



Problem

There is an understandable reluctance to exchange sensitive data and services over the public internet. This can expose both companies if either has a breach. In addition, the costs of MPLS connections are the same for B2B, with most businesses being too far apart.



Solution

Leverage your edge node as a “meet me” place for digital business. Invite key partners into your edge node in order to cross connect (or agree on establishing a mutually beneficial edge location). The benefits of your edge node compound beyond cloud ecosystem access when digital business ecosystem partners are also in the same edge node location. Establish direct, secure connections (intra-colocation) as needed to extend a private LAN to business partners. Your digital exchange runs on secure, dedicated, low-latency bandwidth, removing the barriers to expand the ecosystem and seize business opportunities. This can be done in any and/or all of the global metros and markets where you and your business partners have an edge presence.



Constraints

1. The same constraints of MPLS apply to B2B connections. The bandwidth is expensive and latency reduces the throughput.
2. Insecure internet connections inhibit ecosystem growth and are a barrier to entry. Digital ecosystems are a big target, and prize, for cyber criminals.
3. Provisioning direct connections can take time, and they are difficult to change as business requirements change.
4. Lack of viable connectivity inhibits an ability to expand into markets safely and profitably. This can be disadvantageous and detrimental to business.
5. Need to easily connect with partners to seize business moments and opportunities before they pass. Current architectures aren't designed to do so.



Steps

1. You selected your edge node based on business intersection advantages (in Step 1).
2. Similar to cloud interconnection, now you simply implement a cross connect between your two edge nodes within the same location for low-cost, high-speed interconnection.
3. As ecosystems evolve, SDN capabilities can also be applied (by a neutral provider) to facilitate many-to-many connections even more effectively at finer granularity than a dedicated cross connect. These are called exchanges.
4. The ecosystem should encourage more participants in order to amplify the benefits and business capabilities available.
5. This is similar to how financial services exchanges achieve such large digital business scale cost-effectively.



Forces

- Digital business is driving companies to interweave business processes, resulting in increases in the exchange of digital services and data.
- The digital economy is based on the strength of ecosystems, not individuals.
- As business processes become digitized, business and technology juxtapose. This means the rate of business change is as fast as technology change.
- Companies need to leverage ecosystems in order to maintain competitive advantage or risk falling behind and becoming immaterial in the digital economy.
- This is driving the increasing need to form dynamic, secure, direct B2B connections cost-effectively.



Results

- Dedicated private connectivity to business partners with nearly unlimited cost-effective bandwidth.
- Acts as a keystone and foundation for higher level security, data and application (B2B) challenges.
- You have implemented proven practices similar to how financial services exchanges achieve such large digital business scale cost-effectively. This model is now being extended to clouds and other business ecosystems.
- Establish simplified compliance transparency around how data and communications are being secured and protected.
- Business is being conducted in private with reduced cyberthreat and SLA exposure.



Reference View

