

# Golden Gateway

The “Meet Me” series returns to San Francisco

By Hunter Newby

**Editors’ note:** Throughout 2004, we used this space to identify the key physical layer carrier interconnection points within the major North American markets. This year the series moves forward to identifying the service providers with the key wholesale enterprise-focused offerings within those markets. And clearly, the key services in the greatest demand by enterprise users today are Ethernet transport and VoIP.

In the “City by the Bay” there are many wonderful sites to see. Just past the Golden Gate Bridge, for example, lies the “Golden Gateway” to the packet communications world. Though it’s one of the lesser known tourist destinations, 200 Paul Avenue is one of the most important destinations in the

## Ethernet Service Provider Question Key

1 = Is the Ethernet service in use in this metro area today?

2 = Is the Ethernet service native Layer 2?

3 = Is the Ethernet service Layer 2 over public Layer 3 IP?

4 = Is the Ethernet service a flat rate price and zero-mile within the metro footprint?

5 = Is the Ethernet service metro as well as long haul?

## 200 Paul Ave. Ethernet Service Providers

	1	2	3	4	5	Contact	Email
AboveNet	Yes	Yes	No	Yes	Yes	Nelson Frye	nfrye@above.net
Cogent Communications	Yes	Yes	No	Yes	Yes	Andrew Hathaway	ahathaway@cogentco.com
MCI	Yes	Yes	No	Yes	Yes	John Logan	john.logan@mci.com
Global Crossing	Yes	Yes	No	Yes	Yes	Sian Cameron	sian.cameron@globalcrossing.com
Looking Glass Networks	Yes	No	No	Yes	Yes*	Steve Daigle	steve.daigle@lglass.net
Level 3 Communications	Yes	No	No	Yes	No	Ketan Patel	ketan.patel@level3.com
OnFiber Communications	Yes	Yes	No	Yes	Yes	Ronnie Galang	ronnie.galang@onfiber.com
IP Networks	Yes	Yes	No	Yes	No	Adam Elasowich	aelasowich@ipnetworksinc.com
Time Warner Telecom	Yes	Yes	No	Yes	Yes	Eric Bell	erick.l.bell@twtelecom.com
XO Communications	Yes	Yes	No	Yes	Yes	David Allen	david.j.allen@xo.com
Yipes Enterprise Services	Yes	Yes	No	Yes	No	Kirk Martinez	kmartinez@yipes.com
Neopolitan Networks	Yes	Yes	No	Yes	Yes	David Smith	dsmith@neopolitannetworks.com

\* Long Haul to San Jose, type II Partners for others

networking world.

Sitting just south of the city on Route 101, it is uniquely positioned to pick up not only the north-south fiber running up and down the West Coast, but it also hits several major metro San Francisco networks. In addition to the key transport networks providing access in and out of the city, there also are many IP transit and voice over IP providers at 200 Paul making this an excellent one-stop-shop destination for all of the local area enterprises.

The Bay Area is unique in a networking sense in that there are many Internet-based applications being developed in the market that drive Ethernet transport over and above VoIP. In other major United States markets, public Internet access certainly is critical for day-to-day business as a medium that is consumed. But in the Bay Area, it is the basis of the business in many instances.

That said, there certainly is no lack of interest, or diminished need, for VoIP in the region, for the IP application developers and for all of the other local businesses.

Getting in and around the city is easy with access to

the Ethernet transport networks of many of the major U.S. carriers. The Ethernet networks that terminate at 200 Paul bring enterprise network operators from their offices to the edge of several VoIP service providers within the facility that accept Category 5 handoffs. This keeps the voice services flowing packet-based all the way, thus maximizing efficiencies. This makes locating Ethernet and VoIP equipment in this site very painless and allows almost any in-house IT department to begin to manage the corporate voice network, as well as the data out into the wide area. After all, VoIP is data.

200 Paul also is home to several wireless carriers that service the area. The building has great infrastructure and line-of-site to other important wireless connection points, which makes it an optimal place to locate. In addition to the wireless networking benefits, the facility neatly delivers a multitude of fiber-based service provider offerings that bring competition through price and quality options. These attributes will no doubt make it a likely home for the high-speed broadband wireless-based networks, such as WiMax, currently being rolled out across the country.

A perfect example of the new breed of Ethernet-based transport providers is Neopolitan Networks. Neopolitan recently extended its network into San Francisco to expand coverage for new and existing clients and support the applications of video streaming, voice telephony and content distribution. Its native Layer 2 network architecture delivers the quality and non-public cloud security that enterprise network operators desire.

### VoIP Service Provider Question Key

- 1 = Does the provider have an IP based local direct inward dialing service offering accessible via the carrier hotel?
- 2 = Does the provider have a flat rate pricing plan for domestic call termination?
- 3 = Does the provider have an international call termination offering?
- 4 = Does the provider offer a hosted IP PBX service?
- 5 = Does the provider accept Layer 2 Category 5 cross connects at the carrier hotel?

### 200 Paul Ave. VoIP Service Providers

	1	2	3	4	5	Contact	Email
Level 3 Communications	Yes	Yes	Yes	No	Yes	Jackson Markley	jackson.markley@level3.com
Global Crossing	Yes	No	Yes	No	Yes	Thomas Topalian	thomas.topalian@globalcrossing.com
XO	No <sup>^</sup>	No <sup>^^</sup>	No	No	Yes <sup>^^^</sup>	David Allen	david.j.allen@xo.com
NetLogic	Yes	No	Yes	Yes	Yes	Michael Morey	mmorey@netlogic.net
Telekenex	Yes	Yes	Yes	Yes	Yes	Brandon Chaney	brandon@telekenex.com
MCI	Yes	N/A	Yes	Yes	Yes	John Logan	john.logan@mci.com
Hooked Communications	Yes	N/A	Yes	Yes	Yes	David Hollub	david@hooked.com

<sup>^</sup> Will be available with release of VoIP origination end of 3Q05

<sup>^^^</sup> Fee-based

<sup>^^</sup> VoIP termination product is based on a rate per minute and varies by NPA NXX

In addition, Neopolitan's network consists of fiber and fixed wireless components, which when used in combination create a very robust and wide-reaching offering. It is services such as these that help to usher in the "packet age."

San Francisco is one of the key interconnection points in North America, and it has seen continued growth throughout the boom and bust periods of the telecom business. At times the growth is stronger than others, but it continues to grow despite overall industry woes. It is very similar to the other major interconnection markets in that respect, even though this market contains more IP-based businesses than most.

Key interconnection facilities in markets such as these continue to sustain higher rates per foot for the prime real estate than other non-critical markets and data center spaces, in general due to the critical mass of networks they have reached. That mass brings economies of scale, and it also creates an environment within those facilities that is optimal for the testing and deployment of next-generation communications technologies and protocols such as VoIP and Ethernet.

Chris Crosby, vice president of sales of Digital Realty Trust, the owners of 200 Paul Avenue, develops a solid understanding of the market and industry as he sees the North American trends unfold. "Digital Realty Trust has made significant progress this year at 200 Paul Ave." states Crosby. "Demand in the San Francisco and greater Bay Area market has strengthened, and as a result we have seen significant new absorption and deal flow at 200 Paul.

"200 Paul Ave. continues to be recognized as San Francisco's premier gateway building for Internet, telecommunications and the enterprise," he continues. Being in the right place with the right model helps businesses like Digital Realty Trust succeed. So, if you're in the "City by the Bay" and need to improve your network performance, check out the "Carrier Hotel by the Bay" at 200 Paul. **FAT**

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