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## **Yipes adds class-of-service offering**

**Yipes new CoS offering will be useful for VoIP and video conferencing applications**

[Service Provider News Report Newsletter](#) By [Carolyn Duffy Marsan](#), Network World, 05/09/07  
[Yipes Enterprise Services](#), a leader in fully managed Ethernet services, Tuesday announces new class-of-service capabilities to directly compete against rival VPN providers.

The CoS offering allows customers to prioritize their traffic over Yipes' global network, which covers 20 countries in four continents including all of North America and parts of Europe and Asia.

Differentiated CoS will be useful for VoIP and video conferencing applications, Yipes says.

"We have very strong [service-level agreements]. When you match CoS with our highly reliable network, we think that's significant," says Keao Caindec, chief marketing officer with Yipes.

Caindec says customers can use Yipes' CoS offerings with similar class of service offerings available for MPLS services to create hybrid networks that prioritize critical applications from one end to another.

Yipes' Layer 2 services run over an MPLS backbone. Virtual Private LAN Service (VPLS) is an MPLS application that allows geographically dispersed sites to share an Ethernet broadcast domain.

"VPLS provides the reliability, security and ease of use of Ethernet along with the scalability, multipoint-to-multipoint support and resiliency of MPLS," Yipes said in a statement.

Yipes said it was the first carrier to offer class of service over a VPLS based network. Yipes is offering four classes of services over its Ethernet-based Layer 2 VPLS VPNs.

Yipes argues that its Layer 2 VPLS services are higher-performing, easier to deploy and less expensive than rival Layer 3 VPNs. Yipes customers can provision service over copper and fiber, which also lowers costs.

"The biggest trend that we are seeing in the market is this migration away from Frame Relay and ATM to Layer 2 and Layer 3 VPNS, MPLS as well as Ethernet networks," Caindec says.

"Companies in disparate offices are coming together using collaboration tools such as VoIP and video conferencing," Caindec added. "Those collaboration tools are creating needs that can't be satisfied by the existing network, and so they are adopting network services with any-to-any connectivity. And there are two alternatives: IP MPLS-based networks or VPLS Ethernet."

Yipes says one of the key issues holding back VPLS Ethernet services was the lack of CoS. That's why this announcement is so important, Caindec says.

"It's a big deal for us, and it's a big deal for the industry," Caindec says. "Ethernet is now a mature service with all the features that you think of with MPLS."

Yipes said its customers in the healthcare, legal and financial services industries requested the class of service offerings.

One Yipes customer that is interested in the class of service offering for a VoIP implementation is R.J. O'Brien, a Chicago futures brokerage firm. R.J. O'Brien has 30 locations and tens of thousands of clients, who connect to the firm over the Internet or direct VPN tunnels.

R.J. O'Brien has been using Yipes for the two years.

"Yipes was selected as a preferred vendor because of their leading-edge technology," says Mike Dillon, network architect for R.J. O'Brien. "All five trading floors where we have people on the floor are connected in via the Yipes network, and we use Yipes to connect to the majority of our largest customers."

Dillon says R.J. O'Brien's experience with Yipes has been very good

"We find Yipes to be a very cost-effective solution," Dillon says. "They provide us with high-speed Layer 2 services with low latency. To our New York office, we generally see latency below 30 milliseconds. The other nice thing about Yipes is the configuration simplicity. We don't have to purchase routers. We don't have to configure OSPF or the higher-level routing protocols."

Dillon says R.J. O'Brien has experienced 99.999% reliability with Yipes during the last two years. He says he's interested in the new class of service offering for VoIP and real-time video applications. "We like the Yipes network for a number of reasons: class of service, framing, Ethernet, the speed of their network and the bandwidth-on-demand capability," Dillon says. "They can offer up to one gigabyte, which is very compelling."

In April, Yipes announced a new performance measurement and monitoring tool called HawkEye. Based in San Francisco, Yipes is a venture funded startup that has raised more than \$100 million. Yipes supports 850 enterprise customers worldwide and says that its revenue grew 40% in 2006.