

Building an optimised network for a connected future

Glide Group case study

How could Glide, a leading utility, broadband and connectivity provider, upgrade its network to meet growing data demands with **increased resilience, sustainability and cost-effectiveness** to gain a competitive edge in the market?

The challenge: network transformation

Glide has been deploying its own fibre for some time using its self-build capability and Physical Infrastructure Access (PIA). However, they encountered a common challenge that many businesses face as they grow - the need to scale efficiently and effectively.

Their existing infrastructure couldn't keep up with their ambitious future plans. Glide needed a solution that would provide them with an optimised network, capable of meeting their evolving needs. Their goals included reducing the total number of circuits in their network, maximising effective aggregation techniques, minimising power consumption, and expanding their use of dark fibre to gain greater control while decoupling capacity from cost. That's where we came in.



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Our collaboration with Virgin Media Business Wholesale has allowed Glide to redefine what's achievable in network transformation.

By adopting innovative dark fibre solutions, we've significantly increased our network's scalability, efficiency and resilience while achieving substantial environmental and operational cost savings. The strategic partnership with Virgin Media Business Wholesale is a prime example of how technology, expertise and aligned vision can create an infrastructure truly fit for the future.

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Sean Lowry,
Chief Technology Officer, Glide



The solution: **partnering for success**

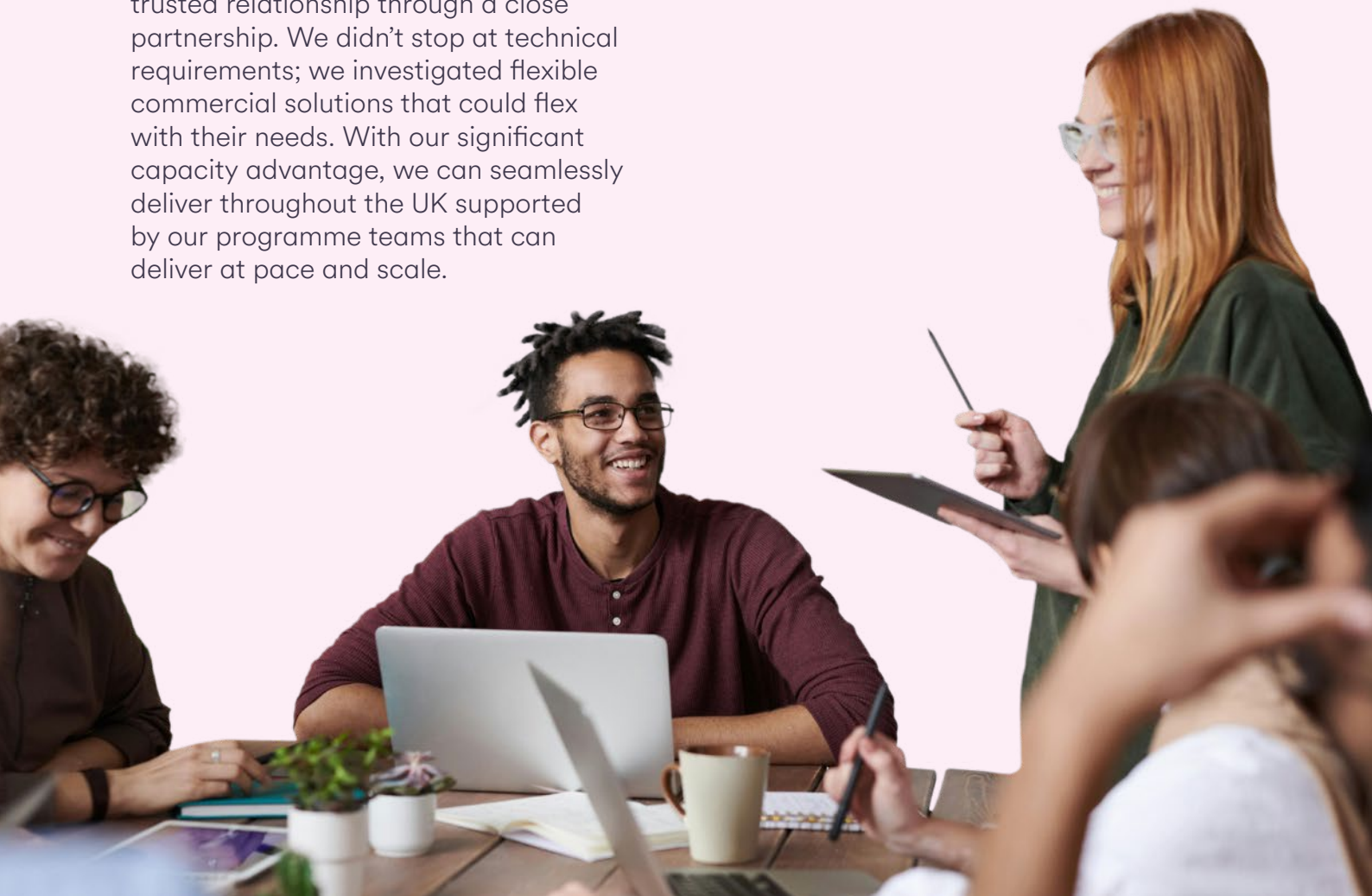
With the largest available dark fibre coverage in the UK, we were well-equipped to offer Glide a competitive commercial model for the additional dark fibre capacity needed to upgrade their network, resulting in significant cost savings.

