

Unlimited flexibility meets unparalleled service for Masergy's customers

colt



Customer name

Masergy

Business

Telecommunication and IT Service Provider

Sector

Communications

Products and services

Colt Ethernet Services

Challenge

To achieve ambitious plans for the global delivery of high-performance hybrid networks, managed security and cloud communication solutions, along with unparalleled customer service.

Masergy, the provider of the largest independent global cloud networking platform, is thriving in Europe, with a little help from its friends.

At the start of any new relationship, we have two questions in mind. Will it last? And will we be happy? It's the same for business relationships.

A successful relationship with Masergy, provider of the world's largest independent software-defined IT platform, means sharing the company's passion for customer service. For Colt that commitment is second nature, and it underpins the long-lasting relationship between the two companies.

From Masergy's beginnings in Dallas in 2001, it had ambitious plans to deliver world-class networking, security and communication solutions globally. To make it happen, the leadership team recognised the need for reliable relationships with last-mile access partners to connect clients to its global platform. Cam Anderson, Masergy's Senior VP of Global Operations, explains:

"From the start, our mission has been to help our clients digitally transform their businesses with highly innovative solutions and provide an exceptional customer experience. When selecting global access partners, we look for local providers that can deliver on our customer vision."

Reach and performance are attractive qualities

After exploring the European market, Masergy chose Colt to provide the secure, high-performance local access that its enterprise customers demanded.

"What we initially saw in Colt was amazing European reach, a very reliable network, and great connectivity for that important last-mile delivery of our services," says Anderson. "That has remained true for more than a decade, and we've discovered many other reasons to keep choosing Colt."

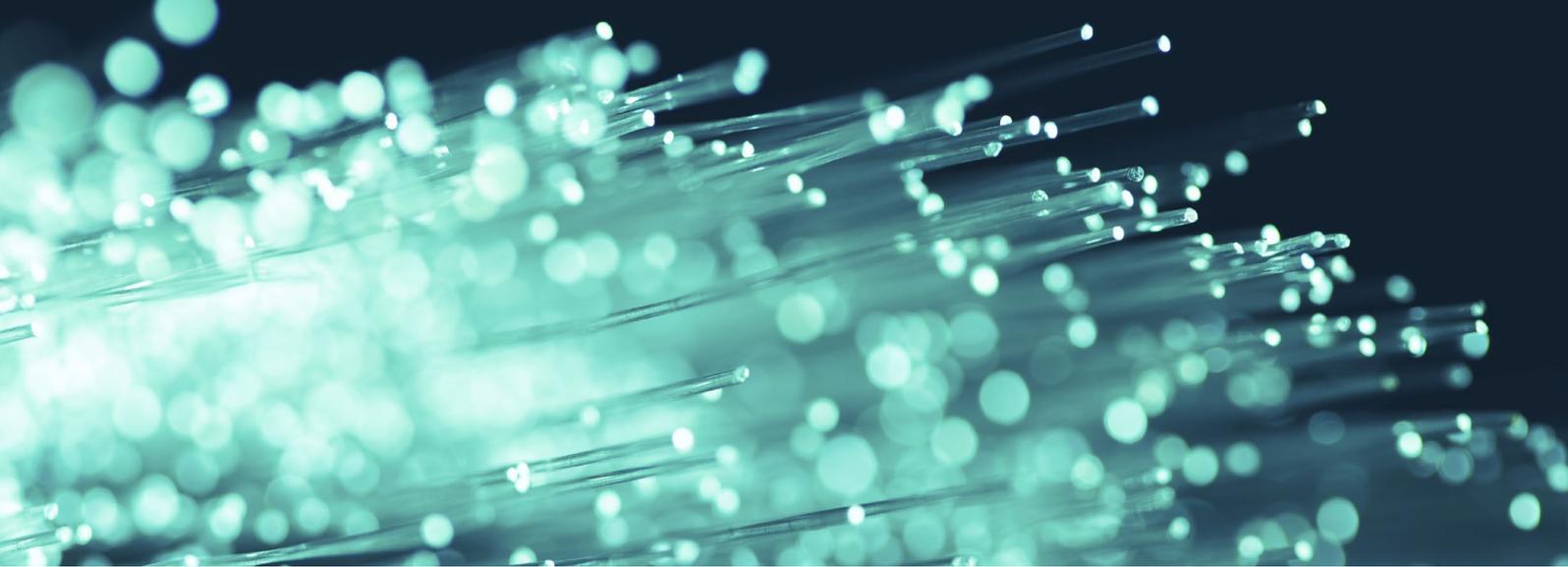
Naturally, as a managed IT service provider, one of the most important considerations for Masergy is the ability to keep pace with technological change. When it came to choosing an Ethernet provider, Masergy found that Colt was ahead of other providers with secure high performance Ethernet services and unsurpassed European connectivity. And on the IP voice side, Masergy found that Colt could solve challenges that others couldn't.

"Time and again Colt has met demanding needs where others have not been able to," says Anderson.

For Colt, a big part of its own commitment to customers is continuing to meet evolving industry standards such as the MEF Carrier Ethernet 2.0 certification: a signifier of its commitment to the highest standards of Ethernet design, quality and performance.



colt



“For us, Colt is the complete package. They offer reliable and high-performance products, flexible services, skilled people and an attitude towards delivering customer service that matches ours.”

Cam Anderson
Senior VP Global Operations, Masergy

We like people like us

Besides product quality and shared commitment to client experience, the strength of the relationship is ultimately down to shared attitudes.

“We discovered that Colt is one of a handful of companies very much like us,” says Steve VanNattan, Masergy’s VP of Access Management “We both believe in open communication, which has a very strong impact on our ability to give our customers the service they deserve. There’s nothing worse than not knowing what’s happening and why, but that is never a problem with Colt.”

Masergy’s customer retention rate is impressively high in a competitive landscape. Perhaps the best sign of its commitment to exceptional customer service lies in its industry-leading Net Promoter® Score (NPS) of 70.3 (for context, the industry average in the global high-tech B2B market is 16). The providers that Masergy engages play an important role in achieving such a high score.

“Having Colt alongside helps us meet our commitment to customers,” says VanNattan. “If our promise of 100% delivery of real-time packets is at risk, for example, Colt will provision a new circuit or find another solution so we continue to meet our SLAs.”

A match made in heaven

Today, Colt delivers more than 500 Ethernet connections to Masergy in 20 countries across Europe: a vital contributor to Masergy’s continuing efforts to push the envelope of software-defined enterprise IT.

“For us, Colt is the complete package,” says Anderson. “They offer reliable and high-performance products, flexible services, skilled people and an attitude towards delivering customer service that matches ours.”

To return to our burning questions: Will it last? Will we be happy? For Masergy, their customers and Colt, the answer, happily, is ‘yes’.

Contact:

Tel: **+44 (0) 20 7863 5510**
Email: **sales@colt.net**
Visit: **www.colt.net**