



CASE STUDY

Bluebird Network Increases Productivity & Decreases Costs

The Problem: Interconnectivity for Customers

Bluebird Network needed to optimize its network traffic in Kansas City and St. Louis for its metro and rural customers to increase resiliency, reliability, and productivity. Bluebird Network required Netrality's carrier hotels to aggregate its network traffic to reduce latency for its users and increase users' performance in the markets we jointly serve.

The Solution: Faster Speeds, Increased Bandwidth, Greater Reliability, & Decrease in Costs

The business drivers for utilizing Netrality's carrier hotels at 1102 Grand, Kansas City, 900 Walnut, and 210 North Tucker, St. Louis, was direct access to Tier 1 Internet Providers. Tier 1 networks freely peer with one another, reducing latency since the peering resides in Netrality's facilities. The combined reach of global Tier 1 networks allows for the fastest routing possible and route requests anywhere on the Internet. Private peering amongst local Internet exchanges in Netrality's buildings allows customers direct access to data and destinations without the need for traditional transit. This direct point-to-point connection bypasses the public network enabling the transfer of larger volumes of data which decreases costs when higher traffic levels are exchanged. Companies privately interconnect with many larger networks, including Amazon, Google, Meta, and Netflix.

The Results: Increased Productivity & Overall Efficiencies

Netrality's carrier hotels provide Bluebird Network with additional connectivity for its majority of carrier customers who reside in metro and rural areas, thereby increasing productivity and overall business efficiencies.

