

Case Study: Electronics Brand, Keysight, Capitalizes on End-to-End Global Network Support

How Advantage ensured Keysight's connectivity success during a major service provider's EMEA divestiture.



“Advantage stepped in right when we needed them most and made the entire process remarkably easy. Their networking expertise and the significant cost savings they delivered have been truly impressive.”

— Jason Lee, Network Operations Manager



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CHALLENGES

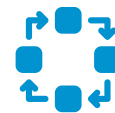
When Keysight's primary internet service provider announced the sale of its Europe, Middle East, and Africa business, **IT leaders faced uncertainty around transitioning services** without risking outages across their global operations.

SOLUTIONS

Advantage quickly sourced alternatives for Keysight's **55 DIA circuits with DDoS protection** using our 800+ provider network. After Keysight selected its preferred plan, we executed a seamless migration to a best-in-class global ISP, **improving performance, enhancing localized support, and reducing annual costs by 35%**. Today, Keysight benefits from a unified internet provider backed by Advantage's full lifecycle management for long-term success.



Global
Networking



Managed
Services



Cost
Optimization

OUTCOMES

1

Frictionless Service Migration

Advantage provided peace of mind by designing and executing Keysight's connectivity continuity plan from start to finish across all EMEA and APAC offices.

2

Hassle-Free Circuit Routing & Support

As Keysight's strategic partner, Advantage architected **two circuits per location via POPs between 30 last mile providers** for superior diversity and performance.

3

Lowered Connectivity Costs

Our invariable commitment to deliver cost-efficient solutions enabled us to negotiate a **35% hard-dollar savings** on Keysight's DDoS-protected DIA circuits.