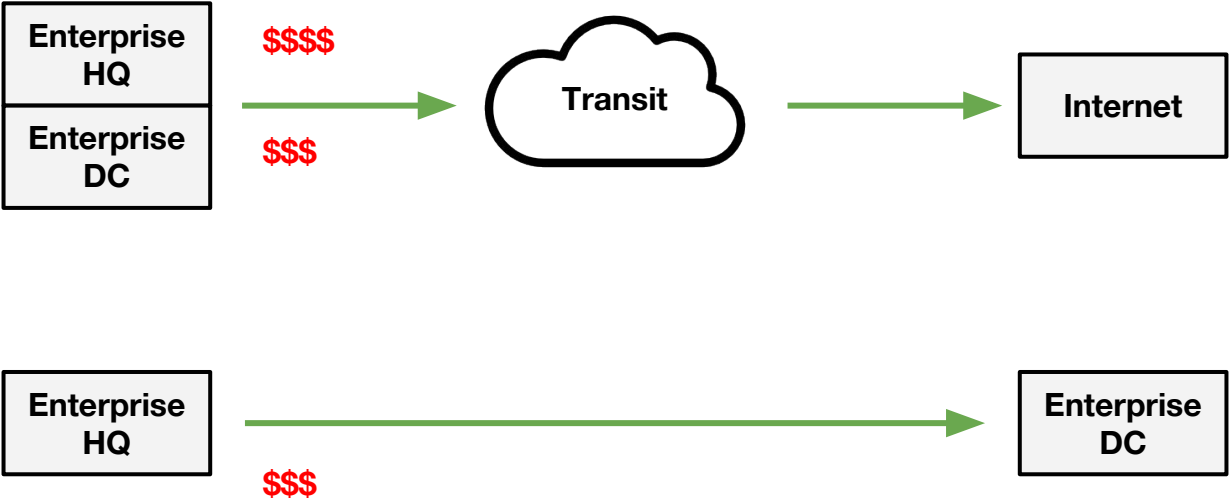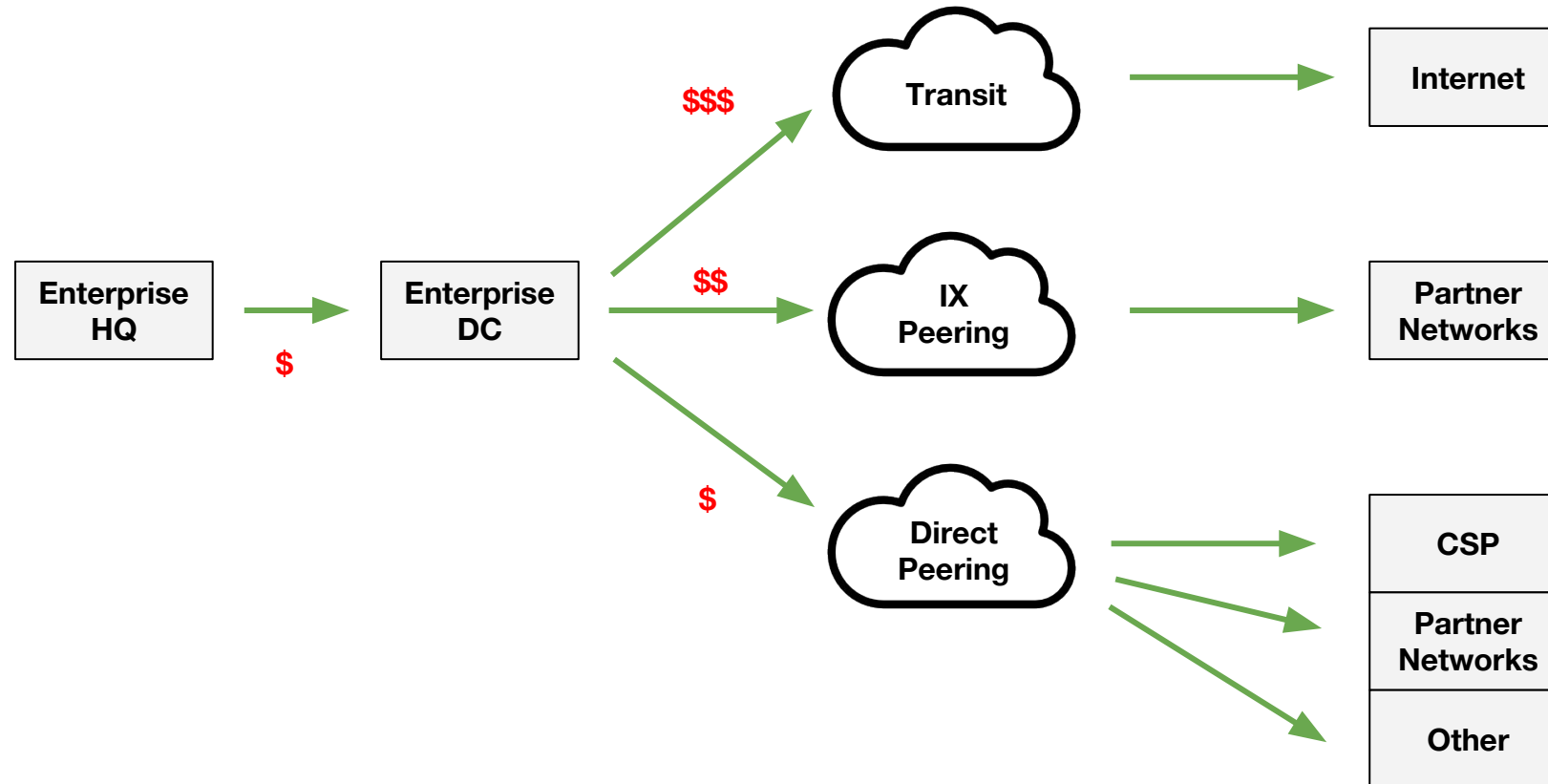# Peering Opportunity in North America

