consoleconnect

Case Study
TNS Plus

Revolutionising the local enterprise
cloud connectivity landscape

TNS+

Overview of **TNS Plus**

TNS Plus, is a major operator in Kazakhstan and provides a wide range of telecommunications services, both in the Republic of Kazakhstan and abroad. As part of the Veon Group, TNS Plus operates as the only international transit provider for the group in Kazakhstan. It provides a range of enterprise connectivity solutions including lease of international/intercity channels and data transmission, together with voice traffic termination and enterprise-grade internet solutions. The company also has 13,427 km of own fibre-optic network with 30 voice traffic exchange partners, direct connections with all regional operators and its own nodes in Moscow, Hong Kong and Frankfurt.
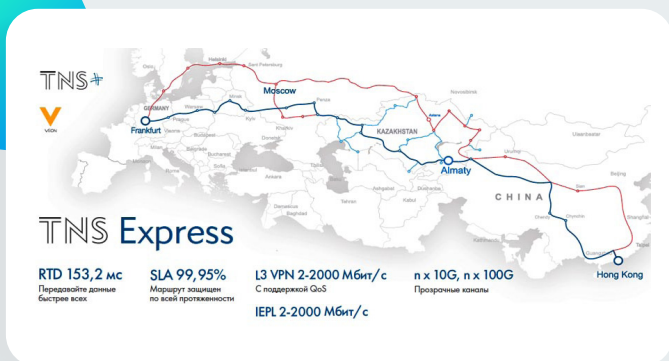
Summary

As a leading telecoms operator in the Republic of Kazakhstan, TNS Plus is stepping up its programme to revolutionise the local enterprise cloud connectivity landscape by providing a unique range of flexible and reliable connectivity solutions to local and multinational enterprises and service providers.

TNS Plus needed a trusted partner that could help it deliver flexible, future proof and reliable connectivity solutions which will allow its growing portfolio of customers to realise the full potential of the growing Kazakhstan market. The power, simplicity and flexibility of Console Connect's service was the perfect platform to underpin TNS Plus' ambitious plans to expand its share of the fast-growing Kazakhstan market, with a particular focus on offering multi-cloud connectivity to the financial services vertical.

Challenge

## Pioneering delivery of global cloud connectivity to Kazakhstan

Recognising that Kazakhstan enterprises and tier-two telecoms operators have an increasingly pressing need for flexible, reliable and secure connectivity to the global cloud ecosystem, TNS Plus partnered with Console Connect to leverage its power.

TNS Plus explained that its decision to develop its innovative new package of connectivity solutions based on Console Connect was prompted by requests from major Kazakhstan-headquartered enterprises, including the financial services sector, which required access to multiple public clouds.

In Kazakhstan, the public cloud has been largely inaccessible due to demanding connectivity requirements and a high barrier to entry - integration with each public cloud demands a high level of technical investment that is not replicable.

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> *Opting for a provider that only supported Amazon Direct Connect for example would have limited our customers to connectivity to AWS. Console Connect is completely agnostic when it comes to cloud providers, offering maximum flexibility and choice.* "
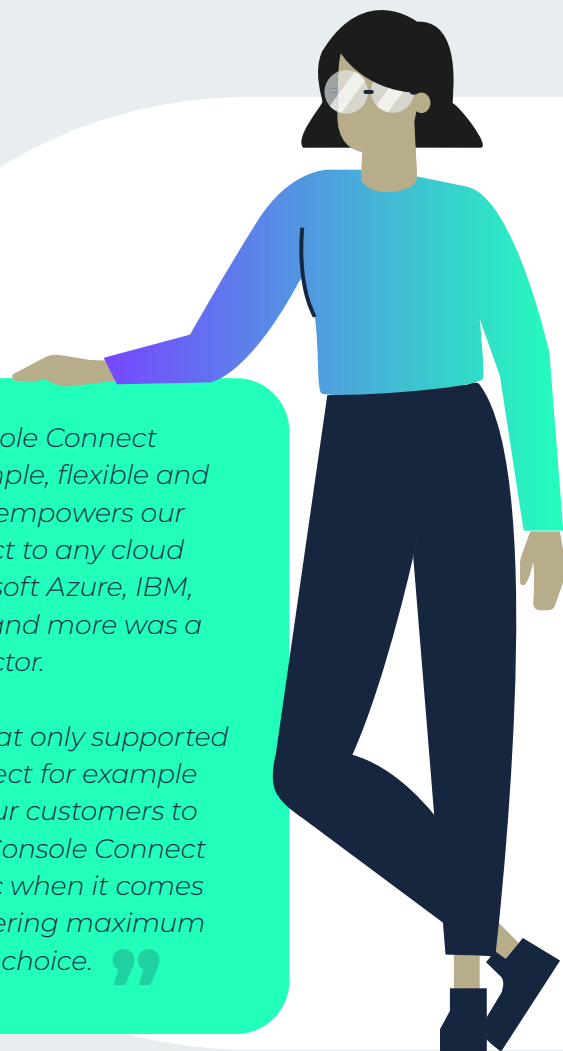
Solution —

TNS Plus purchased access to Console Connect's service in December 2019. The operator decided that Console Connect offered the best solution as it allows simple, flexible and enterprise class connectivity to multiple clouds, including but not limited to Amazon AWS.

