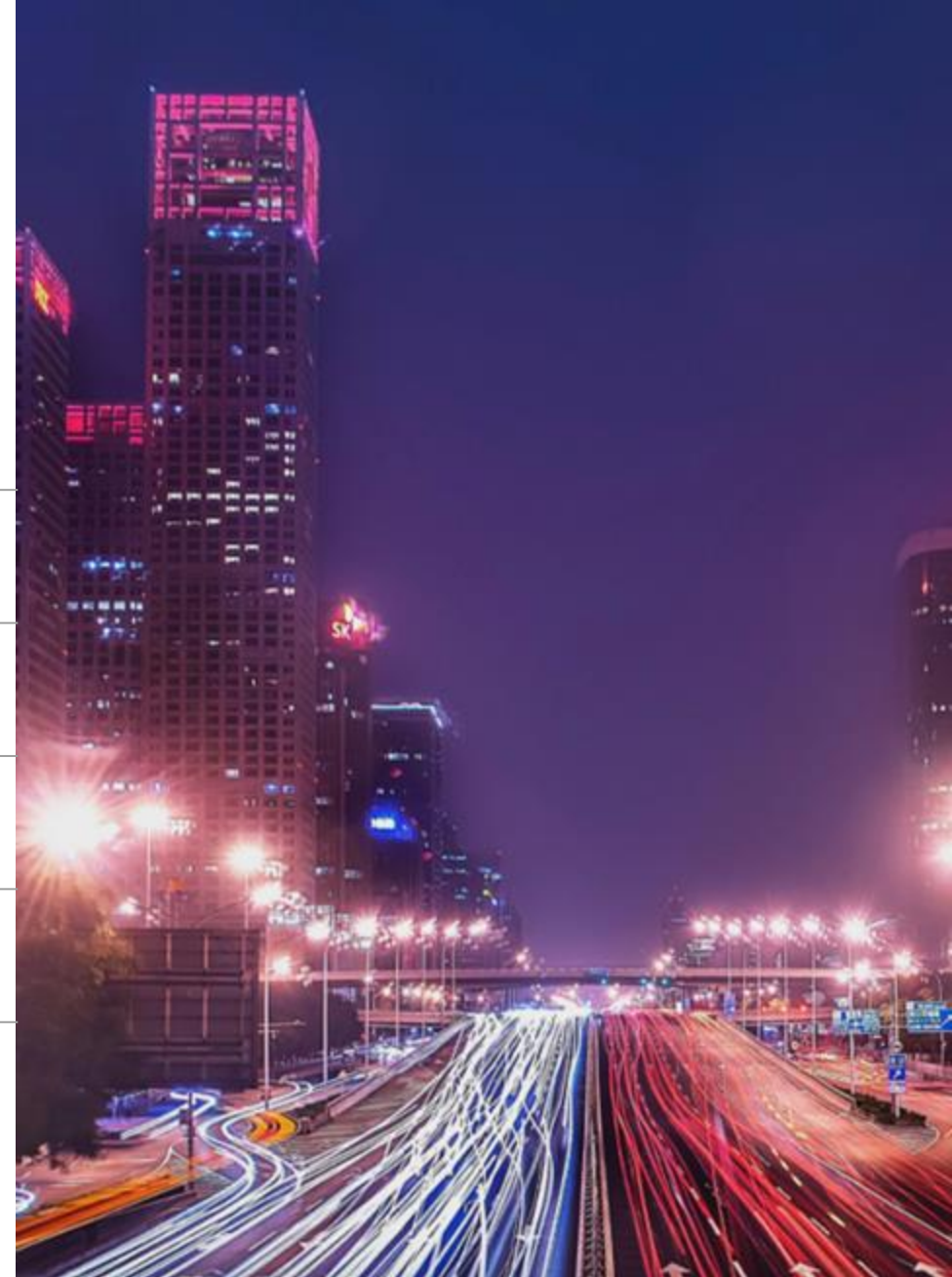# The No-Bullsh*t Way to Build Infrastructure that Lasts