Why peering must be a critical part of your business connectivity strategy
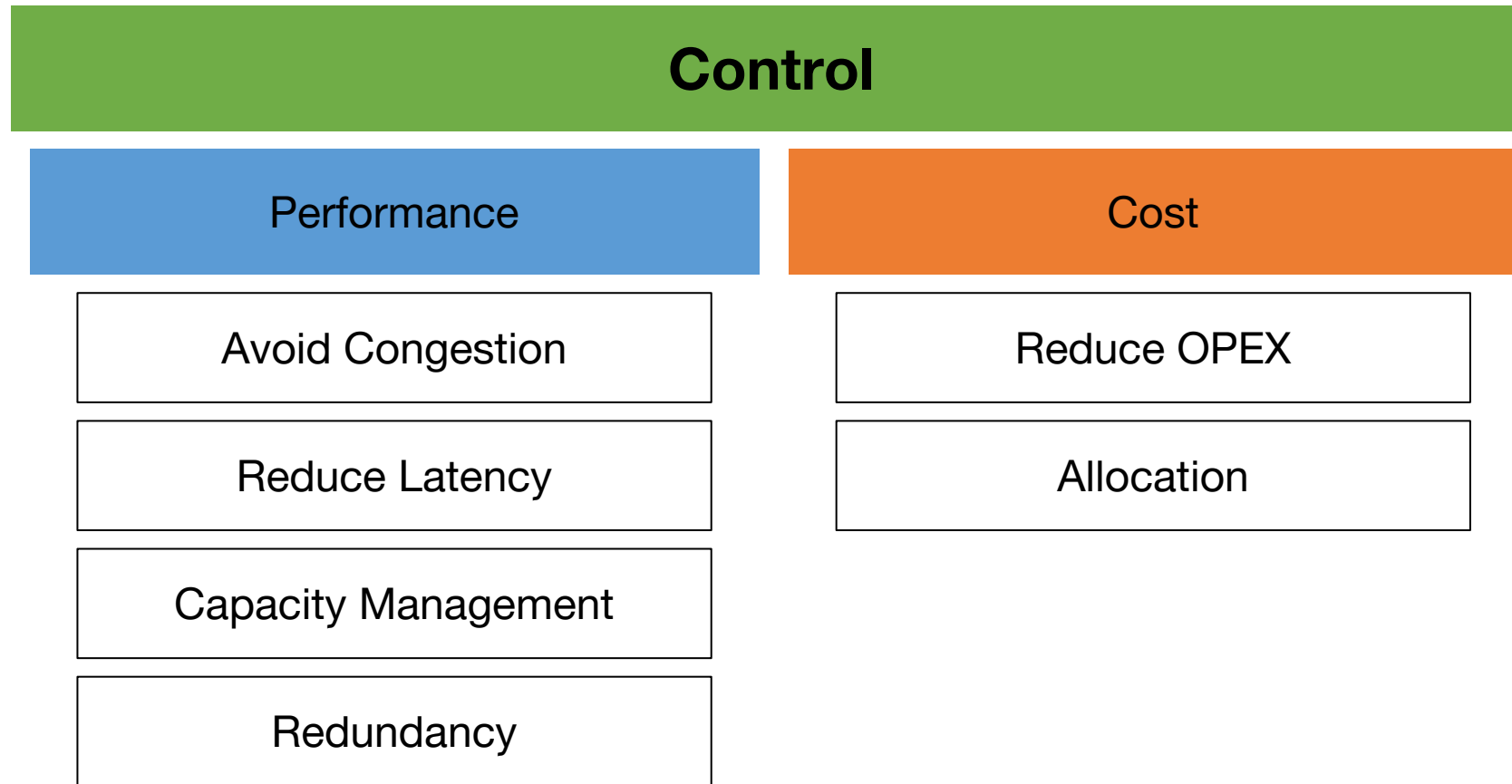
Traditional Business Connectivity

