Empowering enterprises in
the evolving cloud landscape:

InterCloud's BGP control solution

Striking the right balance between investment, efficiency and independence has become a defining challenge for modern enterprises.

So, how can organizations maintain the efficiency of outsourced services while retaining essential in-house control? Nowhere is this balance more crucial than in network management, where agility and performance optimization often seem at odds with the benefits of managed services.

As enterprises grapple with these challenges, InterCloud continues to innovate, developing solutions that adapt to evolving needs. Our latest innovation, BGP control, exemplifies this commitment. It's designed to give enterprises greater capabilities in managing their connectivity while still benefiting from end-to-end managed services, addressing the delicate balance between outsourced efficiency and in-house control.

The challenge:
Balancing control and efficiency

In today's rapidly evolving cloud landscape, network architects, IT directors, and CIOs are grappling with:

1. The need for rapid response to changing business requirements

2. Optimizing performance across multiple cloud providers

3. Maintaining control over critical network elements

4. Simplifying the management of complex, multicloud network connectivity

InterCloud's approach:
Innovation driven by enterprise needs

At InterCloud, we're dedicated to developing solutions that adapt to your changing needs. Our BGP control solution is a direct response to the challenges you face in managing cloud connectivity. Here's how it addresses your key concerns:

Empowering enterprises with BGP control

Border Gateway Protocol (BGP) forms the foundation of internet routing, determining the path for data travel between networks. Traditionally, managed service providers handle BGP configurations, limiting customer control. InterCloud's BGP control solution changes this, giving you direct influence over key routing decisions while maintaining the benefits of a managed service.

Key features designed for your needs:

1. **Real-time network optimization**
   - Modify routing paths and traffic flow instantly
   - Implement changes without provider intervention
   - Fine-tune BGP attributes for optimal performance

2. **Agile response to network events**
   - Address maintenance needs, outages, or performance issues swiftly
   - Implement changes in minutes rather than hours or days
   - Maintain control during critical network events

3. **Enhanced disaster recovery capabilities**
   - Quickly reroute traffic in emergency scenarios
   - Implement backup paths without waiting for provider action
   - Ensure business continuity with flexible network control

Putting theory into practice:
A real-world scenario

Imagine detecting increased latency in your Paris-to-AWS connection. With BGP control, your team can immediately reroute traffic through Amsterdam, bypassing the issue without opening a support ticket or waiting for provider intervention. This level of control enables you to maintain optimal performance and meet stringent application requirements.

The best of both worlds:
Managed service with enhanced control

InterCloud's BGP control solution is tailored to address your evolving needs in cloud connectivity management:

1. Retain critical control while benefiting from expert management

- Influence key BGP attributes while leveraging InterCloud's managed service
- Make immediate routing changes without sacrificing outsourcing efficiency

2. Simplify your multicloud strategy

- Manage connections to multiple cloud providers through a unified platform
- Reduce operational overhead and costs associated with fragmented solutions

3. Empower your technical teams

- Enable network professionals to fine-tune routing decisions in real-time
- Respond proactively to network issues
- Maintain control over critical elements without the burden of full infrastructure management

How does InterCloud compare to alternatives?

1. Traditional managed services:

- Relies on providers for all changes, potentially leading to delays
- Offers limited ability to optimize network performance in real-time
- Involves potential over-expenditure on redundant infrastructure for control

2. Do-it-yourself approach:

- Provides full control but increases complexity and resource requirements
- Demands extensive in-house expertise
- Entails higher costs associated with building and maintaining infrastructure

3. InterCloud's advantage:

- Combines advanced control features with fully managed service benefits, preserving existing functionality
- Offers flexibility to adapt to emerging needs while ensuring seamless transition from other providers
- Enables potential cost savings and operational efficiencies compared to in-house or traditional managed solutions

Take control of your cloud connectivity

InterCloud's BGP control solution represents a leap forward in cloud connectivity management. By offering enhanced control within a managed service framework, we empower you to:

- Optimize network performance
- Reduce multicloud complexity
- Adapt swiftly to changing requirements
- Achieve cost efficiencies by reducing the need for redundant infrastructure and simplifying multicloud management

As you navigate the challenges of multicloud environments, our innovative approach provides the flexibility, efficiency, and control needed to thrive in the digital age.

Discover how InterCloud's BGP control solution can transform your cloud connectivity strategy. Contact us today for a personalized consultation and see how we can help you strike the perfect balance between control and efficiency in your network management with our managed services.

About InterCloud

InterCloud's end-to-end global connectivity platform eliminates the complexity in deploying the cloud, giving businesses full control over the security, sovereignty, and performance of their critical data traffic with complete peace of mind.

Working with organizations to help them transform global connectivity, reduce network complexity, and accelerate growth and innovation, InterCloud is a trusted advisor to some of the world's leading brands when it comes to leveraging the cloud for future success.

With offices across Europe, the company's platform is underpinned by its team of cloud experts who guide customers to implement effective strategies to leverage the power of the cloud across their organization – making global connectivity a driver for business performance.

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