

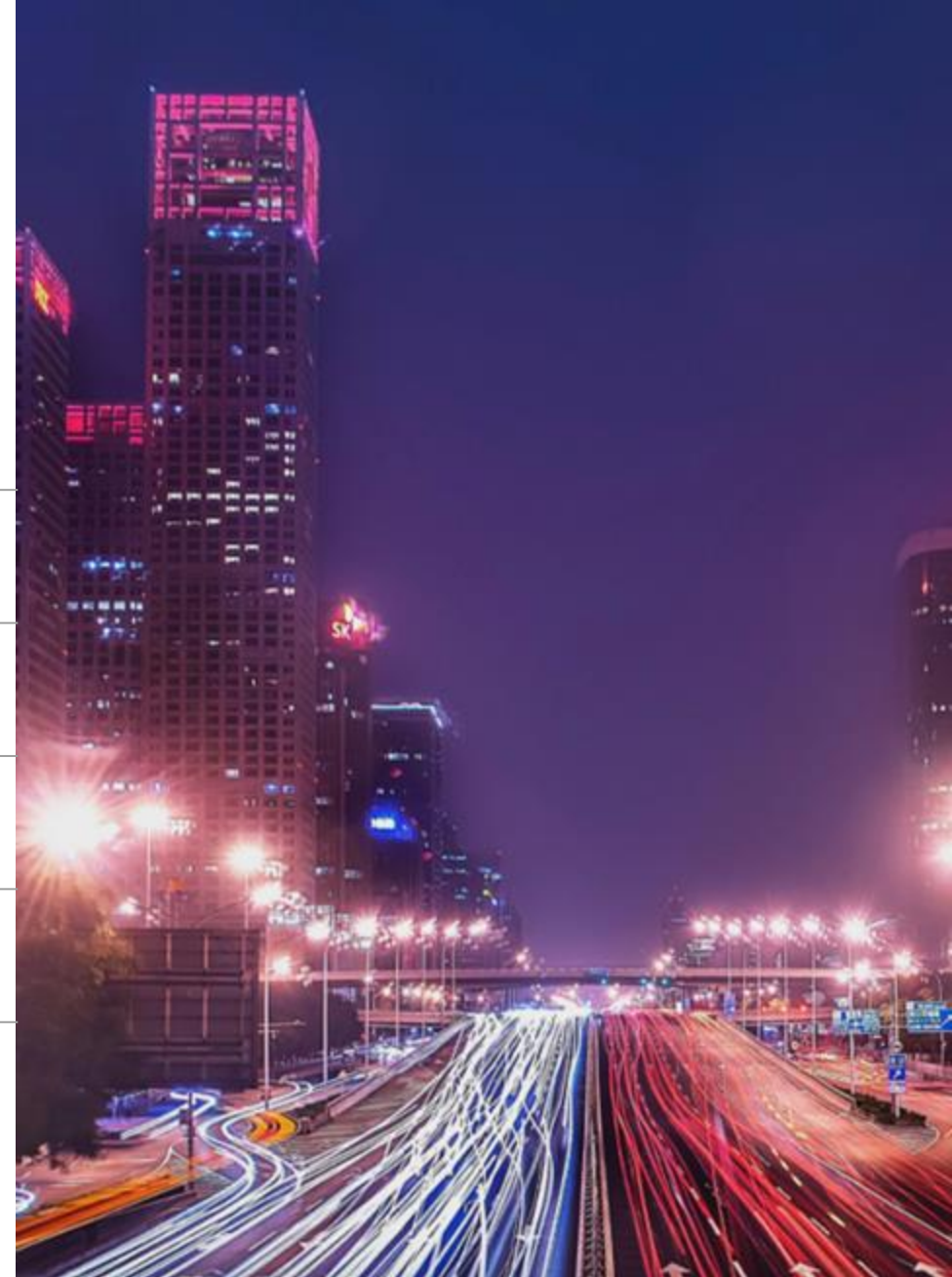
NLNOG 2025

# The No-Bullsh\*t Way to Build Infrastructure that Lasts

**Tony O'Sullivan**  
CEO, RETN

# 6 stages of network de-sh\*tification

- 1 The Problem: Industry's Infrastructure Delusion
- 2 Our Philosophy: Resilience-First Approach
- 3 Real-World Proof: Three Critical Case Studies
- 4 The Framework: Three Engineering Rules
- 5 The Fix: What Needs to Change
- 6 The bottom line: Build Like it Matters