Emerging Business Connectivity

Benefits of Peering

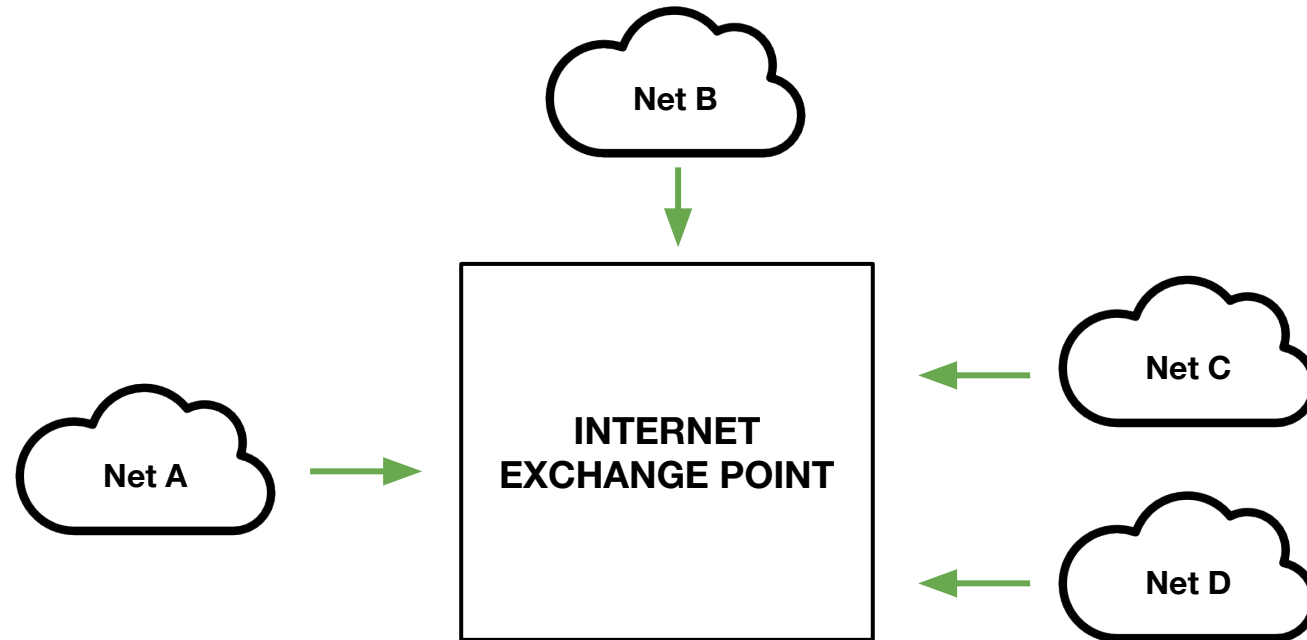| Control	
Performance	**Cost**
Avoid Congestion	Reduce OPEX
Reduce Latency	Allocation
Capacity Management	
Redundancy	

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Why Change Now?

Public Cloud
Hybrid Cloud
Off-Premise Applications
Security
Performance
Market Conditions

Reduce OPEX and Take Control of Your Connectivity

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The Internet Exchange Point

A Platform that Facilitates Interconnection of One or More Networks

Birds Eye View of North America

100+ Internet Exchange Points

Multiple IXP's operated by 3 major
US data center providers

New IXP's operated by European
IXP operators

Example IXP Pricing

IXP	10G Port Cost	100G Port Cost
TORIX	$625/Monthly	$2242/Monthly
FL-IX	$105/Monthly	$312/Monthly
SIX	$2,000/One Time Fee	$10,000/One Time Fee
Equinix Internet Exchange	Not Published	Not Published
Digital Realty (DR-IX)	Not Published	Not Published
CoreSite Any2	Not Published	Not Published

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Regional Differences in IXP Models

North America	**Europe**
Commercial Models	Non-Profit / Membership Models
Walled Garden	Distributed Open Platforms
Pricing Not Disclosed	Pricing Transparency
Statistics Not Disclosed	Statistics Available
Slow Growth, Lower Participation	High Participation

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The Power of Community

Events and conferences **bring together** network professionals that are responsible for planning, negotiating, and deploying peering & interconnection. This **community is critical** to successful implementation of any **connectivity strategy**.

Key Takeaways

Peering is an integral part of any connectivity strategy

Connectivity strategy must evolve to keep up with changing business requirements

Organizations need to participate and contribute to the peering community

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Resources

PeeringDB - https://www.peeringdb.com

Euro-IX - https://www.euro-ix.net/

Open-IX - http://www.open-ix.org/

Telegeography - http://www.internetexchangemap.com/

Global Peering Forum - https://www.peeringforum.com/

European Peering Forum - https://peering-forum.eu/

Asia Peering Forum - https://www.peeringforum.asia

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Q & A

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