Tony O'Sullivan

CEO, RETN

6 stages of network de-sh*tification

2026

The Industry's Infrastructure Delusion

Everyone says they're resilient—until they're not
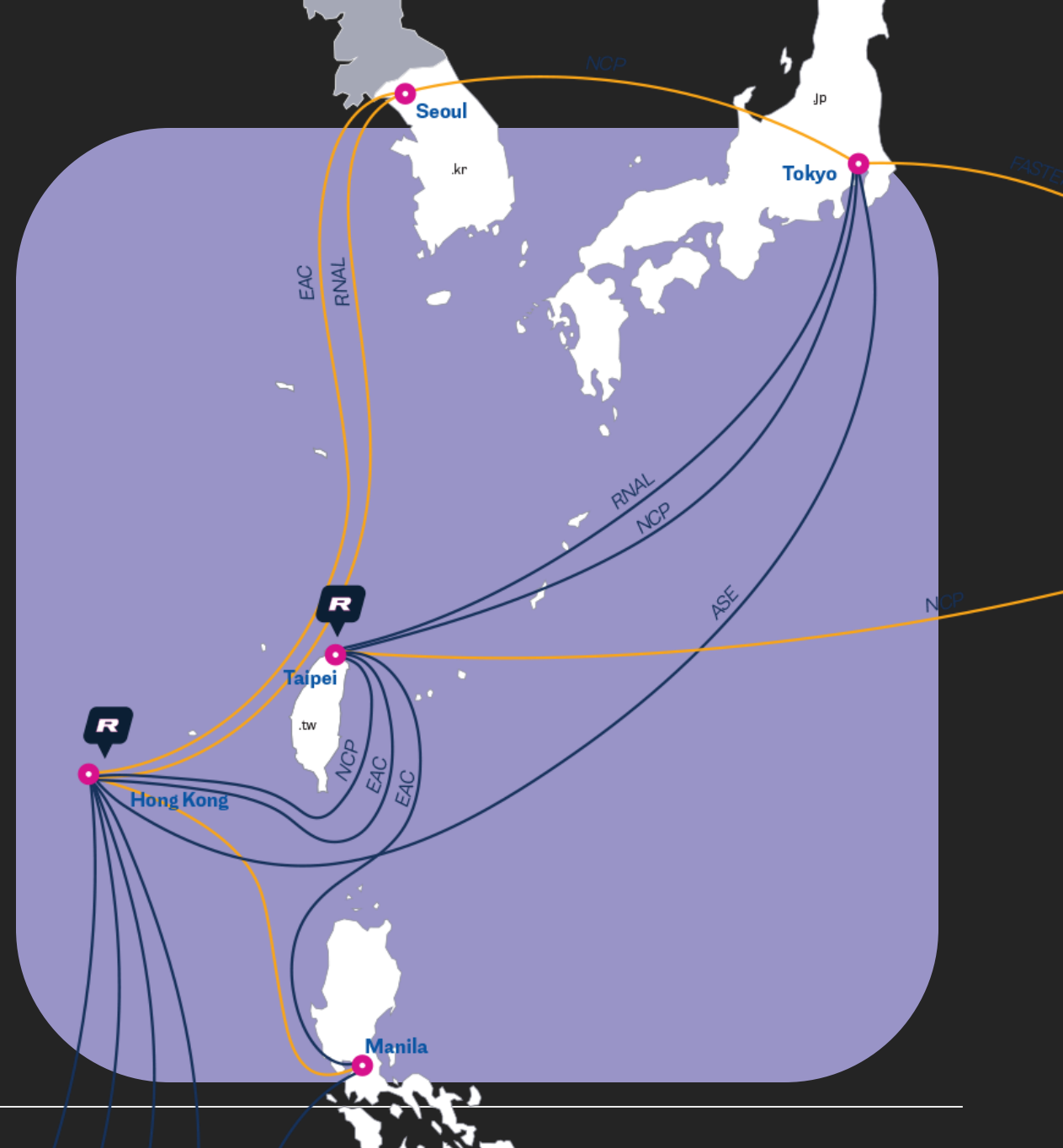
The Taiwan Wake-Up Call

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

Real-World Proof

Case Study: Taiwan Cable Cuts 2025
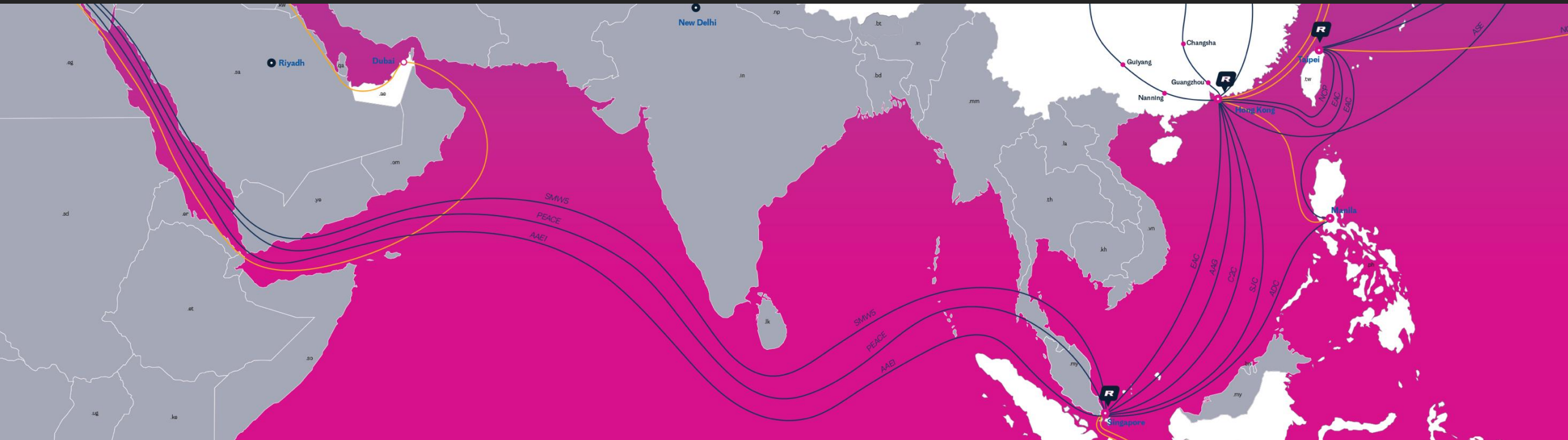
Multiple Subsea Cuts

