

**“Heficed helps with custom solution servers and networking. This is very important for our early stage products”**

## The Client ---

NOIA is creating the world’s most advanced data routing technology that makes end-to-end encrypted high-performance Internet connectivity accessible in minutes. NOIA aims to disrupt the 160 billion dollar private networking industry, offering businesses a Twilio-like self-service platform to set up and maintain their infrastructures, catering to industries such as Telecom, 5G, IoT, SD-WAN and VPN. Since 2018, the team, including Bill Norton who previously co-founded Equinix, were able to attract attention from a number of tech industry giants and got them interested in utilizing the technology themselves, or distributing the software to their customer base in the joint movement towards a better internet for everyone.



## Challenges ---

Noia is at the forefront of internet technology and delivers solutions which facilitate the smooth transition to the next generation of internet. It aims to build the world’s most advanced routing technology which will enable an all-encrypted and performance focused internet to be made accessible to millions of companies and people worldwide.

Noia’s clients are technology companies, businesses and Internet Service Providers and the challenge that Noia faced was that it needed to be able to offer its clients a hosting service that facilitated their business growth whilst maintaining stability and security on all of its platforms.

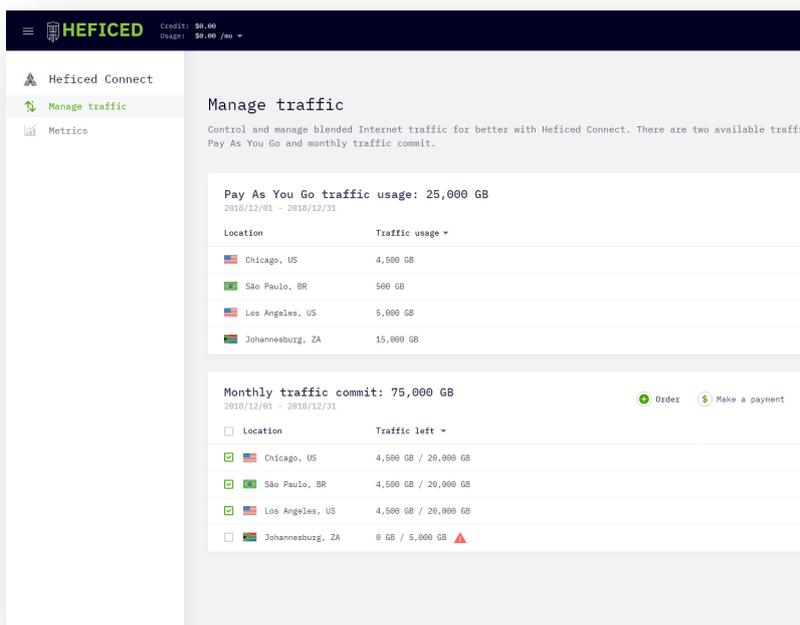
Noia reported that the current internet architecture and its routing protocols made internet performance unpredictable, unreliable and insecure which meant its clients often incurred significant costs. It was important that Noia was able to offer its clients a hosting service that was both affordable and reliable and so it looked to Heficed for a solution.

## Our Solution

The biggest challenge that Noia faced before working with Heficed was the problem of integrating its core products (SRv6 and IPv6) into the networks of other providers. It also reported a lack of support from network engineers and had experienced difficulties working out pricing for the hosting services of other providers.

Because Noia's technology only works with IPv6 and SRv6, it had experienced problems with ISP blocking SRv6 packets in the past and was looking for a solution to this issue. Heficed was able to provide a solution to this problem by providing customized hosting solutions through its servers.

Heficed also provides round the clock engineering and software support to its clients and Noia reported that the support they received from Heficed was integral to facilitating the integration and adoption of IPv6 and SRv6 products in its custom solution servers.



## Implementations

Once Noia made the decision to purchase Heficed's ISP products, it reported receiving excellent support. This enabled Noia to improve its business functions and grow its business whilst maintaining the stability and security of its platforms.

## Result

Domantas Jaskunas, COO at NOIA, stated that working with Heficed means "we're working with a provider who can offer custom solution servers and networking. This means we're more confident when introducing early stage products".

## The Future

Noia has been recognized by the international community for its efforts in implementing Segment Routing technology and it strives to continue working on the scientific frontier of internet development. Noia's aim is to actively contribute to the mass adoption of cutting edge internet solutions and Heficed looks forward to supporting Noia in its future development.

# IP Transit and BGP Solutions

Direct connection via IP Transit global network spanning the world.

Get Started

You can learn more about ISP [here](#).

If you'd like to experience similar results to Noia, you can find out more about our products [here](#).