



## Case Study: Cyber-Logics, Inc., a Hosting Company Servicing Web 2.0 Websites, Selects PacketExchange for High Performance Capacity and Quality Network Support

*“Even though we are a small business, our bandwidth demands require more than traditional, ‘small business support’; that’s why we chose PacketExchange’s high performance IP backbone and technical expertise. PacketExchange’s qualified and responsive technicians provide real value, from fast network deployments to flexible and timely upgrades. Cyber-Logics is not just a number in a queue, we get flexible, personalized support from a company that understands our business and the day-to-day challenges we face in the marketplace.”*

– Nick Sorbara, President of Cyber-Logics, Inc.

### The Opportunity

As a Managed Hosting Solutions company servicing Web 2.0 companies and hosting websites for a variety of start-up companies, Cyber-Logics required a high-performance network provider that could provide 100% uptime. Additionally, Cyber-Logics required reliable network technology and support to further monitor its customer websites 24x7. In addition, since the hosting company’s network needs change from time to time to meet the demand of its clients, the company required a partner that could provide network-consulting services to ensure it could scale and handle large traffic spikes when needed.

### The Solution

Cyber-Logics went to market looking for a company that could provide them with flexible network capacity, while gaining access to a reliable, global Internet network. The hosting company’s primary concern was to be able to leverage an optimized global network, without the actual hassle of managing day-to-day spikes internally, thereby allowing Cyber-Logics the ability to focus on its core business strategies. The firm’s need for flexible, upstream connectivity from its core datacenter facility located in Secaucus, New Jersey was also a key driver.

Additionally, as a smaller company, Cyber-Logics required a provider who would be easy to work with and provide the same level of service as if it was a large company. “Even though we are a small business, our bandwidth demands require more than traditional, ‘small business support’,” stated Nick Sorbara, President of Cyber-Logics, Inc., “that’s why we chose PacketExchange’ high performance IP backbone and technical expertise. PacketExchange’s qualified and responsive technicians provide real value, from fast network deployments to flexible and timely upgrades. Cyber-Logics is not just a number in a queue, we get flexible, personalized support from a company that understands our business and the day-to-day challenges we face in the marketplace.”

### The Results

After two years of working with PacketExchange, Cyber-Logics and its high-end web-hosting customers have enjoyed reliable, quality upstream network service. Cyber-Logics has the ability to manage capacity growth and contractions in real-time, while leveraging PacketExchange’s ability to provide best routing solutions. PacketExchange has extensive private peering with numerous broadband ISPs and content providers, thereby offering Cyber-Logics the fastest, most reliable connectivity currently available. With top SLA’s that provide enhanced quality network services, Cyber-Logics is able to keep its costs down by scaling its business requirements effectively. With just one connection to PacketExchange’s backbone, Cyber-Logics leverages

over 90 global peering relationships, and can quickly change destinations to ensure higher quality connections. With a second connection utilizing PacketExchange's NetAlive service, CyberLogics is always connected. "The ability to outsource the administrative costs associated with managing IP addresses, quality of routes and global network agreements is exactly what we required," continued Mr. Sorbara. "With PacketExchange's high performance network backbone, route management and excellent technical support, we are able to continue to focus on our core business, which is ensuring a seamless, high-quality hosting experience for our bandwidth-intensive clients."