

## RETAIL AND WHOLESALE OPPORTUNITIES IN OUR NETWORK-NEUTRAL DATA CENTRES

Extended reach and business growth for connectivity providers

How can connectivity providers get closer to their customers and partners to maximise market penetration and optimise ROI? Colocating at Interxion will help. With a point of presence at one or more of our European data centres, you'll be able to:

- Benefit from our carrier-friendly business model — we don't provide connectivity services ourselves so we never compete with you for customers
- Join a thriving community of connectivity providers and Internet exchanges to exchange traffic for greater reach and improved network performance
- Access a ready-made marketplace of potential customers in network-hungry sectors like financial services, digital media and cloud

### The interconnection hub

#### Join our carrier community and extend your reach

We have a higher density of connectivity providers than any other European data centre operator, so choosing us gives you access to the widest possible range of partners to do business with. Our data centres are home to major carriers' backbone networks, enabling more efficient interconnection with key players.

#### Across our 11 operating countries you'll find:

- 100+ international network providers
- 150+ national and metro network providers
- 250+ Internet service providers
- 21 leading Internet exchanges
- 30+ mobile network operators
- 20+ content distribution networks
- All the leading Ethernet and IP transit providers

## Home to 21 leading internet exchanges

- **Amsterdam:** AMS-IX, NL-ix, NDIX, Asteroid
- **Brussels:** BNIX
- **Copenhagen:** DIX, NL-ix
- **Dublin:** INEX
- **Düsseldorf:** ECIX, NL-ix
- **Frankfurt:** DE-CIX
- **London:** LINX, LONAP
- **Madrid:** Espanix, DE-CIX
- **Marseille:** France-IX, DE-CIX, NL-ix
- **Paris:** France-IX, SFINX, PARIX
- **Stockholm:** Netnod, STHIX, NL-ix
- **Vienna:** VIX, SOX, NL-ix
- **Zurich:** SwissIX, NL-ix

## The right home for your PoP

Whether you're expanding your coverage or moving your equipment out of an existing building, our data centres provide the perfect environment for your operations. For more than 15 years we've been setting industry standards in data centre design, build, operation and management to deliver continually improving reliability, security, resilience and efficiency. Colocating with us will give you the peace of mind to concentrate on your business, while we provide all the space, power and cooling you need inside a facility that's protected by multiple layers of security, meets international standards, and has high levels of redundancy and service assurance built in.

## The power of proximity

### Address a whole campus with a single PoP

In a location where we have several data centres, we connect them together with a dark fibre ring to create a virtual campus. Installing a PoP in just one of the data centres on the ring will give you cross connect access to customers and partners across the whole campus, keeping connection costs low and helping you address the maximum market for the minimum investment.

### Opportunities to grow your retail customer base

Because we actively encourage the development of communities of interest, you'll have access to a vibrant marketplace of potential customers inside our facilities. We focus on attracting organisations from dynamic, fast-growing industry sectors, including financial services, digital media and cloud, where high-capacity, high performance networks are always in demand. Situated on the major highways of the Internet and in the metropolitan areas of 13 cities, our data centres put you within close proximity of more than 80% of Europe's GDP and close to thriving business districts. Even if one of your customers isn't colocated with us, they're likely to be close by — and with multiple local carriers inside our data centre, you'll be able to find the best option for reaching them.

## Creating new business models

### Supporting your business development

As a network-neutral data centre provider with facilities in 11 European countries, we're the ideal colocation partner to:

- Help you start up economically if you're testing the waters in a new market or geography. You can begin with a small installation and scale it as your business grows, and you'll have access to all the connectivity partners you need to extend your reach.
- Support the expansion of your solution set to include managed IT or other services by providing a home for your customer infrastructure. You'll be able to get to market quickly without needing your own data centre in the region; or combine your PoP with us with one in another facility to deliver dual-site solutions.
- Provide you with local knowledge and marketing support. We publish a directory listing on our customer portal that lets other data centre tenants know you're there and what services you offer; and we run roundtable events to bring customers, suppliers and partners together. Joint marketing activity may also be possible, such as a press release announcing your move to Interxion.

## What does network-neutrality mean?

Network-neutrality means we don't offer connectivity services of our own that would compete with yours. We stick to providing colocation, cross connects, and cloud access, leaving you to maximise the revenue opportunities in our data centres.

