



# IMPSAT

## SUNTONE<sup>SM</sup> CERTIFIED SERVICE SUCCESS STORY

### KEY HIGHLIGHTS

#### Company

Impsat

#### Industry/Market

Hosting and Infrastructure  
Service Provider

#### Key Business Issues

- Validate operational processes
- Continually improve offerings
- Bring company to forefront of high quality companies
- Provide reassurance to customers
- Improve customer visibility and reach

#### Business Results

- Better definition of service provisioning
- Fine tuning of security and other procedures
- Use SunTone certification standards as guide for future expansion plans

#### Configuration Specifics

- Sun Netra™ servers
- Sun Enterprise™ Servers, including the Sun Enterprise™ 10000 servers
- Solaris™ Operating Environment

“SunTone™ certification allows Impsat to join a prestigious group of global service providers and data center operators, who meet world class technological standards. The rigorous SunTone Program evaluation helps us in continually improving our offerings and brings us to the forefront of high quality, service provider companies.”

*Ricardo Verdaguer,  
CEO, Impsat*

Providing critical IP based services to numerous, diverse customers is a challenging task. Service providers that have obtained the prestigious SunTone Program seal of quality can give their customers peace of mind; customers can rest assured they are in good hands.

Impsat recently became one of the relatively few, premier companies to have achieved the rigorous SunTone certification for its hosting and co-location service as well as its application infrastructure service. According to Gabriel del Campo, Senior Vice President, Data Centers and e-Business, Impsat: “SunTone certification provided us a high bar with which to measure ourselves and helped us validate that we are operating a world class center. Customers very much like the fact that we are SunTone Certified.”

Setting its sights high is not new to the company: Impsat’s vision is to become the leader in providing the highest quality communication solutions to the Latin American market.

### Complete Solutions from Impsat

Impsat is a fully integrated telecom service provider, providing broadband and computing solutions to corporations. Impsat offers a full array of managed hosting solutions: network operations centers, monitoring, storage utility,

security, caching, content distribution, load balancing, disaster recovery services, and database management services. Impsat owns much of the network that its data centers connect to and has strong peering agreements with other providers. “We believe that it is important to also have a significant stake in the network that we send our data through. We now have end-to-end control of our operations and can provide end-to-end SLAs,” says del Campo.

Data centers are very complex to manage. Well-defined standards and processes are key in making sure that operations run smoothly. Continues del Campo, “Complexity is increasing dramatically in this industry. The only way to overcome this complexity is by making sure we have the right people and processes in place. In addition, having the right technology is paramount.”

This is why Impsat uses primarily Sun technology for its internal operations and promotes Sun technology as the preferred choice for UNIX® solutions. In fact over 90% of Impsat’s UNIX technology is based on the rock solid reliability of Sun systems and the Solaris™ Operating Environment. “We use Sun technologies because it enables us to efficiently manage our resources and provide the best solutions with high reliability for our customers”, says del Campo.



## The Value of Certification

Impsat saw a significant value of becoming SunTone certified from the beginning. Impsat viewed the certification process as an opportunity to thoroughly revisit and audit its internal processes, and to gain valuable insight into best practices.

“Revisiting our operations and processes by using a proven, industry standard methodology like the SunTone Program as a benchmark, helped us better define our service provisioning. In addition, we were able to fine tune and enhance the security and operational elements of our service. We also believe that the comprehensive SunTone certification process will guide us in our future expansion plans.”

*Roberto Vigo,  
VP Operations,  
Impsat*

[www.sun.com/suntone](http://www.sun.com/suntone)



## Certification as a Competitive Advantage

Impsat views SunTone certification as a significant competitive advantage and is now aggressively moving towards certifying all of its services and data centers. It also proudly displays banners and collateral in its data centers, publicizing its SunTone certification.

“Being part of the SunTone Program community is very valuable for us. It increases our visibility to customers and also expands our customer reach. Many more customers are now demanding SunTone certification as a requirement. We view SunTone as being on the top of the list of certifications for SP infrastructure services. Therefore we often lead with our SunTone certification status in our value proposition, collateral, marketing programs and when a customer sends us an RFP”, says del Campo. Impsat is also excited about the opportunity to work with the Sun sales team to expand its reach to Sun’s customers with its offerings.

“When we found out about the SunTone program, we were very excited to be a part of it. As an SP, we believe there are three ways to monitor and improve your service quality—tracking internal processes and indicators, obtaining client feedback, and finally, rigorous, highly recognized, industry certifications, like the SunTone Certification,” says Gabriel del Campo. “With this in mind and hoping to add value by providing reassurance to our customers, we decided to work hard towards obtaining SunTone certification for our service offerings,” del Campo added.

In a short period of time, Impsat has proven itself as a force to be reckoned with. Impsat has a growing portfolio of leading global companies as its customers. Using SunTone certification and Sun technology as competitive weapons is helping Impsat gain increased visibility among customers—not only in Latin America, but globally.

**The SunTone Certification and Branding Program ([www.sun.com/suntone](http://www.sun.com/suntone)) is a collaborative industry effort, led by Sun Microsystems, Inc., to promote high-quality Internet-based services.**

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