

Press Release

## **Evocative creates flexible metro network with Smartoptics ROADMs**

**Oslo, Norway – October 12, 2023 – Smartoptics, a leading provider of optical networking solutions, today announced that Evocative, a global Internet infrastructure provider, has chosen Smartoptics to create more flexible metro networks in various geographical serving areas. The initial Smartoptics deployment includes ROADMs, transponders, muxponders and management software for enabling ultra-low latency Ethernet services up to 400G across six data centers.**

Evocative is a global provider of Internet infrastructure with a full suite of colocation, network, bare metal, cloud, and managed services. With 24 carrier and cloud-neutral data centers including 20 colocation facilities in 11 US markets and over 60 global points of presence, Evocative provides the building blocks for organizations to drive business growth. After acquiring assets from another data center business in late 2022, Evocative needed to build a new network to support the additional facilities. The network needed to be flexible enough to connect multiple Bay Area data centers and accommodate network elements from various vendors.

The solution chosen is centered around ROADMs from Smartoptics. SoSmart, a software suite of tools for open network management, is used to manage the ROADMs. Smartoptics muxponders and transponders enhance flexibility and maximize fiber utilization. The solution will allow Evocative to create one unified network and replace the old point-to-point architecture, interconnecting six data centers in the Bay Area with DWDM connections up to 400G.

“OSI Global understood our needs well and brought in Smartoptics as a solution to provide the best value for us. With Smartoptics ROADMs, we have the flexibility to connect any data center in an ad-hoc fashion at any speed and any combination of paths. With SoSmart, ROADM configuration is point and click and the solution simply works – much easier than anything we tried in the past. It removes any complexity typically associated with managing ROADMs. Smartoptics has already released some cool new SoSmart software features in a short time and I look forward to seeing what else lies ahead,” says Steve Rubin, Vice President, Network Engineering, Evocative.

Following the success of the ROADM deployment in the Bay Area, Evocative is also planning to deploy Smartoptics ROADMs in other metro areas, including New York, Dallas and Los Angeles.

“We are very pleased to see the successful combination of DCP-R ROADMs, DCP-404 muxponders and our SoSmart software suite in this metro network deployment. These products were all highly prioritized in our development efforts – they are key puzzle pieces that fill market gaps, opening up huge growth potential for us. Evocative is one of the first to benefit from the complete solution, showing one and all how Smartoptics is ushering in a new era of flexible networking,” says Kevin Robinson, Vice President of Sales Americas, Smartoptics.

### **For more information please contact:**

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## About Smartoptics

Smartoptics provides innovative optical networking solutions and devices for the new era of open networking. Our customer base includes thousands of enterprises, governments, cloud providers, Internet exchanges as well as cable and telecom operators. We have an open networking approach in everything we do which allows our customers to break unwanted vendor lock-in, remain flexible and minimize costs. Our solutions are used in metro and regional network applications that increasingly rely on data center services and specifications. Smartoptics is a Scandinavian company founded in 2006. We partner with leading technology and network solution providers such as Brocade, Cisco and Dell and have a global reach through more than 100 business partners.

For additional information about Smartoptics, please visit <https://www.smartoptics.com/>

## About Evocative

[Evocative](#) is a global leader in Internet infrastructure, providing enterprise-class data center, bare metal, network, cloud, and managed services solutions that enable exceptional digital experiences. Evocative's global footprint includes interconnected [data centers](#) and Points of Presence across strategically located metros in North America, Europe, and Asia regions. Through organic growth and strategic acquisition, the company continues to expand its presence to power enterprise workloads at the edge. Evocative is dedicated to helping drive digital businesses forward, now and in the decades to come.

For additional information about Evocative, please visit <https://evocative.com>.

## About OSI

OSI Global is a recognized global leader in delivering innovative technology solutions and services, specializing in enterprise hardware equipment, cutting-edge optical solutions, and reliable third-party maintenance services. With a steadfast commitment to customer satisfaction, OSI Global is proudly owned and managed by our dedicated founders, ensuring a guiding focus on always doing the right thing for our customers in every transaction, while offering unparalleled customer service.

For additional information about OSI Global, please visit <https://osiglobal.com/>