

Asia Netcom Unveils Strategy to Expand Services Globally

Asia Netcom ramps up its global IP infrastructure with new Point-of-Presence (PoP) to complement its European and US expansion

Asia Netcom, a wholly owned subsidiary of China Netcom, today unveiled strategy to build up global presence in key markets to enhance its ability to deliver global IP-based services and networking solutions to enterprise customers in Australia, New Zealand and all key markets in Asia Pacific and beyond.

During a media briefing in Sydney, Bill Barney, Asia Netcoms president and chief operating officer announced the upcoming deployment of a new IP PoP in Los Angeles to complement the companys existing San Jose IP PoP. This deployment further complements Asia Netcoms unique network capabilities into mainland China. Enterprise customers will enjoy high-level network management support for their regional offices in Asia Pacific as well as throughout the United States and Europe

We have spent the last two years building up one of Asias most robust Internet backbones, and we are now extending that capability beyond the region to the US and Europe, Bill Barney, president and chief operating officer at Asia Netcom, said. The new LA PoP will not only give us a second, redundant facility in the US, but also give us better Internet performance between Asia and the US.

Asia Netcom currently has close to 30Gbps of international and intra-Asia Internet backbone capacity, as well as direct peering relationships with the majority of Tier 1 network operators, Internet Exchanges, ISPs and content providers.

Asia Netcoms global strategy also includes the recently announced new PoPs in New Jersey and London. These two PoPs will include core MPLS infrastructure that powers Asia Netcoms private IP backbone, and will effectively expand the coverage of the companys MPLS-based IP VPN service globally.

Our core strategy is to take the momentum that we have built up in Asia and target strategic overseas markets where we can add value, Barney added. These new initiatives in Europe and US are directed at meeting the increasing demand from US and European multinational corporations looking to access Asias tremendous economic growth potential.

Deborah Homewood, Asia Netcoms vice president and head of sales for South Pacific Region and Strategic Markets, added: At the same time, we also recognized the increasing requirements of Asian companies looking to expand their infrastructure overseas and into key markets like China. The newly launched PoPs now give our Asian customer base dramatically improved network performance to Europe and Asia.