# The Industry's Infrastructure Delusion

Everyone says they're resilient—until they're not

## The Taiwan Wake-Up Call

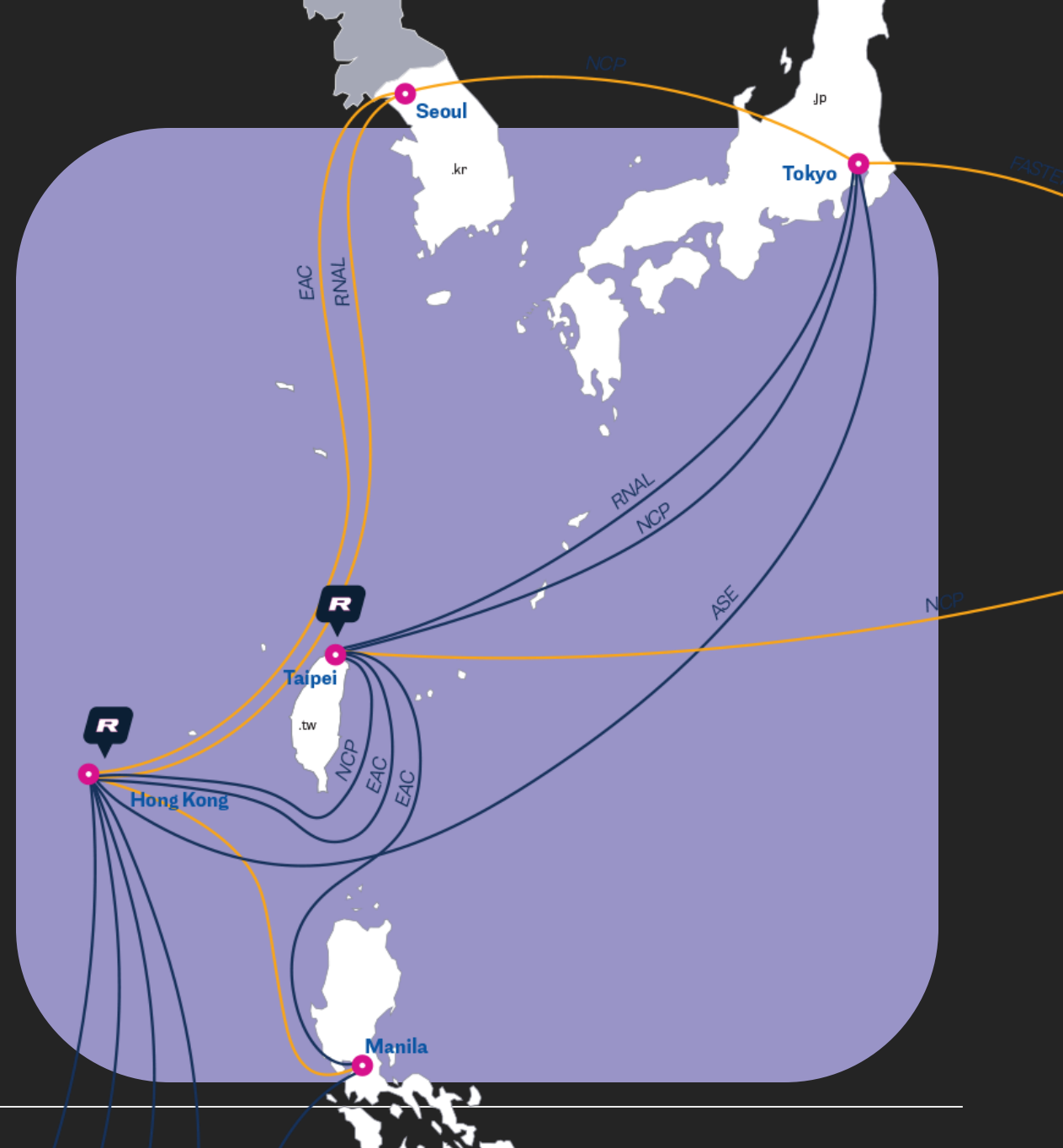
Tier 1 providers were stalled for weeks—and sometimes months.

## The Consolidation Trap

Legacy systems + route consolidation = fragility.

## The Disconnect

Marketing maps do not reflect operational reality.





# Resilience

# RETN's Resilience-First Philosophy

Resilience is our foundation, not a feature.

