



# We help your business operate seamlessly with fast, reliable, and secure internet and network solutions

## Massive Networks

### Meet the executives

Paul Mako (CEO) and Kevin Flake (COO), bring a refreshing approach to the telecom industry. With over 20 years of combined experience under their belts, the Massive Network team is equipped with engineers who can navigate the Carrier Ecosystem for an IT team or business.

Massive Networks offers enterprise-class data transport solutions that extend across the entire US and to 181 countries worldwide.



Paul Mako, CEO

**T**riumphant companies are well aware of network management's importance for the proper support and maintenance of network infrastructure. A powerful network monitoring system is the heart of any network management solution. One such company that provides fast, reliable and secure internet and network solutions is Massive Networks. The company is a premier network transportation and colocation provider.

Massive Networks' core competency lies within its blended bandwidth from multiple T1 ISPs and port density platforms. Most carriers offer bandwidth through one connection, Massive differs in its unique ability to merge the

carrier connections (up to 12) on one single solution. Though their primary focus is not dedicated to bandwidth, their blended approach provides clients with an "always on, always available" solution providing the customer with reliable Internet. Additionally, Massive Networks is known for its multitasking circuit expertise.

A business undertaking is risky and unpredictable; Massive Networks is no exception, it also had many challenges in the journey. The three most significant problems of starting a company in the late 90's early 2000's werestart-up cash, overcoming technical challenges in an ever-faster-moving sector and learning to manage financials for the current moment

and into the future. The things to learn, while extremely dangerous if you have no cash, then credit cards are an avenue to consider for starting your business. Credit Cards are costly and can quickly ruin you if you do not manage them well. Paul Mako (CEO) says that he would only recommend them in a service business with monthly recurring revenue where you have contracts with customers that have the customer locked into the term. Those two stipulations make your business a cash flow business, and credit card debt can be managed on a cash flow basis. The most powerful aspect of a credit card is that it is unsecured debt and therefore mitigates the risk if a failure occurs.

Keeping up with technology in a technological business is just a fact of life that never goes away. Paul says, being 1 step ahead of the crowd is extremely important; you have to think and keep thinking about what is happening and what is coming next. This, of course, is much easier said than done, being 1 step ahead can be 1 step in the wrong direction. Read and think about what everyone else is doing, see if it makes sense financially and then think about what they are going to have to do to keep up with the changes. Then start your business at that inflection point of change.

Managing financials, and modeling the future should be a part of every starting business 101. Paul was given a piece of advice early on, “sit down and make a simple model. Figure out what you think your income will be amonth over month, and figure out what your expenses will be amonth over month. After you do that, then cut the revenue in half and double the expenses if you can still make it on paper than it is possible. Finally, in the business of technology think about equipment expenses very carefully.

Massive Networks is consistently growing, as with most technology, the telecom industry is continually changing. MPLS and VPNs have been the technology to rely on in the network connectivity industry. But that is slowly fading out. The founders of Massive Networks, Paul Mako and Kevin Flake believe that the two common mistakes that network providers make are using Virtual Private Networks (VPNs) and deploying Multiprotocol Label Switching (MPLS) devices that traverse over the public Internet. This opens up organizations to security breaches. Massive Networks eliminates security issues by delivering solutions through a Layer 2 platform that take business-critical data off the public Internet.

The company contributes to the global IT platform and society at large by offering enterprise-class data transport solutions that extend across the entire US and to 181 countries worldwide, its blended managed network can deliver high-speed Internet and private line connections to 1.7 million fiber-lit buildings, data centers, and cloud providers nationwide.

Within its solution sets, the firm buildscustom-designed networks for each customer using its blended network approach of Layer 2 and Layer 3 network technologies. As a result, this revolutionary technology design offers customers multiple and dynamic streams of data through a single pipe, providing supe-

## An excellent piece of advice by Paul

The fact of the industry is that the hardware is way outstripping the software, and the actual physical and software applications. Stay away from the expensive shiny objects and focus on making your equipment be an exact fit to what you need, do not overbuy and you can succeed.

rior performance and value from bandwidth-intensive services like voice, data, web services, video, and backups – all on a single handoff from the company’s fiber backbone.

Massive Networks primary goal is to increase their penetration of fiber lit-buildings from 2 million to 5million. Additionally, Massive Networks would like to expand its Cloud Marketplace reach within theprivate and hybrid cloud sectors from 6+ providers to one hundred.

# We can set up a scalable and dynam- ic network to transform your data performance!