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According to TNS Plus, Console Connect's platform has allowed it to step up as a market leader providing enterprise and cloud connectivity solutions across Kazakhstan and beyond. The partnership also enables international enterprises to access the growing Kazakhstan market.

"The local market in Kazakhstan is fast growing and our Console Connect-based services mean we are now very much a pioneer in this region. We are able to offer market-leading solutions with enterprise class levels of reliability, flexibility and security. Our solutions offer compelling benefits for multiple key verticals including banks and financial groups, smaller carriers, government institutions together with transportation agencies and delivery agencies," said Dauren Bukeyev.

TNS Plus was impressed by the ability of Console Connect to deliver a simple, flexible and affordable way to connect to cloud-based applications, partners, IT infrastructure and the world's major cloud hosting services. The global reach of the platform spans over 50 countries and interconnects over 850 data centres, leveraging the worldwide MPLS network, which is physically separate to the public Internet and features an uncontended, highly resilient and redundant core network with multiple low-latency paths between countries.

To support the growing trend for multi-cloud and hybrid cloud deployments across Kazakhstan and globally, customers are also able to leverage the platform and Console Connect's network via TNS Plus to implement on-demand connectivity between global data centres and all other major cloud on-ramp partners.

Results ___

By handling the configuration of the Console Connect interface on behalf of its own customers, TNS Plus offers Kazakhstan enterprises access to all the public cloud providers through a single point of contact with a low barrier to entry. The company is rapidly establishing itself as the provider of choice for enterprises and tier-two carriers that recognise the business value of securing secure, reliable and flexible access to a variety of global cloud providers.

Thus local enterprises and tier-two carriers get resilient connectivity to the rest of world and access to the global cloud ecosystem with a level of flexibility never seen before. Console Connect allows TNS Plus to increase and decrease the bandwidth of connections in almost real time, meaning users only pay for the bandwidth they need, when they are using it.

In this way, Console Connect has proved itself flexible enough for TNS Plus to construct, develop and tailor its own unique range of innovative cloud access solutions for the local market.

The underlying transmission and IP network enables Console Connect to deliver significant economies of scale, high-speed performance and assured quality of service. Local enterprises no longer have to rely on the public Internet to connect to their critical cloud workloads, which in Kazakhstan can be unreliable, insecure and susceptible to prolonged and unexpected outages. "We are able to provide top levels of security, availability and reliability with Console Connect. The ability to dial up or down bandwidth dynamically whenever the client requires allows

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us to offer unparalleled degrees of elasticity and flexibility. Added to this the fact that we can offer simple plug in connections to multiple cloud providers means that Console Connect has been able to offer us a powerful platform on which we can confidently build and develop a unique package of compelling connectivity solutions," said Dauren Bukeyev.

Outcomes

Bukeyev explained that the flexible and secure connectivity offered by Console Connect was as a key benefit, as were the global reach and unmatched capabilities of Console Connectl.

"By selecting the unique Console Connect platform we benefit from being able to simply and quickly connect our customers to the cloud or clouds that they choose – AWS, Azure, IBM Alibaba, or any other. Adding in the benefits of elastic interconnectivity, security and reliability that Console Connects delivers made the decision to partner with Console Connect an easy one."

Demonstrating Console Connect's credibility in fast-growing markets such as Kazakhstan, TNS Plus said that several local banks and financial institutions were in advanced stages of evaluating its Console Connect-based connectivity solutions. And now having successfully engineered a package of enterprise-class connectivity solutions for this first financial institution, TNS Plus reports that there are several other local banking groups in line to sign deals for similar flexible cloud connectivity packages.

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> **Dauren Bukeyev**
> *Director of Carrier Relations,*
> *TNS Plus*

The partnership between Console Connect and TNS Plus provides a concrete example of the innovative and transformative business models that can be leveraged as a result of the advanced capabilities of Console Connect's software driven networking.

In today's fast-paced business world cloud-driven solutions are proving their ability to deliver real commercial advantage in rapidly growing markets. TNS Plus' vision to provide flexible and secure access to multiple cloud portals was enabled by the way in which Console Connect applies this concept to network connectivity.

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- Cut complexity
- Make interconnection effortless

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Schillerstr. 31 | 60313 Frankfurt/M. | Germany

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475 Springpark Place | Suite 100 | Herndon | VA 20170 | USA

Singapore
6 Temasek Boulevard | #41-04A/05 | Suntec Tower Four | 038986 | Singapore

Hong Kong
20/F, Telecom House | 3 Gloucester Road | Wan Chai | Hong Kong

Japan
3/F Marunouchi Mitsui Building | 2-2, Marunouchi 2-chome | Chiyoda-ku | Tokyo 100-0005 | Japan

South Africa
Building 12 | 1 Woodmead Drive | Woodmead | Johannesburg 2191 | South Africa

UAE, Dubai
Office 504 & 505 | Level 5 | Arjaan Business Tower | Dubai Media City | Dubai

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Have other questions we didn't cover?

Join our community of experts.

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Talk to us: sales@consoleconnect.com