

# Broadwing – Clean Pipe vs Dirty Pipe



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Written by Matt Brunk

Broadwing recently announced their new service offerings to provide a suite of managed security services for M-L Enterprises.



Concurrently it seems that **Health Management Systems, Inc. inked a deal** with Broadwing for these services which “provides HMS with the security required to transmit sensitive medical and financial information and the flexibility to deliver seamless interoperability among all HMS networks via the Broadwing converged backbone.”

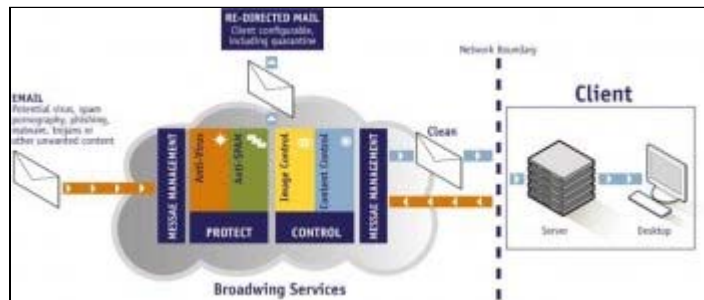
Today, Broadwing announced their **"Managed Premises-based Security Services"** that go beyond providing network infrastructure to provide the end-to-end security services to protect the enterprises's IT assets.

The concept ? Clean Pipe vs. the Dirty Pipe.

The idea is for a carrier (Broadwing) to provide a clean pipe to a customer, not just a network connection. The virus, intrusion detection, and anti-spam is managed from the network before it hits the customers pipe. Once the traffic is on the pipe it's used up space and the effort to secure the network and keep it secure is constantly challenged by hackers. My preference is to manage the network by having some intelligence in the network since I believe the overall burden of managing “my network” becomes easier especially with multiple or global sites.

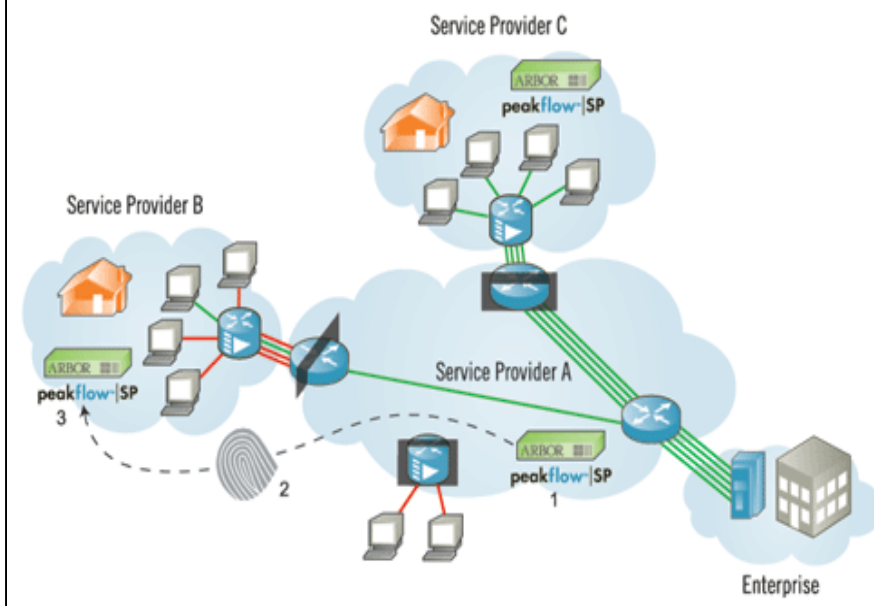
I like the idea of connecting any LAN to a trusted network. The usual struggle between who manages or controls what doesn't go away but the idea is definitely sound and worthy especially for those facing HIPPA or SOX compliance.

Broadwing, a partner of **Arbor Networks** is also a member of the newly formed **Fingerprint Sharing Alliance** whose members share information on hackers by using an automated process.



## FINGERPRINT SHARING: HOW IT WORKS

With Fingerprint Sharing, service providers no longer need to rely on a tedious manual process involving phone calls or email to share attack information. A formerly manual process is replaced with a new automated process.



**Peakflow SP** is the product used by members of the alliance. Getting all carriers globally to buy off on the concept would put a different twist on internet security. Broadwing also offers a Service Level Agreement on their suite of security services.

The other element that stands out is their statement to provide customers a single point of contact. Customer service and enhancing the overall experience will differentiate any carrier in today's self service telecommunications environment.

Clean pipes are worth investigation and then imagine what you could do with a clean pipe with **accelerators** attached to it. Enterprise IT staff tasked with internet security could benefit by shifting their focus to their enterprise core needs. Maybe the future is painting the internet experience as safe. This effort is worth watching especially by those interested in meeting their organizations core objectives.

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