



# Hudson Advisors gains application performance and unmatched experience with Masergy

Financial asset manager Hudson Advisors was faced with faltering network performance, chronic billing problems and unsatisfactory customer service from its previous Tier 1 service provider's MPLS network. With its three-year service contract coming to an end, the company decided to seek a better solution. The firm needed a reliable global partner who could effectively provide seamless network services across all its international locations. Specifically, the company was looking to improve network availability, utilization and flexibility while ensuring a better customer experience and simplified billing for its global footprint.

## Solutions

Hudson Advisors short-listed two companies to evaluate and compare network services — a large, well-known Tier 1 provider and Masergy. Masergy's technical team reviewed Hudson's wide area network (WAN) redesign in detail; discussed and understood bandwidth needs and future expansions; and suggested a simple phased plan for network migration of all its offices to the Masergy network.

After a thorough review, the firm chose Masergy due to its strong technical offering, robust engineering, reliable customer support and simplified billing options. Masergy implemented its fully meshed VPLS solution with Voice Quality of Service (QoS) at all of Hudson's domestic and international locations and Video QoS at two locations with Telepresence video conferencing systems.

The firm also added Masergy's Intelligent Network Analyst service for in-depth network monitoring, visibility into application performance and reporting capabilities.



### Cost Savings:

# 15%

compared to the previous solution



**“We needed a global, low-latency, QoS-enabled private network at a reasonable cost from a financially stable provider. We had a painful experience with our previous Tier 1 carrier's MPLS services. We didn't know we had better options until we found Masergy.”**

Dave Goodman,  
CTO Hudson Advisors LLC

“It was great to have a single point of contact through our entire global network installation, constantly informing us about developments in our order process with status updates, testing and activation.”

## Business success

After switching to Masergy’s fully-meshed VPLS solution, Hudson experienced marked improvement in network performance and quality. The guaranteed bandwidth and increased reliability of the corporate network has improved daily business communications and operations.

Hudson especially appreciates the flexibility of its VPLS solution which enables easy scalability while preserving the QoS guarantees. When the firm had to extend critical business applications to new entities, Masergy’s network implementation was flexible enough to easily accommodate the increase in network traffic and utilization.

Masergy’s native IP/MPLS core, with no underlying legacy technology, enables a global service level agreement (SLA) with site-to-site guarantee of 100 percent packet delivery — in sequence — for all of Hudson’s real-time applications. Hudson enjoys flawless quality video performance on its high-end Telepresence systems, while also effectively utilizing Masergy’s voice plane to deliver VoIP between all of its global sites, resulting in significant cost savings.

The firm also maximizes the performance of Oracle applications across its entire global network using Masergy’s critical data plane. While cost was not the primary factor for Hudson’s decision to switch to Masergy, the financial firm’s savings of approximately 15 percent over its previous network solution was a welcome development.

## Recognized results

- Cost Savings: 15% when compared to the previous solution
- Superior Performance: Increased network reliability and maximized Oracle application performance worldwide
- Flexible IT Infrastructure: VPLS enables easy scalability while preserving quality of service
- Flawless Communications: Real-time visibility allows quality VoIP and video performance on high-end telepresence systems

## About Hudson Advisors

Hudson Advisors LLC is a full service commercial mortgage servicer and real estate asset manager with proven expertise in the global real estate markets. The company is headquartered in Dallas, Texas, and has affiliate offices in Tokyo, New York, Washington D.C., Montreal, Luxembourg, Brussels, London, Paris, Dublin, Frankfurt and Munich.

The company, its predecessors and its affiliates have managed, serviced and added value to more than 155,000 secured and unsecured debt instruments and real estate related assets aggregating \$31 billion. This experience includes workouts of distressed loan portfolios, corporate restructurings / turnarounds, rehabilitation and repositioning of real estate assets across a variety of property types, land and real estate development, and servicing a variety of debt instruments.

**“Masergy went above and beyond and diligently worked with their various local service provider partners in the European and APAC locations to ensure perfect last-mile connectivity.”**