EQUINIX CUSTOMER CASE STUDY

EQUINIX & SEABORN CONNECT CONTINENTS

Seaborn

Submarine cable company leverages Platform Equinix™ and builds the first high-capacity submarine cable system between U.S. and Brazilian commercial and financial centers

"We wanted to reach the most customers possible and open up new opportunities for them and our business anywhere we wanted to go. Equinix was the clear choice."

- Andy Bax, Chief Operating Officer, Seaborn Networks

Business results

- Built the first and longest high-capacity submarine cable system between Brazil and the U.S. (6,650 miles/72 terabytes)

- Implemented fast, direct 100 GB end-to-end interconnection to dense digital business ecosystems

- Achieved the lowest end-to-end latency carrier-class route POP-to-POP between New Jersey/New York and São Paulo (106.62ms roundtrip)

- Attained the lowest latency proprietary Unbundled Local Loop (ULL) route POP-to-POP between New Jersey/New York and São Paulo (105.16ms)

- Established numerous cable interconnection POPs in the São Paulo and New York metros, providing the easiest access to the greatest number of customers

Executive overview

Seaborn Networks develops and operates submarine fiber optic cable systems and pioneered the carrier-neutral, "pay-as-you-grow" business model. Its mission is to offer maximum flexibility for network service providers on fast and resilient high-quality subsea cable routes. Seaborn's new Seabras-1 cable is the first direct point of presence (POP) cable route between U.S. and Brazilian commercial and financial centers, and it terminates within Equinix International Business Exchange™ (IBX®) data centers in the interconnection-dense New York and São Paulo markets.

Partnering with Equinix gave Seaborn the expansive global footprint it needed to easily connect customers to Seabras-1 and directly connect them to the digital ecosystems required for innovation and growth. It also gave Seaborn a partner that strongly supports its commitment to carrier-neutrality and its ambitions for global expansion.

Business challenges

Analysts call the massive, cloud-fueled demand for new and updated subsea cable systems a "race to the bottom of the ocean," and Seaborn Networks saw a huge opportunity in this digital disruption. It pioneered a new model for its topology that brought underground backhaul and metro fiber in Brazil from Seaborn's landing station directly inside the Equinix São Paulo data centers. These facilities house thriving ecosystems full of the types of customers to which the operator needed to connect, including network and financial service providers.

And as the industry's first carrier-neutral provider of wholesale, pay-as-you-go subsea cable capacity services, Seaborn wanted a colocation provider that backed its vendor independence and had the global reach to deliver interconnection solutions wherever Seaborn and its customers needed it—now and in the future.

Solution

Seaborn first needed to determine which markets would be best served by a new subsea cable route. It was soon apparent that a Brazil-U.S. route was the most beneficial option for Seaborn and its service provider customers. The absence of any developer-owner-operator model for a route between the two countries and the lack of a direct POP-to-POP route between the U.S. and Brazil created a wide-open opportunity for Seaborn.

A key growth market for Seaborn is financial services, so it planned its cable landings for New York and São Paulo. Both metros are economic centers where Equinix hosts essential financial services ecosystems, as well as a range of other digital and business ecosystems. This was a huge advantage for Seaborn's customers, who could directly connect to a variety of digital services, business partners and customers with the lowest possible latency and the highest quality user experience.

EQUINIX

WHERE OPPORTUNITY CONNECTS

Equinix.com

Locating in São Paulo and New York with Equinix also helped Seaborn better meet its goal of offering easy access to its cable because Equinix runs multiple interconnected data centers in each metro. That gave Seaborn's customers the convenience of several places where they could connect to Seabras-1.

The carrier-neutrality of both Equinix and Seaborn enables connectivity to Seabras-1 for numerous network service providers and more competitive pricing via a usage-based access model. These benefits combine to make Equinix the clear choice to be Seaborn's colocation provider for the Seabras-1 project. Today, Seabras-1 interconnects New York and São Paulo inside Equinix data centers over low-latency, dark fiber connections with 100 gigabit Ethernet speeds and 72 terabytes per second data capacity.

Seaborn's presence in Equinix data centers in both metros gives Seaborn established terrestrial network gateways to the broader North and Latin American markets. Calling on its vast experience with submarine cabling systems, Equinix provides Seaborn with a full support model within its data centers to enable Seaborn to quickly provision and activate international circuits within 24 hours.

Value realized

Partnering with Equinix allows Seaborn to quickly monetize its investment in Seabras-1 by landing in dense enterprise and service provider hubs, where it can get the best return on its investment and give its customers the greatest value.

Terminating both cable ends with Equinix in New York and São Paulo also gives Seaborn and its customers numerous choices of local facilities where they can connect to Seabras-1. That choice drastically reduces customer expenses by eliminating the local loop costs associated with connecting to Seabras-1 from a remote location. This lifts "a major barrier to entry for a lot of customers," according to Seaborn Chief Operating Officer Andy Bax.

The direct access from Seabras-1 to the digital and business ecosystems inside Equinix is a significant advantage for Seaborn's customers because it provides the highest-speed, lowest-latency route to critical partners in the U.S. and Latin America. This also attracts businesses looking for wholesale bandwidth capacity in and out of these regions, including content, cloud and network service providers, financial firms, government agencies, and hyperscalers (e.g., Microsoft, Facebook, Google and Alibaba) who want to put their workload cache nodes proximate to cable heads for greater performance.

With Seabras-1 up and running, Seaborn is already looking for new markets that are a good fit for its independent cable operator model and have the greatest demand for the interconnection bandwidth capacity that digital businesses need to scale. Seaborn knows Equinix will be wherever it expands.

Key takeaways

Partnering with Equinix enables Seaborn Networks to offer customers an easier path onto its subsea services globally, while directly connecting them to essential digital ecosystems worldwide. Equinix strongly supports Seaborn's commitment to carrier-neutrality, as well as its bold expansion plans.

Equinix helped Seaborn:
- Establish a foundation for robust terrestrial networks with multiple points to connect to Seabras-1 in New York and São Paulo
- Eliminate backhaul traffic to distant beach cable landing stations, decreasing the risk of latency and delays
- Obtain 24-hour provisioning of international circuits, versus several months with other cable providers
- Create Seaborn-run submarine cable system utilizing Seaborn's own dedicated network operations center (NOC)

Equinix.com