

POPULOUS DESIGNS FOR GROWTH WITH XO[®] MPLS IP-VPN SERVICE

Populous (formerly known as HOK Sport Venue Event) is one of the world's leading architectural and design firms. Its focus is on the creation of exceptional gathering spaces, ranging from stadiums and arenas to convention centers and amphitheaters. The firm also has made a worldwide mark managing many aspects of the events themselves — from Olympic Games to Super Bowls.

Populous architects and event managers are among the world's finest and most experienced, drawing from the combined expertise of more than 825 projects with construction value exceeding \$20 billion. The company's client list is diverse and comprehensive; it includes 24 major league baseball franchises, 30 NFL franchises, 80 professional and civic arena clients, 40 soccer and rugby teams, 120 colleges and universities, 40 convention and performing arts center clients, and 30 major events. Populous is headquartered in Kansas City, MO, with four other offices in the United States and three international locations.

The Challenge

Replace an old ATM Frame Relay network that caused bottlenecks between remote offices, and gain network capacity and bandwidth to support growth

As an architectural and design firm with multiple remote offices, Populous needs to share large Computer Aided Design (CAD) and Computer Aided Manufacturing (CAM) files across the network. According to IT Network Manager Bobby Johnson, Populous' old ATM network caused bottlenecks and sometimes timed out when files were sent between offices. At times, Populous would have to transfer files at night, leading to delays and lower productivity.

"Collaborating on some of the most innovative sporting venues and convention centers in the country necessitates huge amounts of bandwidth for design sharing, and our previous network infrastructure didn't have the capacity to keep up," said Johnson.

The other challenge Populous faced was ensuring that its new network infrastructure would drive cost savings, while offering the capacity and bandwidth to support future growth, including Voice over Internet Protocol (VoIP).

The Solution

XO[®] MPLS IP-VPN Service

In January 2008, Populous implemented XO MPLS IP-VPN, a secure, intelligent, and managed network solution that connects Populous' offices over a single IP network infrastructure. XO MPLS IP-VPN provides a wide range of access options to connect locations and flexible Class of Service routing to prioritize Internet, intranet, extranet, voice, video, and mission-critical business applications — all over a single, high performance, application-aware IP network.

Key benefits of XO MPLS IP-VPN Service include:

- *Nationwide Coverage* – Offers broad coverage with service availability in 75 metropolitan markets across the United States
- *Flexible and Scalable Architecture* – Enables any-to-any connectivity among all sites. Allows for quick and easy set up of new sites and cost-effective migration — without requiring major capital outlay for a new network



Executive Summary

POPULOUS

- Industry: Architecture & Design
- Location: Kansas City, Missouri and worldwide

BUSINESS CHALLENGE

- Replace an old ATM Frame Relay network
- Increase bandwidth to connect remote offices
- Enable future growth and migration to VoIP

SOLUTION

- XO MPLS IP-VPN Service

RESULTS

- Increased productivity
- Cost savings
- Platform for the future
- Responsive, reliable service



- *Built-in Security* – Provides a private, segregated VPN isolated from the public
- *Broad Range of Access Options* – Allows Dedicated Internet Access at speeds from T-1 through OC-X and Ethernet services
- *Class of Service Routing* – Prioritizes traffic, ensuring that critical applications get the quality of service they need
- *Fully Managed Service* – Reduces total cost of ownership and provides 24x7 monitoring of network facilities and equipment

The Results

Increased Productivity

Increased bandwidth has helped Populous increase employee productivity: “Now we can easily transfer all of our data, helping to improve productivity between our remote offices,” said Johnson.

Another boost to productivity between offices is the ability to conduct videoconferences over the network. Previously, Populous’ employees used teleconferences or on-site visits.

“Videoconferencing is used more often in our workflow today,” said Johnson. “We can see the person we want to talk to and see their reactions, making communication more effective.”

Cost Savings

Johnson said Populous has achieved costs savings, thanks to the XO MLPS IP-VPN solution. Savings come on several fronts: converging voice and data on a single managed network, cutting down on travel expenses, and eliminating the need to invest in additional bandwidth as the company’s needs expand.

Platform for Growth

The XO MLPS IP-VPN solution provides a platform for VoIP migration, a key reason why Populous chose XO. “With multiple remote offices, we’re planning to add VoIP to achieve additional cost savings,” said Johnson. Populous is also looking into extending its XO solution to its international offices.

Responsive, Reliable Service

Populous sought a vendor that offered responsive, reliable service. Johnson said his XO service rep has been easy to contact and responsive.

Johnson said he’s enjoyed working with XO. “With XO we had a plan, we implemented it, and everything went as we planned it. That’s a good experience,” said Johnson.



Bobby Johnson
IT Network Manager

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BOBBY JOHNSON
IT Network Manager
Populous
www.populous.com

About XO®

XO Communications, a subsidiary of XO Holdings, Inc., is a leading nationwide provider of advanced communications services and solutions for businesses, enterprises, government, carriers and service providers. Its customers include more than half of the Fortune 500, in addition to leading cable companies, carriers, content providers and mobile network operators. Utilizing its unique combination of high-capacity nationwide and metro networks and broadband wireless capabilities, XO offers customers a broad range of managed voice, data and IP services with proven performance, scalability and value in more than 75 metropolitan markets across the United States.

For more information, visit www.xo.com

