potential of cloud environments.

“They were extremely impressed with both the solution and the

design,” George notes. “They had been dealing with slowdowns from the size of their data loads and the resulting congestion, and realized the immediate benefit of having such a robust Fortinet firewall backed with 24/7/365 support.”

Installing ENE was done carefully and in phases. This was both to minimize disruption to a highly active business and to allow for adjustments along the way. As the platform was set up, the aggregator began to realize the full extent of what ENE could do for their business and their clientele.

“I know the client was very happy with us at the end of the process, in terms of the success of the implementation overall and what it did for their business, and also in our engagement level throughout the process. We made it all much easier for them than they expected.”

- Nick Maurer, Enterprise Account Manager, Spectrum Enterprise

“The way we put it together allowed the customer to say ‘Could we do it that way?’ at every turn,” Maurer explains. “I think they really felt we understood how the implementation process was impacting their business.”

Here for today and tomorrow

The data aggregator had been frustrated in the past with technology companies who sold them services and then all but disappeared after the sale. Maurer reiterated that as a committed technology partner, Spectrum Enterprise sticks around for the whole journey.

“They realize they’ve got a fully lab-tested, engineered solution designed for high availability,” Maurer explains. “But they also have co-management. Today IT people can go on vacation, or stay home sick, and ask us to make a change on the firewall. Or, with the ENE dashboard, they can do it themselves from home.”

Maurer calls ENE “an extension of the IT group” for the way it boosts capacity and allows the establishment of virtual private networks. This enables both contractor support and long-distance conferences with clients. Another capability is being able to call on Spectrum Enterprise to resolve any issues or concerns.

During implementation, Maurer and his team worked long and carefully to make sure the aggregator’s unique needs and sensitivities were being addressed. As part of the ENE implementation, some 400 stringent rules mandated by the implementation of the new Fortinet firewall needed to be processed. A Spectrum Enterprise technician worked diligently to ensure each of these was fully addressed.

“Anytime there was a request or a question about the process, we responded quickly, whether it was the implementation or the follow-

through,” Maurer notes. “It’s not just about technology; it’s the relationship itself we value.”

Richer data means more opportunities

Leveraging the capability of their ultra-high speed network, the data aggregator has extended its successful algorithmic aggregation model in the new industry, and enthusiastically pursues further expansion opportunities. Workflow has more than doubled; just as important, a future can be mapped out on the basis of external opportunities, not internal capacity.

All the while, the ENE network has given them centralized control of a fast-spreading operation.

“They have been very happy with how everything has gone,” Maurer says. “With the total success of their growth strategy, they definitely want to expand further. The scalable technology of Spectrum Enterprise allows for exactly that.”

Other advantages for the client are budgetary. Whether the service is ultra-high speed data, ENE or Cloud Connect, all costs are handled on a monthly basis, as a manageable operating expense. Not only is there is no upfront capital cost to work around, but the aggregator enjoys 24/7/365 support as well as any needed updates and repairs included in their contract. This had been a key attraction with the initial Dedicated Fiber Internet relationship, too.

The cost of moving data and managing cloud egress fees are also substantially reduced when sending it via Cloud Connect. And because Cloud Connect offers a private connection to cloud service providers, they are highly secure means for transmitting sensitive data versus sending it over the internet.



Having a partner to count on wherever the future takes you is important. Spectrum Enterprise is committed to ensuring its clients are supported every step of the way.

“At the root of everything is having that security to do more,” Maurer adds. “They really like the security aspect of ENE because they have people writing code for them all over the world. Some are going into local developmental clusters, and others into the cloud. But having that control means they can grow their operations and their capacity while always retaining vital IT oversight.”

“Being a true technology partner gives us at Spectrum Enterprise insight to understand our clients’ needs, both where they are and where they need to go.”

– Nick Maurer, Enterprise Account Manager, Spectrum Enterprise

About Spectrum Enterprise

Spectrum Enterprise, a part of Charter Communications, Inc., is a national provider of scalable, fiber technology solutions serving many of America’s largest businesses and communications service providers. The broad Spectrum Enterprise portfolio includes **networking and managed services solutions: Internet access, Ethernet access and networks, Voice and TV solutions.** The Spectrum Enterprise team of experts works closely with clients to achieve greater business success by providing solutions designed to meet their evolving needs. For more information, visit enterprise.spectrum.com.

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