





Evolve IP Manages and Hosts Services and Security for Any-Sized Business


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By [Richard Grigonis](#)

Executive Editor, IP Communications Group

One of the fun things about this business is seeing the smart, dynamic new companies rev up and enter the market. The latest of these (in my humble opinion) is Evolve IP  (www.evolveip.net), a Managed Technology Provider that has formulated new ways for businesses to buy, manage, and secure the technologies that they use to communicate, and to convert their communications technologies into a competitive advantage. With a broad range of expertise in the areas of Managed Telephony, Managed Network Services, Hosted Applications and Network Security and Compliance, Evolve IP partners with businesses of all sizes to provide a complete outsourced solution or an augmentation of a current infrastructure.

Economic arguments for delivering services to business have existed for many years now. Evolve IP also ensures that their services are delivered from geographically diverse technology centers, are managed 24x7 by a team of professionals, and have been built to be as secure and stable as possible, much more than the average business could provide with onsite equipment and staff. Since their service delivery methodology combines multiple offerings into a single, managed solution, they are able to provide companies with simplification of their communication tools which results in a lower Total Cost of Ownership (TCO ). Their delivery architecture is the result of working with such eminent technology partners as Acme Packet, Broadsoft, Cisco ([News - Alert](#)), IBM and SAP, integrating and customizing their respective technologies.

Guy Fardone, chief operating officer of Evolve IP, says, "Evolve IP was started in early 2007. It was started by a group of people who formerly ran a reasonably large IXC CLEC  in the U.S., called ATX Communications ([News - Alert](#)). A couple of groups of individuals left ATX several years ago and started another venture, and then, in 2007, they founded Evolve IP. I and a few other people joined them in 2007 after closing out the sale of ATX to another organization. So we started in 2007, basically with the premise of being what you could call an Application Service Provider (ASP) or a Managed Service Provider (MSP). We've really branded ourselves as a managed technology provider."

“We have four key areas of products,” says Fardone. “One is managed telephony. I say ‘managed telephony’ because we produce both premise and hosted solutions. The second area is managed network services. That includes managed Wide Area Networks [WANs] and Local Area Networks [LANs]. The third area in which we work is network security and compliance, in both the hosted and distributed form. Our fourth and final product area is hosted applications, an area into which we will grow. We’re doing hosted Microsoft ([News - Alert](#)) Exchange and some conferencing, data backup and recovery. As we move forward with our products, that’s an area to which we’ll add many more products. The premise in our offerings is that these are all products and services with which we are familiar. We at Evolve IP are 20-year veterans of the data Internet and telecom industry, and we had gone to market with these products and services before to SMB community and have done extremely well in offering them, and they go extremely well together.”

“The one thing we’re not doing here is building a nationwide network,” says Fardone. “There’s plenty of network out there right now. We’re using other network providers and we have some agreements on our own. We want to be really good in delivering these services with an extremely high level of quality, with quality defined in terms of network performance as well as customer communication, service and satisfaction.”

“We got to market early this year, in terms of our go-to-market,” says Fardone. “We received funding from several individuals in the form of seed money. Then, in late September of 2006 we raised \$15.6 million of capital to further the operation of the organization. That’s quite a big Series A financing; indeed, it represents the largest early stage telecommunications and IT investment in the Philadelphia region in the past seven years. So we started writing checks and building our networking, platforms and infrastructure for all of our product sets and all of our operational systems and support, working from September through December 2006. We launched shortly thereafter and we are now in the marketplace selling and ‘installing’ customers.”

Thanks to its partnering with the world’s greatest technology leaders, Evolve IP and its solutions can energize any business, be it a small, single location business, multi-location nationwide enterprise or wholesale partner with thousands of customers.