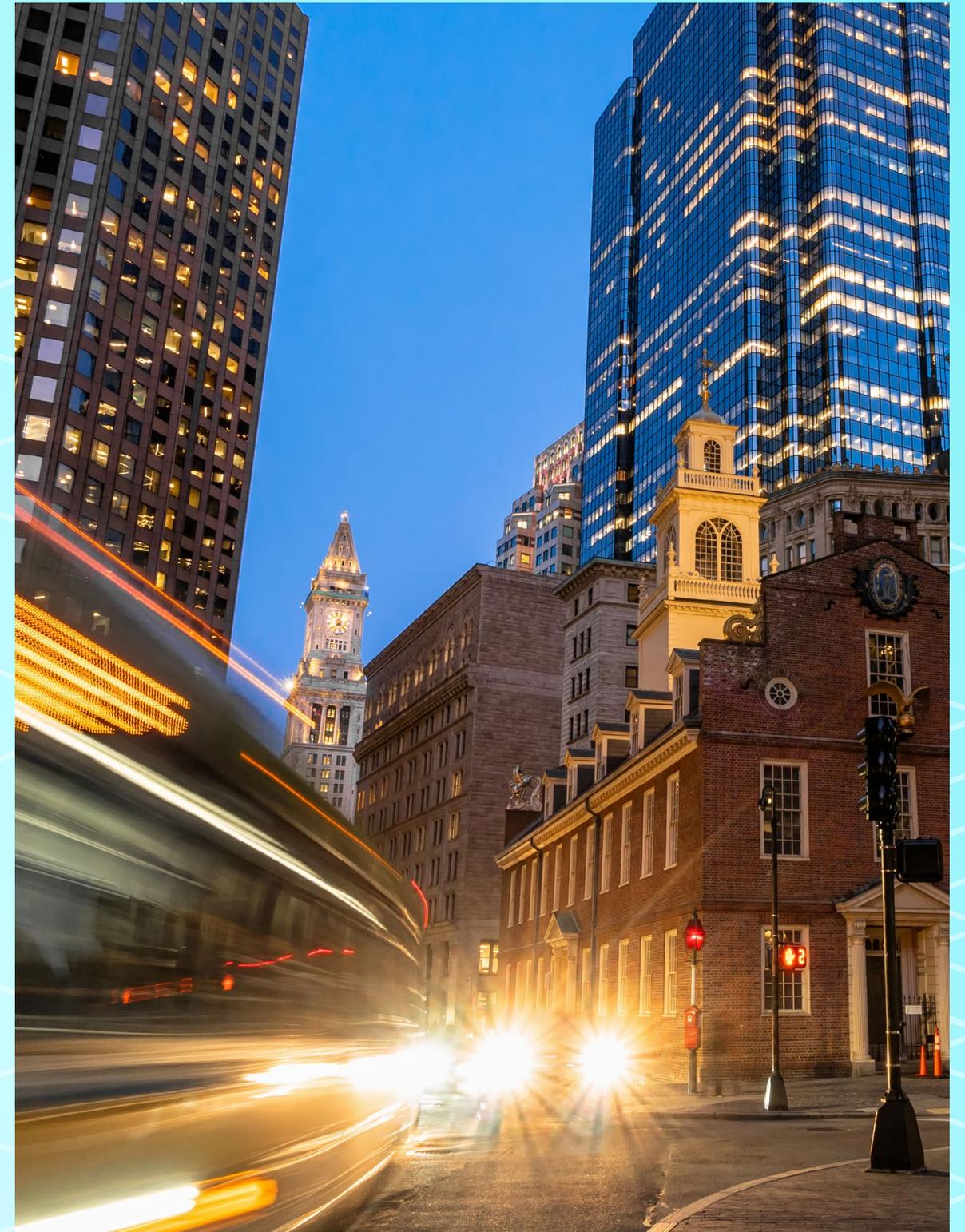




FirstDigital achieves global expansion with multicloud routing

Telco provider deploys quickly in multiple regions while cutting costs by 80%.

Case Study





Using Equinix Fabric® Cloud Router, FirstDigital extended the reach of its cloud voice offerings into Europe, Asia and Australia.

Challenge

FirstDigital sought to expand its voice services to meet demand from multinational customers. These customers wanted the flexibility to expand voice services into new markets quickly and cost-efficiently. To support this goal, FirstDigital aimed to become a certified Cisco Cloud Connected PSTN Provider (CCPP) internationally. Becoming a CCPP required diverse data centers in each region and private connectivity back to Cisco. The company also needed multicloud routing between its Cisco and AWS services. Using physical infrastructure to meet these requirements would have been difficult and expensive.

Solution

As Equinix prepared to announce the new Fabric Cloud Router solution in 2023, perfect timing allowed FirstDigital to participate in beta customer testing. The company learned that it could create Fabric Cloud Router instances quickly instead of deploying and licensing physical routers. The solution also proved to be more cost-efficient than setting up third-party cross connects in each region.

