

Subrigo elevates customers and communities with enhanced network performance

- **Business needs** - The company needed a way to reduce latency and make it easier to expand networks as the company grows.
- **Networking solution** - AT&T Switched Ethernet Service with Network on Demand and AT&T Dedicated Internet deliver enhanced network speed, reliability, and capacity.
- **Business value** - Agility, scalability, and new ways to support network customers.
- **Industry focus** - Communications and network services
- **Size** - 1000+ customers

About Subrigo International Corporation

Subrigo is a communications and network services company that provides advanced solutions for carriers, businesses, and consumers that value innovation, performance, reliability, and world-class service. Headquartered in southern California, Subrigo's footprint spans the U.S. and Mexico.

The situation

Subrigo's founder and CEO Atilla Gahbro wanted to increase the speed and reliability of the networks and make it easier to expand them as his company grew.

Solution

AT&T Switched Ethernet Service with Network on Demand, as well as AT&T Dedicated Internet. Both solutions allow companies to easily add or change services on their own in near-real time through an online self-service portal. The company can easily scale up network capacity whenever customers need it. The service also supports the company's growth strategy by

enabling the company to expand easily into new markets. And AT&T Dedicated Internet provides consistent, private, guaranteed bandwidth and performance for Subrigo's customers.

Making life better with technology

Subrigo specializes in providing access and support for residences and businesses. They offer a full suite of advanced internet operations, as an internet service provider, data center, and managed services provider. Its sophisticated portfolio of services includes wholesale IP transit, transport/conversion, dedicated internet access, Voice over IP telephony, web presence, colocation, domestic and international private networks, managed network security, private cloud servers, data back-up, and disaster recovery.

Atila Gahbro started Subrigo 17 years ago to make life better for his customers and the communities in which he works. "The word 'subrigo' means 'elevate' in Latin," he said. "I felt that our service offering would elevate our customers. That's our company philosophy. Everything we do has to improve somebody's business or life by using technology."

The company works to do good in the communities it serves. "We believe technology can enable people and create opportunities," Gahbro said. "And we specifically look for opportunities where we could be instrumental in delivering quality service to low-income communities."

Subrigo provides internet connectivity to people in disadvantaged neighborhoods at greatly reduced prices and in some cases, free of charge. It also has created free internet access points in Skid Row in downtown L.A. "Most providers would consider those

undesirable markets," Gahbro said. "We provide free internet and it's open, so anybody can connect to it. We do it quietly. We don't talk about it much but it's just something we do because we believe in it."



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Founder and CEO, Subrigo International Corporation

Multiple services under one brand

Subrigo spun off from an integrator company. The original company would build network systems for clients with components from multiple vendors. "We were installing solutions for customers and pretty much referring them on a casual basis to other providers," Gahbro said. Then a large customer asked if the integrator company itself could provide the network services instead of subcontracting it.

“We had a \$10 billion a year company ready to buy the services from us if we could deliver as a service provider,” Gahbro said. After several months of research, he determined that his company could deliver the services that its customers needed. “And that’s when we started Subrigo as a spinoff company,” he said. “The goal was to combine multiple services under one brand to add convenience, cost-effectiveness, and a very high level of service and support for customers.”



Better network control

Gahbro takes pride in delivering the best possible network services to his customers. At times, however, he was frustrated by network latency and reliability problems. He also lacked a way to expand his network quickly to meet demand. Subrigo needed to increase the speed, reliability, and agility of its network.

Fortuitously, an AT&T Business account rep called. The rep wanted to discuss new ways to adapt Subrigo

networks as its needs, and the needs of its customers, changed. He suggested AT&T Switched Ethernet Service with Network on Demand, as well as AT&T Dedicated Internet. Both solutions allow companies to easily add or change services on their own through an online self-service portal. AT&T Dedicated Internet also provides a private internet connection to transfer customers’ information internally within Subrigo and via cloud applications.