As our discussions with Glide progressed, we realised that their needs went beyond their initial challenges, leading us to identify additional opportunities for network improvements.

Our approach was consultative and focused on understanding Glide's overall goals and strengthening our trusted relationship through a close partnership. We didn't stop at technical requirements; we investigated flexible commercial solutions that could flex with their needs. With our significant capacity advantage, we can seamlessly deliver throughout the UK supported by our programme teams that can deliver at pace and scale.

Our highly skilled network design team collaborated closely with Glide, analysing their specific challenges, such as excessive power consumption and electricity expenses. Our confidence in being able to help them wasn't solely about cutting costs: it was also about creating a strategic framework for future growth and a better customer experience.

After reevaluating Glide's core and metro networks, we identified two key workstreams to optimise Glide's network architecture.



Workstream 1: **core network design**

Together with Glide's network team, we reviewed the existing core network and collaborated to create an optimised design, which would remove unnecessary overheads from their network.

Through the adoption of a new architecture featuring multiple crescents, Glide could consolidate its sites and eliminate redundant BT Exchanges, leading to substantial operational cost savings. This crescent design also provided built-in resilience for traffic routing, ensuring stability even if an issue arose at a particular site.

Within the new core network design, our team reviewed each connection, matching the right service – whether it was Dark Fibre or a managed service – to the specific requirement. By swapping Ethernet Backhaul Direct (EBDs) and Ethernet Access Direct (EADs) with Dark Fibre or 100Gb wavelength services, we improved resilience, reduced operational costs, and increased the potential for unlimited capacity between exchanges.

Workstream 2: **exploring alternative access (cabinet refresh programme)**

Our pre-sales engineers and Glide's solution architects thoroughly assessed Glide's metro network to find cost savings down to the cabinet level by streamlining and consolidating the cabinets.

By redesigning parts of their metro network and reducing the number of active connections while building in greater resiliency, we were able to remove the associated cost of removing the cabinets and the upkeep of the active equipment.

We also pinpointed alternative access methods to their existing EADs that made more sense technically and financially. The proposal involved swapping out some EADs for Dark Fibre which not only brought down cost per capacity but also offered virtually unlimited capacity to end-access sites.

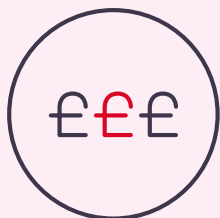
These operational cost savings allowed Glide to offset the transition to dark fibre in line with their overarching business strategy.

Adopting modular workstreams offered flexibility for future phases, helping Glide to prioritise its network improvements based on changing market demands. This streamlined approach made sure that everything stayed connected while we upgraded the network.



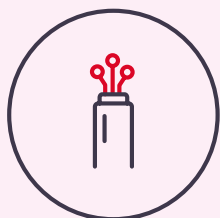
The results: a safer tomorrow through connected communities

The redesigned network delivered remarkable results for Glide:



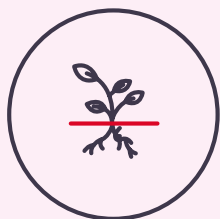
Cost efficiency

The money saved from these changes, covered the upgrade costs. Switching to Dark Fibre wasn't just a smart choice; it was cost-effective too.



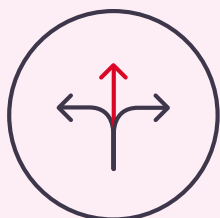
Scalability and futureproofing

The upgraded core network is now primed for growth and expansion, thanks to the Dark Fibre links that offer virtually unlimited capacity.



Sustainability and environmental benefits

Through the consolidation of core sites and conversion of active cabinets to passive, Glide significantly reduced energy consumption and environmental impact, resulting in substantial energy savings.



Improved resilience

The new network design offers resilience in case of any issues and guarantees a robust and scalable network.

Glide's journey toward network transformation, with our support proves how partnerships can achieve amazing results. By adopting smart network solutions, Glide's redesigned network, not only meets present demands but also lays a solid foundation for the future.