Five genuinely diverse, vendor-separated cables to Taiwan

TRANSKZ terrestrial Asia–Europe route:  
60–70% traffic migrated during Red Sea cuts

Designed to operate under war, catastrophe,  
and cable choke points

A large, stylized letter 'R' graphic on the left side of the slide. It is composed of multiple overlapping, semi-transparent layers in shades of purple and magenta, creating a 3D effect. The 'R' is positioned on the left, with its right side facing the text.

# Real-World Proof



# Case Study: Taiwan Cable Cuts 2025

## Multiple Subsea Cuts

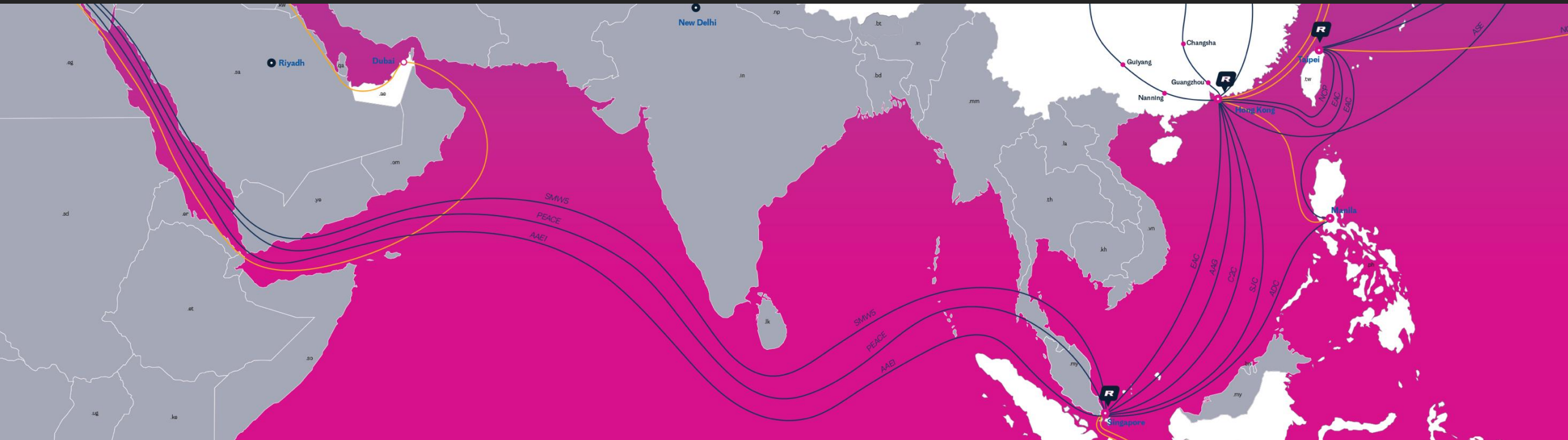
2025  
(two suspected sabotage)

