JOIN Experience Deploys VMware NSX to Support Rapid Growth and Market Expansion

Software-Defined Data Center Gives JOIN the Flexibility, Security and Speed to Achieve a Strategic Advantage Over Legacy Service Providers in Europe

PALO ALTO, CA -- (Marketwired) -- 10/29/14 -- VMware, Inc. (NYSE: VMW) today announced that JOIN Experience has implemented a software-defined data center architecture featuring the VMware NSX network virtualization platform to execute on a plan to become a major player in the European mobile telecom and IT services market.

JOIN is using a software-defined data center approach to deliver world-class 4G services and cloud infrastructure to customers, and VMware NSX is enabling the service provider to develop and scale new machine-to-machine (M2M), mobile virtual network operator (MVNO) and other enterprise cloud service offerings across the European continent.

"Deploying a software-defined data center, and taking advantage of VMware NSX to overcome the barriers of traditional networking hardware, gives us a major advantage over our competitors," said Michael Mossal, CIO, JOIN Experience. "We successfully teamed with VMware to define and implement the best possible infrastructure from the ground up to give us the means to deliver robust and flexible services and quickly accelerate our growth. VMware was the right partner with the best software-defined data center portfolio, and the strongest partner ecosystem, to help us on this journey."

JOIN positions itself as a third-generation telecom operator, which it defines as a service provider that has simultaneously developed and delivered both traditional telecom and next-generation IT services from the start. JOIN built its entire infrastructure from the ground up based on VMware solutions, including virtualizing the network with VMware NSX. Deploying a software-defined data center with VMware NSX has made JOIN's environment as flexible, adaptable and future-proof as possible as customer demands and market dynamics changed from individual to individual, customer to customer and country to country.

With VMware NSX, JOIN is able to automate the provisioning of new services for customers, which greatly improves their time to value for customers. VMware NSX enables JOIN to overcome limitations of traditional hardware-defined networking, including manual provisioning and operations, and high overhead costs. Additionally, JOIN uses VMware NSX to deliver value-added security services to customers, taking advantage of the platform's micro-segmentation capabilities. Finally, JOIN developed its architecture based on the VMware NSX partner ecosystem, including interoperability with leading security and networking partners, including Trend Micro and Juniper Networks, among others.

Additional Resources

- Learn how to #VirtualizeYourNetwork
- For more information, visit the VMware NSX network virtualization platform web site
- Subscribe to VMware's Network Virtualization and Company blogs
- Keep up with VMware NSX on Facebook, Google+, Twitter and YouTube

About VMware
VMware is the leader in virtualization and cloud infrastructure solutions that enable businesses to thrive in the Cloud Era. Customers rely on VMware to help them transform the way they build, deliver and consume Information Technology resources in a manner that is evolutionary and based on their specific needs. With 2013 revenues of $5.21 billion, VMware has more than 500,000 customers and 75,000 partners. The company is headquartered in Silicon Valley with offices throughout the world and can be found online at www.vmware.com.

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