NTT AMERICA CONTINUES TO ENABLE SOFTLAYER'S GLOBAL GROWTH

SoftLayer's relationship with Tier-1 global IP network provider NTT America dates back to 2005. Throughout the years, the company has relied on NTT America, via the NTT Communications Global IP Network, to deliver the most cutting-edge technology for its customers and partners.

Headquartered in Dallas, SoftLayer is the innovation leader in cloud, dedicated and managed hosting. Leveraging world-class data centers in Amsterdam, Dallas, Houston, San Jose, Seattle, Singapore, and Washington, D.C., the company provides seamlessly integrated computing environments on a fully-automated platform, empowering its customers with complete control, security and scalability.

When SoftLayer's growth led the company into the Asia Pacific region, Sean Charnock, the company's senior vice president of business development, made the call to NTT America.
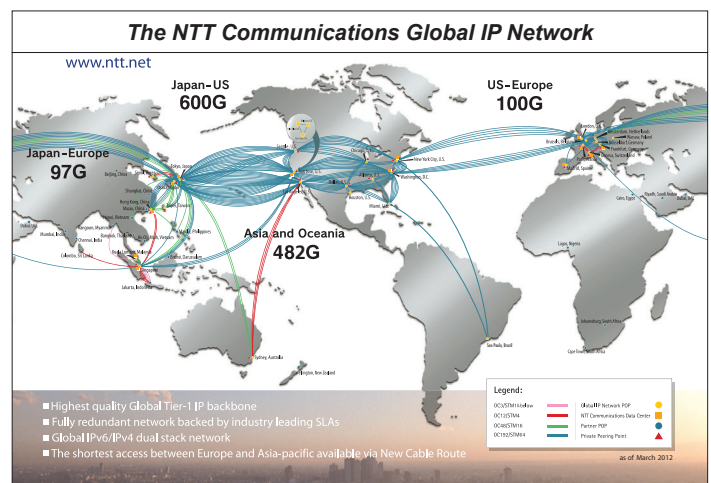
A History of Service

As the largest privately owned hosting company in the world, SoftLayer has experienced exponential growth multiple times over since turning up its first server in 2006. By March of that year, the company was adding 500 Mbps – or half a gig – to its bandwidth every month on average. SoftLayer relied on NTT America to provide the bandwidth to accommodate its high growth rate – a request that NTT America, a wholly owned subsidiary of NTT Communications, was able to meet time and time again.

When the company was ready to upgrade its multiple 1G Ethernet circuits to 10G circuits in late 2006, it called a number of its service providers but was not surprised to find that only NTT America could meet its need for fast provisioning.

Less than two weeks after SoftLayer engineers made the call to NTT America, the 10G Ethernet link was up and running. The high level of customer service and network scalability that SoftLayer received during the switch from 1G to 10G – including sales, support, installation and ongoing maintenance – set the stage for a long relationship with NTT America.

"We grow so fast that a carrier that is nimble and able to scale quickly with us is essential, and NTT America is consistently on top of it when it comes to meeting our network demands," said Sean Charnock, senior vice president of business development at SoftLayer.

The NTT Communications Global IP Network

Global Reach, Seamless Service

While the 10G service was crucial to SoftLayer and its commitment to provide superior hosting services to its customers, NTT America's fit with the company extends beyond its ability to provide cutting-edge technology. The NTT Communications Global IP Network is based on a single autonomous system number (ASN 2914), meaning it is a single backbone that extends across the globe. As a result, NTT America customers experience stellar performance no matter where they are – another crucial consideration for SoftLayer, which has a strong international customer base. Almost half of the company's 26,000 customers are in more than 140 countries outside the United States.

> *"NTT America has been able to get us where others can't from a port and density perspective."*
>
> **Sean Charnock, senior vice president of business development, SoftLayer**

The NTT Communications Global IP Network was built to move Internet traffic at the highest speeds, with numerous direct paths, routing options, and private peering points, all contributing to virtually no Internet congestion. SoftLayer's customers experience data transit with fewer hops, less packet loss and minimal delays since NTT Communications guarantees that the average monthly latency of its transpacific network will not exceed 130 milliseconds round-trip on average, and the average monthly packet loss will never exceed 0.1 percent.

The NTT Communications Global IP Network enables SoftLayer's customers around the world to benefit from seamless global connectivity.

The seamless global reach of the NTT Communications Global IP Network – and specifically its transpacific capacity, which recently hit the 600G milestone – once again became a great asset for SoftLayer in September 2011 as it expanded its operations into the Asia Pacific region with a new data center in Singapore, and network Points of Presence (PoPs) in Hong Kong, Tokyo and Singapore.

"NTT America has such a huge presence and strong reputation in the Asia Pacific region that it was the obvious first choice when it came to identifying Tier-1 network carriers for this expansion," Charnock continued. "In addition to its transpacific strength, NTT Communications has an impressive footprint in the U.S. as well – the Seattle and San Jose PoPs provide a strong connection to Asia Pacific even domestically."

With support from carriers like NTT America, SoftLayer's Singapore data center features more than 16,000 servers and a connection with less than 40ms of latency.

Future Growth

Since calling upon NTT America in September to help enable its Asia Pacific expansion, SoftLayer has further expanded into Europe with the help of the NTT Communications Global IP Network, opening a data center with capacity for more than 15,000 servers in Amsterdam, as well as PoPs in Amsterdam, London and Frankfurt. When it comes to future growth, both domestically and internationally, there's no end in sight for SoftLayer.

"We currently have 100,000 servers in production with a capacity of 150,000. We recently passed 500G of sustained traffic and are on our way to reach our capacity of 1Tb.

We're growing month over month, and that can be challenging to some Tier-1 carriers," Charnock added. "NTT America has been able to get us where others can't from a port and density perspective."

To learn more about the NTT Communications Global IP Network, visit www.us.ntt.net, contact sales@us.ntt.net or call 877-8NTT-NET.

To learn more about the SoftLayer Technologies, Inc., visit www.softlayer.com, contact sales@softlayer.com or call 866-398-7638.

About NTT Communications and NTT America
As North America's natural gateway to the Asia-Pacific region, NTT America is the U.S. subsidiary of NTT Communications, the global data and IP services arm of a Fortune Global 500 telecom leader: Nippon Telegraph & Telephone Corporation (NTT). With its Global Tier-1 IP Network and strong capabilities in the U.S. and Latin American markets, NTT America provides world-class enterprise hosting, managed network and IP networking services for enterprise customers and service providers worldwide. For more information, please visit **www.us.ntt.net**.

About SoftLayer Technologies
Headquartered in Dallas, SoftLayer is the innovation leader in cloud, dedicated, and managed hosting, and the largest private hosting company in the world. SoftLayer provides cloud, dedicated, and seamlessly integrated computing environments, with world-class data centers in Dallas, Houston, San Jose, Seattle, Washington D.C., Singapore, Amsterdam, and network Points of Presence around the globe. The company integrates and automates all elements of its platform, empowering enterprises of any size with complete control, security, scalability and ease-of-management via a leading Customer Portal and Open API. For more information, please visit www.softlayer.com or call 866-398-7638.