



Committing to the Americas

TeliaSonera International Carrier (TSIC) has established a strong base in North America since the 1990s and it remains the only non-American carrier to own a fibre network in the region.

IT HAS BEEN A WIDELY HELD PERCEPTION in the wholesale telecoms market that TSIC is primarily a European carrier. But, with an extensive operation in North America, there is a bigger drive than ever by the company to build on its solid base and establish itself as a competitive and major player in the US and Canada.

Achieving this shouldn't be difficult considering the company's reach in the region. TSIC is presently the only non-American carrier that owns a nationwide fibre network in the US and according to internet intelligence authority Renesys, it is one of the largest and fastest growing Tier 1 carriers in the region.

The company first established its North American presence in 1996, and in February 1998 it was one of the first operators in 111 8th Avenue in New York – now one of the world's busiest network interconnection points. In 2000 TSIC expanded its presence at this strategically important location creating a 30,000 sq ft co-location facility, which illustrates just one of the company's many investments in the last two decades.

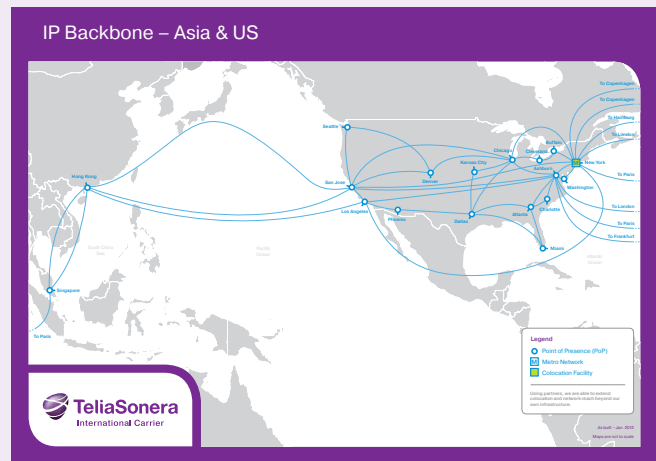
"Our presence in North America has grown significantly over the past few years," Ivo Pascucci, regional director for the Americas, points out. "We have been doubling our US business volume for two consecutive years, and those suggesting we are purely European just have to look at the Renesys rankings of our network in Canada and the US to show that it is a misconception."

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Ivo Pascucci, regional director - Americas,
Teliasonera International Carrier

Art Kazmierczak, director of business development in the Americas, has been largely charged with building up the company's North American presence. He explains that the tremendous growth over the past three years was achieved through additional investment and strategic decisions. "We are now actively identifying and acquiring fibre infrastructure to allow us to enhance reliability and diversity in our network while maintaining the scalability and quality our customers require," he says. "We also continue to deepen our network reach to meet our customers' demands for commercially competitive access to our services throughout the Americas region."

Presently, the company has 35 PoPs across 23 cities in the US, in all international gateway locations, offering 100Gb, 10Gb and



2.5Gb wavelengths. "We have a commitment to be recognised as truly international in the wholesale space," says Pascucci. "Our infrastructure in the region means we can compete in terms of scale and service quality with even the larger US players."

In addition to working with carriers and operators, TSIC is committed to enhancing the vertical sectors in the US and provides a platform for online gaming, content and cloud service providers. "We have an established loyal customer base featuring some of the biggest industry names, including most of the largest social networks, search engines, online gaming, E-commerce and CDN operators," adds Kazmierczak.

Despite its recent success in the region, establishing an increasingly strong presence will not come without challenges. TSIC has indicated its projections for further growth, and Kazmierczak outlines the company's commitment to network enhancements in order to achieve that. "We carefully select our fibre infrastructure to provide physical diversity, optimal latency and quality. This includes access to new regions as well as metro access to the many high-density co-location facilities required by today's large content, cloud computing and IaaS providers. Working with these companies goes hand in hand with our vision to enable innovation throughout society at the speed of fibre," he concludes.

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