interxion™

PEERING WITH INEX

Multiple benefits, one connection

Why peer? And why through an Internet exchange?

One of the most effective ways to improve latency and reduce costs is through peering: the direct exchange of IP traffic between two networks for free, rather than by paying for IP transit. You can peer privately – via a Cross Connect between your network and another – or by joining an Internet exchange such as INEX.

Peering via an Internet exchange enables you to connect once to the Internet exchange point (IXP) and then arrange peering agreements with any of the other networks connected to it. The IXP brings multiple peering networks together, enabling them to exchange traffic more cost effectively and quickly.

INEX and Interxion

Because openness and neutrality are key to the concept of an IXP, they're nearly always located in network-neutral data centres. Interxion's Dublin data centre campus has housed INEX since 2009. INEX requires its host data centres to provide a world class standard facility, operational resilience and business continuity management. These, together with a responsive and helpful team, enables INEX to respond quickly to members' requests and maintain a top-class Internet exchange infrastructure in Ireland.

About INEX

INEX is a neutral, not-for-profit Internet exchange point for the island of Ireland. Innovations at INEX include:

- Developers of the IXP Manager platform that is used by Internet exchanges around the world

- Approx 95% of 'eyeballs' on the island of Ireland connected via their ISP

- Selected as a peering location by many of the largest international content networks

- Compound annual traffic growth of more than 70% over the last 10 years

For more information, please visit **www.inex.ie**

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**

Customers throughout our Dublin data centres can connect to INEX via a direct Cross Connect to their patch panel. All members of INEX can be reached via the exchange infrastructure once they are connected at our sites.

The many benefits of peering with INEX at Interxion

By connecting to INEX you'll be able to:

- **Reduce costs:** avoid IP transit expenditure and, for traffic that you choose not to send via the IXP, negotiate competitive IP transit costs with any of the many carriers that we host.

- **Optimise network performance:** improve the end-user experience by routing traffic more directly than your existing network topology allows.

- **Mitigate risk:** maximise security by being located in a secure, state-of-the-art data centre.

- **Improve resilience and system performance:** access the wide choice of carriers and content distribution networks attracted to our network-neutrality.

- **Boost revenues:** access a large community of potential customers already located in our data centres.

- **DDoS:** peering at INEX provides a direct path between content networks and access networks, which can bypass transit based DDoS attacks

Interxion, peering and neutrality

We host third-party Internet exchanges within our facilities. We're not an Internet exchange ourselves. Our policy is to collaborate with Internet exchanges and help them develop their membership base, rather than operating our own competing exchange.

Members colocated in our secure premises can connect to the Internet exchange via a Cross Connect. Our neutrality means that we don't compete with IXP members and we have no bias or conflict of interest when it comes to members' peering arrangements. As well as connecting to the exchange, you can make private peering arrangements with a wide choice of connectivity providers present in our campus.

How it works

We provide the colocation space for your infrastructure along with the cross connect to INEX's equipment. INEX membership fees and relevant port charges are payable directly to INEX. If you prefer to connect to INEX remotely, we can supply details of connectivity providers in our data centre who offer remote connection services