INFINIDAT

iBASIS improves customer service and enables IoT expansion with Infinidat's InfiniBox®

iBASIS is the world's third largest wholesale voice operator, enabling telecommunications and digital providers worldwide to improve performance and achieve digital transformation in the $40B international voice, data, and mobile carrier market. With $1B+ in annual revenues, iBASIS employs a staff of 300 professionals located in 18 offices across the world, serving more than 1,000 corporate customers globally— including many of the world's largest carriers, mobile operators, and emerging digital service providers. The iBASIS Network includes an international VoIP network with points of presence in over 100 countries. The company developed its own monitoring and route quality management systems to identify a suitable route for every call.

"Infinidat's storage has eased the strain on our systems, allowing us to provide better service to our customers. With greatly improved response times and the simplicity of the system operation, we have been able to deploy our resources to more productive IT activities."

Mano Haran
Senior Director of IT
iBASIS

UPGRADING STORAGE TO IMPROVE PERFORMANCE

Headquartered in Lexington, MA, iBASIS engaged Mainline Information Systems, a well-known Infinidat channel partner, to help define current and future needs related to performance challenges and a pair of internal applications. The company deployed two Infinidat storage systems, installing the InfiniBox 2230 in its Rotterdam office to facilitate a move to an upgraded call-routing application, and the InfiniBox 4230 in its corporate headquarters to provide storage capacity for the company's expansion into the IoT market. These systems replaced the former storage arrays to increase capacity, improving performance and enabling an important business expansion.

The Rotterdam upgrade replaced a storage array installed in 2014 to serve a single instance of an Oracle database. Over time, iBASIS added other virtual machines and applications, putting more strain on the storage system. In mid-2017, iBASIS deployed a "Dynamic Routing" application to enable real-time call routing. The company started migrating traffic from its legacy Ericsson switches to the new virtual switches as part of the Dynamic Routing implementation. In September 2018, iBASIS halted that migration due to performance issues that caused latency in the response time, which led to signal/broadcast storms, resulting in failed calls, dropped calls, and poor call quality.

According to international telecom research firm TeleGeography, **iBASIS is one of the three largest carriers of international voice traffic in the world**, handling a volume roughly equal to AT&T's international voice traffic.

ACHIEVING IMMEDIATE PERFORMANCE IMPROVEMENT

To overcome throughput problems, improve its service to customers, and bolster storage performance, iBASIS deployed the InfiniBox 2230 storage system in its Rotterdam office. This move to an upgraded, enterprise storage system paid off immediately, cutting response times from 5ms to 0.5ms, eliminating poor connectivity issues, and restoring expected service levels. With the new InfiniBox installed, the improved throughput allowed iBASIS to continue with its Rotterdam migration off Ericsson switches. That migration is expected to conclude in 2019.

ENABLING GROWTH AND MARKET EXPANSION

In addition to experiencing continued growth as a market-leading wholesale voice operator, iBASIS is rapidly expanding into the IoT market. To facilitate this growth and expansion, IT leadership upgraded to the InfiniBox 4230 in its Lexington headquarters. This upgrade accommodates the company's growing data storage needs and improves the overall performance of mission-critical applications.

THE iBASIS-INFINIDAT PARTNERSHIP

With the InfiniBox 2230 and 4230, iBASIS improved storage performance and reliability while lowering storage-related costs. The InfiniBox enterprise storage system delivers unprecedented performance for the most demanding workloads in enterprise data centers. With InfiniBox, enterprise IT organizations and managed service providers can exceed their service-level objectives, while radically lowering the cost and complexity of their storage operations.

To learn more about how Infinidat can help your organization scale to win, visit Infinidat.com.

"The Infinibox platform provides incredibly fast performance, availability, and economics on a petabyte scale, helping customers like iBASIS tackle mission critical, demanding workloads. As iBASIS expands into the IoT market, they will be well positioned with InfiniBox to facilitate the anticipated growth."

Bob Elliott
VP of Storage Sales
Mainline Information Systems

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