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
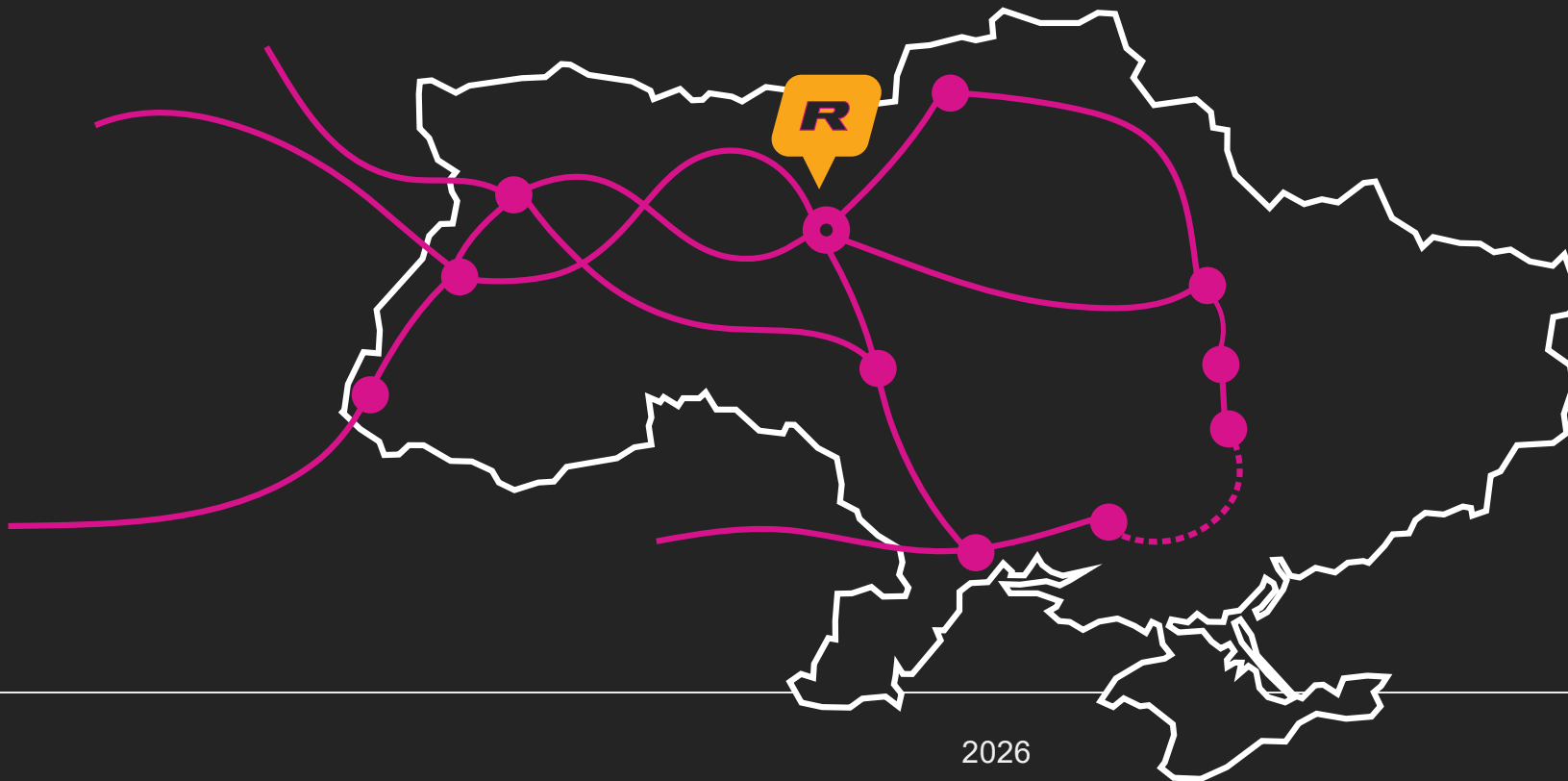
Immediate Response
Capacity-swap deal within a week of invasion

New Routes
New southern Kyiv route to bypass exposed paths

Autonomous PoPs
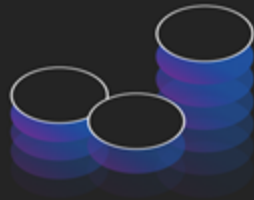72-hour autonomous PoPs; pre-positioned spares

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.
Redefine the Language

"Resilience" needs its meaning back

2.
"If it seems to good to be true…"

Stop buying solutions which are obviously underengineered

3.
Demand Transparency

Shared accountability for infra truth-telling

4.
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

Substance Over Spin

Less buzzwords, more backbone.

Design for Disaster

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

Failure has a cost

Network costs money. Sometimes a failure costs much more.

Thank You

RETN®

2026