

Dublin, Ohio Attracts Fast Growing Small Businesses with a 100 Gbps Network and an Innovative Public-Private Partnership

Summary

Company:

City of Dublin, OH

Industry:

Government

Business Challenge:

The City of Dublin wanted to attract small, high-growth businesses and revitalize legacy office space.

Technology Solution:

- MX960 3D Universal Edge Router
- EX3300 Ethernet Switch
- SRX220 Services Gateway
- Junos Space Network Management Platform
- Junos Space Network Director

Business Results:

- Offer subsidized fiber transport and a choice of carriers to attract small businesses to legacy Metro Center Office Park
- Upgraded citywide Dublin network to 100 Gbps
- Created innovative public-private partnership with Metro Data Center
- Enabled future expansion to other legacy office parks in Dublin with scalable, affordable connectivity



Cardinal Health, Wendy's, Nationwide Insurance, OhioHealth, and others call the City of Dublin, Ohio their home. Dublin, located on the border of Columbus, Ohio, is growing rapidly as people come for the well-paying jobs, digital inclusion in the schools, and a strong sense of community.

Business Challenge

The City of Dublin has worked hard to attract businesses, and it has seen firsthand through its citywide Dublin fiber network that access to high-speed connectivity is a major attraction to midsize and large businesses. The city set out to extend those benefits to smaller businesses as well.

"From an economic development standpoint, large corporate headquarters are no longer a reliable way of growing your business community," says Doug McCollough, CIO of the City of Dublin. "The small business sector is where our focus needs to be. Startups and five-person offices grow into 20- and 40-person offices."

Prime office space and new construction fill up fast in Dublin, but attracting tenants to legacy office space was more difficult. "For office spaces that are 25 to 30 years old but still are good facilities, we wanted to make them more attractive to move businesses in," says McCollough. "There's a higher level of attractiveness to smaller businesses and tech-savvy businesses than old-line businesses because they're growth engines."

Dublin set out to make its legacy office parks more appealing to high-growth small businesses. The plan began with Metro Center Office Park, which encompasses 16 sites. "Subsidizing broadband was a key attraction point," says McCollough. "We conducted an experiment: measure the increase in utilization or tenancy of legacy office space and the economic impact on businesses."

Technology Solution

Dublin engaged in an innovative public-private partnership to realize its goal of upgrading Dublin to 100 Gbps and adding broadband to attract fast-growing businesses to legacy office parks. "We get private-sector speed and agility by working with private entities," says McCollough. "We found that public-private partnership is the preferred model for projects such as these."

The city teamed with Metro Data Center for design, development, and implementation. "We were brought in as a trusted partner with the City of Dublin," says Rob Kopp, cofounder, president and COO of Metro Data Center. "From a vision and partnership standpoint, we've joined hands together in building economic development with the city and to provide shared services within the community."



Dublin wanted a flexible, scalable, and simple network solution. The city chose Juniper Networks® MX960 3D Universal Edge Router to deliver line-rate 100 Gbps connectivity, high reliability, and future-proof scale to Dublink. Juniper Networks EX3300 Ethernet Switch was selected to provide flexible, high-speed, and cost-effective enterprise access connectivity to building tenants in Metro Office Park. Juniper Networks SRX220 Services Gateway, which offers high-performance firewall protection with advanced threat intelligence, is used for VPN connections.

“We own the transport layer and offer the carriers the option to compete from a single space. We are radically changing the competitive options for consumers.”

Doug McCollough, CIO, City of Dublin, Ohio

Juniper Networks Junos® Space Network Director is used to simplify and automate the management of the Juniper routing, switching, and security solutions. Using the Junos Space platform enables the city to scale operations and develop and deploy new applications and services quickly.

The ability to easily build, manage, and grow the network service was a major decision factor. “It comes down to scale,” says McCollough. “With Juniper, we believe we’ll be able to scale this solution across all of Dublin at a far lower expense point compared to other options.”

In fact, Metro Data Center was so impressed with the Juniper solution that it changed over its own switching to Juniper.

Business Results

“We’ve been successful in creating an economic vortex of activity,” says McCollough. “When we ask new businesses why they came to this legacy office park, they say they heard about Dublink and the 100 gig project and they want to be close to the other businesses that are in it.”

Kopp agrees. “The City of Dublin was forward-thinking in how to use its fiber network for SMBs,” he says. “In the past, fiber was affordable only to Fortune 500 companies. The city has been very innovative to provide a high-speed network, data center, and a community of service providers to SMBs.”

With the public-private partnership and Juniper, the city challenged the status quo for providing connectivity for commercial buildings and office parks. Traditionally, the carriers own communications facilities within the building, and tenants choose among three or four providers for services. The city flipped that model.

“We own the transport layer and offer the carriers the option to compete from a single space,” says McCollough. “That completely changes the competitive landscape for our tenants, who now have additional options. We are radically changing the competitive options for consumers.” Now, a typical business might have a choice of a dozen different carriers—and faster facilities-based connections.

The savings add up fast, especially for small businesses. “Even if a business is saving \$400 or \$500 a month because of free transport and its ability to pick the carrier of its choice, that’s a substantial saving over time,” says Kopp.

Next Steps

Based on the initial success, the City of Dublin plans to continue the rollout to more legacy office parks and other locations. “Our first goal is to apply the same model to other legacy office parks,” says McCollough. “The Juniper edge equipment is flexible enough that we can put it at a water tower, a high school, or anywhere the fiber network goes, and have 1 gig, 10 gig, or 100 gig transport anywhere we want it. It’s an amazing capability.”

For More Information

To find out more about Juniper Networks products and solutions, please visit www.juniper.net.

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