

# RTC Reserve Telecommunications Attracts New Customers with Metro Ethernet Services

## Summary

### Company:

RTC Reserve Telecommunications

### Industry:

Telco

### Business Challenge:

- Attract more business customers and meet growing consumer demand for faster Internet
- Modernize its core network and introduce new connectivity services
- Build more than just a network to deliver enterprise-ready services with its trademark small-town friendly attitude

### Technology Solution:

- MX480, MX240, and MX104 3D Universal Edge Routers
- ACX5000, ACX2200, and ACX1100 Universal Access Routers

### Business Results:

- Attracted new business customers with metro Ethernet and other services
- Improved performance and extended geographic reach with a resilient, scalable, flexible, and operationally efficient core network
- Deployed revenue-generating services faster, easier, and more efficiently



It was 1935 when RTC Reserve Telecommunications brought telephone service to a small town in the Louisiana bayou. The privately held company has come a long way since then, and today it offers triple-play and security services to consumers and businesses in St. John the Baptist, St. James, and Lafourche parishes.

## Business Challenge

To attract more business customers and to meet growing consumer demand for faster Internet, RTC wanted to modernize its core network and introduce new connectivity services. "Demand for metro Ethernet has grown significantly over the last several years as businesses transition to digital," says Luke Guillory, network operations manager at RTC.

To achieve its business goals, RTC needed to build more than just a network. It needed a foundation to deliver enterprise-ready services with its trademark small-town friendly attitude.

## Technology Solution

RTC turned to Juniper Networks to help build its next-generation MPLS network. Juniper's metro Ethernet solution delivers high scalability, resiliency, operational efficiency, and the flexibility that allows service providers like RTC to profitably serve multiple customer segments with differentiated services over a single infrastructure.

Kody Vicknair, RTC's network engineer, had previous experience with Juniper routers, and he knew the advantages. Juniper shined throughout the competitive evaluation. "Juniper just worked better," he says. Beyond the product capabilities, the RTC team looked closely at operational efficiency. "When we looked at the support costs for Juniper, it was substantially lower than competitors," Guillory adds.

*"Our network needs to be reliable and work, but it needs to go beyond that. With Juniper, we can provide differentiated services to customers—services that are reliable, low cost, and well-supported."*

**Luke Guillory**, Network Operations Manager, RTC Reserve Telecommunications

RTC deployed Juniper Networks® MX Series 3D Universal Edge Routers, which deliver industry-leading system capacity, density, and performance, as well as Juniper Networks ACX Series Universal Access Routers, a family of temperature-hardened compact access routers. RTC's engineers use the MX480, MX240, and MX104 3D Universal Edge Routers for the metro core and edge networks, the ACX5000 Universal Access Router for metro aggregation, and the ACX2200 and ACX1100 routers for metro access.



Running Juniper Networks Junos® operating system, the common OS running across Juniper's routing, switching, and security devices, shortens the time to deploy new services and lowers the cost of network operations. "My favorite feature of Junos OS is dynamic access control lists, or ACLs," says Vicknair. "Each time I add a new customer, I need to add new filters. With dynamic ACLs, I can configure the service for a new customer faster than I can mount the rack of equipment."

RTC recognizes that Juniper's people mirror its own customer-first philosophy. "Our customers reach out to us directly, and we work with Juniper in the same way," says Vicknair. Guillery seconds that. "A box is a box," he says. "But with Juniper, we have local people that we know on a personal level, not just by e-mail. That's pretty big."

*"Now that we have everything switched over to RTC from a branch connection perspective, it is the first time in the 10 years that I've worked here that we have not had a single—not a one—complaint regarding the slowness applications or other issues regarding network connectivity."*

**Anthony Landreneau**, Director of Information Security and Technology, Louisiana Federal Credit Union

## Business Results

With Juniper, RTC built a network that has enabled it to attract new customers with new services, extend its geographical reach, and offer residential customers higher bandwidth Internet packages.

"Our network needs to be reliable and work, but it needs to go beyond that," Guillery says. "With Juniper, we can provide differentiated services to customers—services that are reliable, low cost, and well-supported."

RTC's first metro Ethernet customer is Louisiana Credit Union, which it uses to connect its branches. "Now that we have everything switched over to RTC from a branch connection perspective, it is the first time in the 10 years that I've worked here that we have not had a single—not a one—complaint regarding the slowness of applications or other issues regarding network connectivity," says Anthony Landreneau, director of information security and technology at Louisiana Federal Credit Union. "It still blows my mind that we are getting sub 1 ms latency to Gramercy from Robin," branches which are about 15 miles apart.

With Juniper, RTC also has greater visibility into the network, which allows the company to meet service levels more easily. "With Juniper, we gained visibility into the types of traffic on the network so we could better manage services," says Vicknair. For instance, that visibility led to the creation of filters on the MX Series routers to mitigate the damage of distributed denial of service (DDoS) attacks which could impact service availability.

## Next Steps

As the company grows, RTC is building out a point of presence (POP) in Atlanta and Dallas, where it can connect directly with Amazon, Netflix, and other major content providers to deliver a better user experience. "We're increasing our northbound links to the rest of the world as well as transit peering," Vicknair says.

## For More Information

To find out more about Juniper Networks products and solutions, please visit [www.juniper.net](http://www.juniper.net).

## About Juniper Networks

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