

Console Connect Case Study

# ASE & ActivePort Orchestration Software

Transforming carrier interconnection  
through automated network technology



CONNECTING NETWORKS, CLOUDS & BUSINESSES

# Overview of ASE & ActivePort

[ASE](#) is one of Australia's top-10 most trusted data management providers and offers customised, data centric services to organisations of all sizes and across all sectors. Founded in 2000, the company provides technological solutions and native connectivity, designed to make digital performance of data and its management; more efficient, deliver greater value and help meet future demand.

In 2018, ASE entered into a partnership with [ActivePort](#) to deploy its intelligent automated self-provisioning platform which fully orchestrates the ASE global network; both internally and to key API partners. Much like the Console Connect platform, ActivePort uses SDN agility and functionality to enable real-time, self-provisioning network services through its portal.

ASE's core network is fully automated with the ActivePort software which also allows ASE to integrate its key API partners into its own platform.

## Summary

ASE was looking for a wholesale partner that could not only provide truly global reach, but could also seamlessly connect with ActivePort's intelligent automated self-provisioning platform and extend its ability to orchestrate the network.

# Challenge

ASE supports the requirements of an increasingly global customer base, who are looking for better ways to manage their data workflows across flexible, reliable and secure connectivity to the cloud ecosystem from across many and varied geographic locations.

To keep up with this growing demand, ASE needed access to a truly global network that could quickly and easily reach all major clouds across a SaaS delivery model, as well as directly connect to a large network of data centres.

But it needed to do this without losing any of the automation functionality that its customers were already experiencing through the ActivePort-enabled portal.

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# Solution

Only [Console Connect's](#) industry-first [Wholesale NNI](#) solution could provide ASE with access to a global network on-demand through a real-time, reseller carrier platform, which can be fully integrated via [API](#). The solution enables ASE to order international bandwidth between multi-country PoPs, while at the same providing its enterprise customers with the ability to instantly provision connections to their [clouds](#).

Earlier this year, ASE used the Console Connect platform to interconnect with the [PCCW Global](#) Network in Los Angeles, London and Sydney.

By establishing NNI ports at these three locations, ASE gained access to over 350 data centres in around 45 countries, which are available through PCCW Global's MPLS network. PCCW Global owns and manages one of the most diverse global fibre networks in the world that connects cities across Asia, Australasia, Africa, the Middle East, Europe and the Americas.

On behalf of ASE, the ActivePort Orchestration Software and Console Connect platforms were able to integrate seamlessly together using an API. The API allows the SDN architectures of ASE and PCCW Global's networks to interact with one another in near real-time. By doing this, Console Connect and ActivePort are able to provide ASE with orchestrated on-demand services over fully automated and interconnected networks.

**The solution enables ASE to order international bandwidth between multi-country PoPs, while at the same providing its enterprise customers with the ability to instantly provision connections to their clouds. A FLUID approach to innovative networking.**

# Results

ASE customers can now instantly provision services across the PCCW Global Network using the ActivePort-enabled orchestration software, which fully automates the ASE global network.

Using a web portal, ASE customers are able to create connections between the Console Connect NNI ports and any other ports on the Console Connect fabric instantly via an API. The same API also enables all billing to be automatically provisioned between the two platforms so ASE customers can continue to see pricing in real-time.

Meanwhile, the underlying PCCW Global transmission and IP network enables ASE to deliver significant economies of scale, high-speed performance and assured quality of service and pay for bandwidth needs on a pay-as-you-go environment.

“This partnership really demonstrates the power and ease of automated network technology and diverse partner ecosystems,” says Grant Farrow, Chief Operating Officer and Managing Director at ActivePort. “By bringing together the Console Connect and ActivePort’s software platforms through an API, ASE customers can enjoy the same features and on-demand services that they are used to accessing on our portal across the entire PCCW Global Network.”

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*Grant Farrow,  
Chief Operating Officer and  
Managing Director at ActivePort*

# Outcomes

ASE is able to offer its customers an end-to-end service that goes from “edge to core to cloud”, leveraging a network that is managed by ActivePort and supported by Console Connect and PCCW Global.

“Today we are helping our customers manage their data wherever it maybe - in any cloud or at any location. Access to the PCCW Global Network is really helping us keep-up with that demand,” explains ASE CEO Andrew Sjoquist.

“Together, the ActivePort and Console Connect platforms support the orchestration of all our APIs and end-user equipment. This enables us to offer an end-to-end service all the way from the customer’s premise through the network core into the cloud.”

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*Andrew Sjoquist,  
CEO, ASE*

# Connecting Networks, Clouds and Businesses

Console Connect is a Software-Defined Interconnection® platform that makes connecting to cloud-based, business-critical applications simple, predictable and secure. Backed by PCCW Global, one of the world's leading telecommunications groups with an uncontended global MPLS network spanning 150 countries, Console Connect allows you to create direct and private connections in just a few clicks. The intuitive platform includes all the tools needed to dial bandwidth up or down on-demand and view utilization and connection performance; no more lengthy contracts and long set up times.

## Office Locations

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