## RETN's Response

70-day repair period → stable latency

## Tier 1's Response

Tier 1 providers: degradation  
for weeks



# Case Study: Red Sea 2024 (& 2025; here we go again)

## Multiple Cuts

~70% subsea EU–Asia  
capacity loss

## TRANSKZ Solution

RETN instantly moved 60–70%  
of traffic to TRANSKZ

## Uptime Priority

Maintained 99.9% uptime





# Case Study: Ukraine War

## Immediate Response

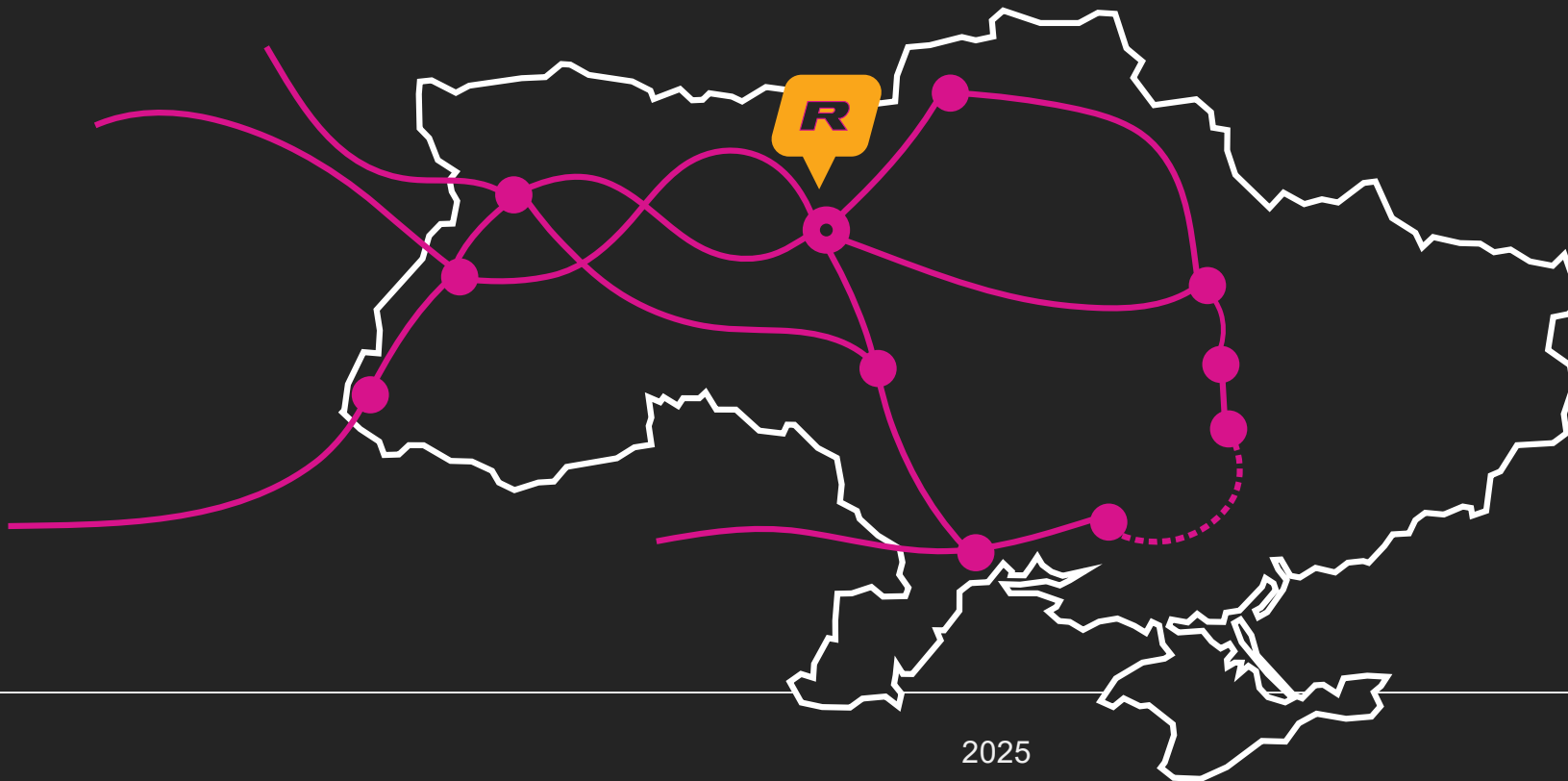
Capacity-swap deal  
within a week of invasion

## New Routes

New southern Kyiv route  
to bypass exposed paths

## Autonomous PoPs

72-hour autonomous PoPs; pre-  
positioned spares





# The Rules

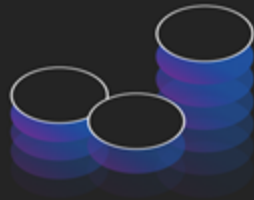
# Three Engineering Rules

Engineering Principles for When Lives and Businesses Depend on You



## Build for Risk

Geo, supplier, and infra diversity;  
automated reroute, MTTR <6 hrs.



## Design Smart, Not Big

Unique routes (e.g., Milan-Zurich  
bypass); lean team, global reach.



## Optimise Efficiency

400GbE rollout, vendor energy  
benchmarking, low watts/Gbps.

# Four Fixes to Stop the BS

1.

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## Redefine the Language

“Resilience” needs  
its meaning back

2.

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“If it seems to  
good to be  
true...”

Stop buying solutions  
which are obviously  
underengineered

3.

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## Demand Transparency

Shared accountability  
for infra truth-telling

4.

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## Educate and Inform

Customers must  
know their Plan B

# Challenging Industry Bad Habits

Three Industry Myths that Kill Real Resilience



## The Tier 1 Fallacy

Bigger isn't always better



## The Ownership Illusion

DWDM ownership without control  
just means false security



## The Impossible Promise

100% SLA guarantees  
are marketing fiction



# Build Like it Matters

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## Substance Over Spin

Less buzzwords, more backbone.

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## Design for Disaster

Assume failure is inevitable. Design for the bad day, not the good day.

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## Failure has a cost

Network costs money. Sometimes a failure costs much more.

# Thank You