We host leading European Internet exchanges — increasing your options for exchanging Internet traffic as economically as possible — but don't operate any ourselves, so our advice is always impartial.

We're happy to promote the services offered by all our connectivity providers to our communities, but we don't favour any one provider over another.

// *Interoute utilises Interxion data centres in 10 European countries, enjoying a strong ROI from those locations due to the high number of local network providers and major enterprises present.*

Interoute

// *To support the rapid Internet and cloud business growth we are seeing from content and application providers, we need to have the flexibility to place infrastructure in locations that optimise our solutions. Working with Interxion gives us that flexibility.*

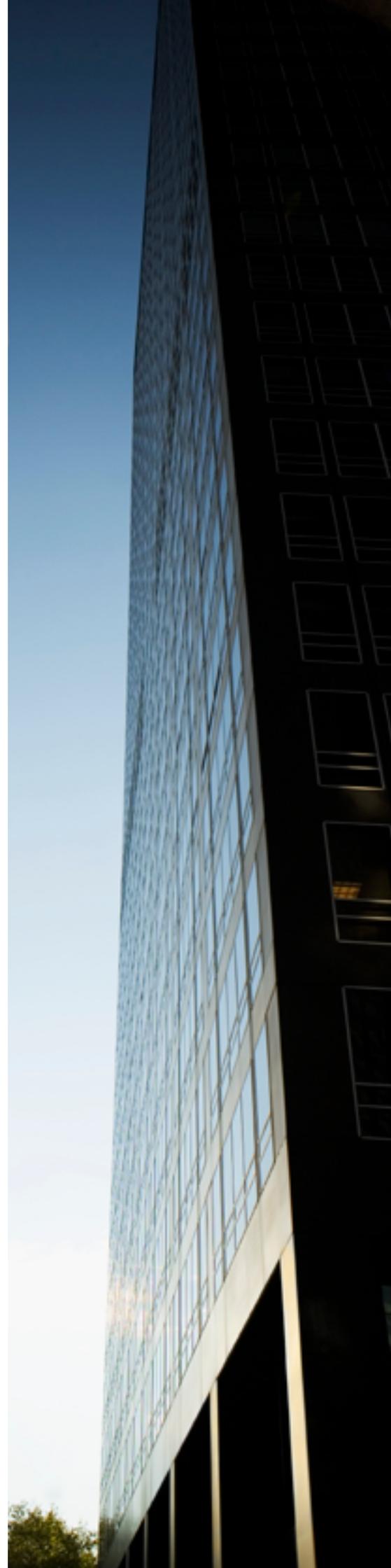
TeliaSonera

// *To maintain Colt's leadership in Ethernet Services across Europe, it is key that we have deep capillarity in the countries where we operate. Our network presence in over 20 of Interxion's European data centres has helped us address the diverse geographic demand for our services efficiently.*

Colt

// *In Europe, GTT utilize Interxion data centres in nine of the countries where we have established core nodes. By enabling us to connect to other partners and ensure proximity to our enterprise customer sites, Interxion have helped us deliver a flexible, reliable and scalable network infrastructure.*

Global Telecom & Technology (GTT)



## About Interxion

Interxion (NYSE: INXN) is a leading provider of carrier and cloud-neutral colocation data centre services in Europe, serving a wide range of customers through over 45 data centres in 11 European countries. Interxion's uniformly designed, energy efficient data centres offer customers extensive security and uptime for their mission-critical applications. With over 700 connectivity providers, 21 European Internet exchanges, and most leading cloud and digital media platforms across its footprint, Interxion has created connectivity, cloud, content and finance hubs that foster growing customer communities of interest. For more information, please visit [www.interxion.com](http://www.interxion.com)

## Data Centre services across Europe



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**Cofounder:** Uptime Institute EMEA chapter, **Founding member:** European Data Centre Association, **Patron:** European Internet Exchange Association, **Member:** The Green Grid, with role on Advisory Council and Technical Committee, **Contributor:** EC Joint Research Centre on Sustainability, **Member:** EuroCloud.

Interxion is compliant with the internationally recognised ISO/IEC 27001 certification for Information Security Management and ISO 22301 for Business Continuity Management across all our European operations.  
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