The company decided to roll out Fabric Cloud Router in six global metros, with two metros each in the following regions:

- **Europe:** Amsterdam and Frankfurt
- **Asia:** Singapore and Tokyo
- **Australia:** Sydney and Melbourne

Thanks to Fabric Cloud Router, FirstDigital met the requirements of the Cisco CCPP program while also ensuring reliable last-mile connectivity with its AWS cloud services. As a result, the company can now offer its customers cost-efficient Cisco voice services in 65+ countries around the world. Next, it plans to use the solution to expand its Microsoft voice services internationally as well. This will give customers greater flexibility in service offerings and deployment locations.

Benefits

Connectivity between cloud and SaaS providers

Fabric Cloud Router provides a bridge between FirstDigital's Cisco and AWS deployments. Traffic is now routed quickly and reliably between the two providers.

Lower latency

Keeping voice traffic in each region—instead of routing it through the U.S.—helps maintain low latency. Additionally, private connections provide performance benefits over the internet. Together, these factors give FirstDigital a much wider buffer to avoid service degradation due to latency.

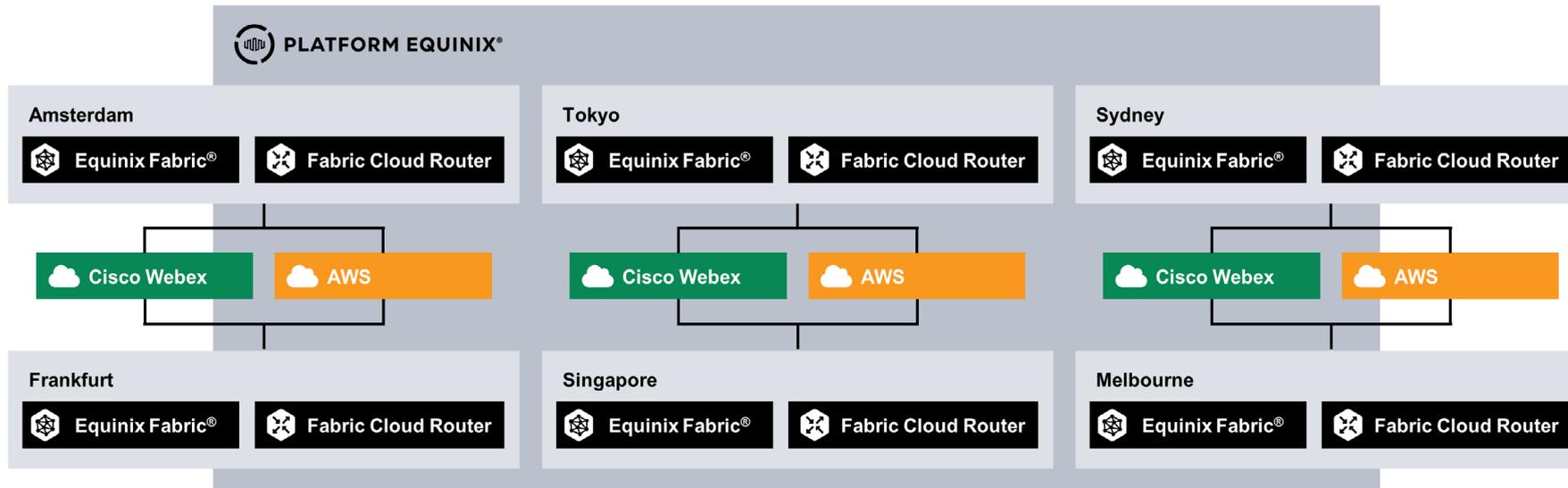
Scalability

Since the solution relies on virtual connections instead of physical cross connects, it would be quick and easy to expand if FirstDigital ever decides to do so.

Cost efficiency

The company estimates that the new solution costs about 80% less than its previous colocation-based architecture. Using conventional physical infrastructure to achieve the same results worldwide would have been much more expensive.





FirstDigital Fabric Cloud Router Network- Multicloud with AWS and Cisco Webex PSTN Peering

About FirstDigital

FirstDigital Telecom is a leading fiber-based carrier in the Western United States providing a full suite of business services including Local Voice, Long Distance, Internet, VOIP, Colocation, Managed Services and Fiber-to-the-Tower/Premise. Since 2000, FirstDigital has built, operated and maintained fiber networks for enterprises, government, healthcare, education and financial institutions. The company’s customer-centric model gives clients overall economic value, an industry-leading quality of service experience and increased business productivity.

[Firstdigital.com](https://firstdigital.com)

About Equinix

Equinix (Nasdaq: EQIX) is the world’s digital infrastructure company*. Digital leaders harness Equinix’s trusted platform to bring together and interconnect foundational infrastructure at software speed. Equinix enables organizations to access all the right places, partners and possibilities to scale with agility, speed the launch of digital services, deliver world-class experiences and multiply their value, while supporting their sustainability goals.

[Equinix.com](https://equinix.com)

“Equinix has the global scale and services we need. Being able to connect privately with different cloud partners via Fabric Cloud Router was essential to the success of our project. We met our expansion criteria and kept latency low without having to deploy additional physical infrastructure around the world.”

Chris Dunford, Director of Voice Engineering, FirstDigital Telecom

Ready to get started?

Learn more about how to enable simplified, cost-efficient multicloud networking on a global scale: Read the Equinix Fabric Cloud Router data sheet.

[Learn more](#)