“What led us to use AT&T was the ability to expand our network quickly and fairly easily,” Gahbro said. “Being able to connect all our sites together gives us a lot more control over our network and allows us to scale out and into other markets quickly.”

Rapid rollouts of complex services

Subrigo’s customers benefit greatly from AT&T Switched Ethernet Service with Network on Demand. “The quality of the connection is very consistent,” Gahbro said. “It works well for providing voice and video services.”

Many Subrigo customers are probably unaware that their traffic is riding on the AT&T network backbone. “They’re buying a service from Subrigo, so they may not know about AT&T, but they benefit from it,” Gahbro said.

Thanks to AT&T Business, Subrigo is also able to quickly manage special orders from customers. “We can do a pretty quick roll out of fairly complex services for them,” Gahbro said.

Subrigo’s ISP customers are very satisfied with their purpose-built networks. “Everything about a network that we build is designed to deliver the lowest latency,”

Gahbro said. “We guarantee no more than two milliseconds across our network to the first internet backbone hop. Our customers pretty much can’t get that benefit from anybody else.”

The company also chose AT&T Dedicated Internet to connect directly to the AT&T network via a private connection. This dedicated connection comes with consistent guaranteed bandwidth and performance at any time of the day.

Accommodating demand in real time

Solutions from AT&T Business enable Subrigo to assist customers who have short-term need for additional bandwidth. “AT&T Switched Ethernet Service with Network on Demand enables us to accommodate high demand in near-real time,” Gahbro said. “For example, we recently fielded a request from a theater in Hollywood to increase its capacity significantly for a special event. All we had to do was go into our portal and turn up the bandwidth. We could adjust the actual size of the data pipe going to the location. That was important, and it served the customer well. Being able to adjust capacity on demand is a great feature. It was set to 100Mbps and we turned it up to a 1Gbps for the event. After the event, we dialed bandwidth back down to 100Mbps. It was awesome!”

Gahbro said AT&T Switched Ethernet Service with Network on Demand benefits his company in other important ways. “We are able to bring the end link into a central hub location, which minimizes our cross-connect fees,” he said. “This makes us that much more competitive on the service offering to our customers.”



Expanding quickly into new markets

Gahbro complimented the teams at AT&T Business that have helped him succeed. He recalled the way AT&T Business came to his rescue early on to solve a problem. “I didn’t know there was a limit on the number of port speed changes you could submit within 24 hours,” Gahbro said. “I’d already done one test and then found I couldn’t do the actual change. One phone call to AT&T resulted in the support team completing the change for our client. That level of support is great. It’s pretty much unheard of for other carriers to do that for you. I really would be hard pressed to come up with one thing that I want AT&T Business to do differently. Everything is great.”

The solutions and services from AT&T Business enable Subrigo to move quickly and easily into new markets. “Customers are able to order all the services that they want from us, even in different markets where we don’t necessarily have our own data center operations,”

Gahbro said. “The service from AT&T will be crucial because all our sites have to be connected. Our customers are benefiting just by the fact that we’re able to go into those markets that we’re not in currently.”

Gahbro said the growth may not have been possible without the support Subrigo gets from AT&T Business. “We’ve got some network expansion planned, because we have proven that we can get good, highly reliable services from AT&T Business. We feel like we know our way around and everything’s working well.”



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A successful formula for growth

Gahbro says AT&T is changing the way Subrigo does business. “We’re a bit conservative as a company. We don’t do things quickly. We have to test everything thoroughly. For instance, we operate both a wired and wireless network in Metro Los Angeles for maximum reliability. Anything can happen. Anything can fail. We have a hybrid solution between our point-to-point wireless network and our fiber network, so we basically have the best of both worlds.

And that formula has been tremendously successful for Subrigo. We have very few, if any, network outages. Having not just that redundancy, but actual diversity so that there is no single point of failure, is key for our company.”

The vision of its founder and the services from AT&T Business that Subrigo has chosen will support the company’s efforts as it continues to elevate the communities and people it serves.