

Why datacenters should care about interconnection



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DE-CIX at a glance

Born with the Internet, and powering the Internet, everywhere, for everything and everyone



Neutral
Community
owned



Born in
1995


220
Employees
globally




1,000+
enabled
Data centers




3 IXs
continental
leaders
(EU, ME, APAC)



35
Nationalities



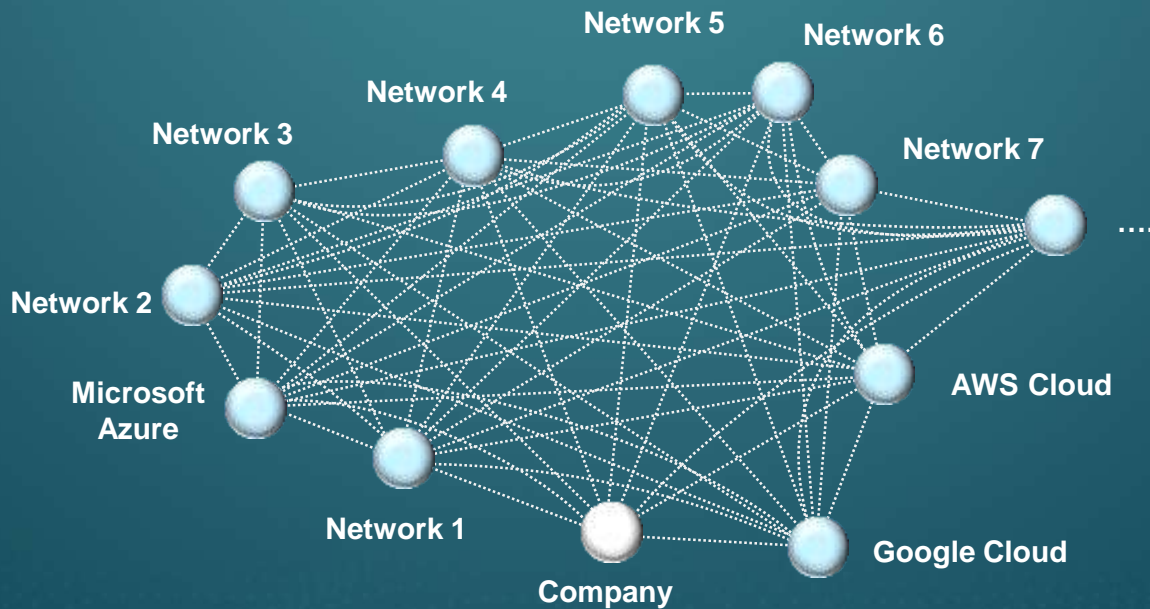
600+
Metros
accessible



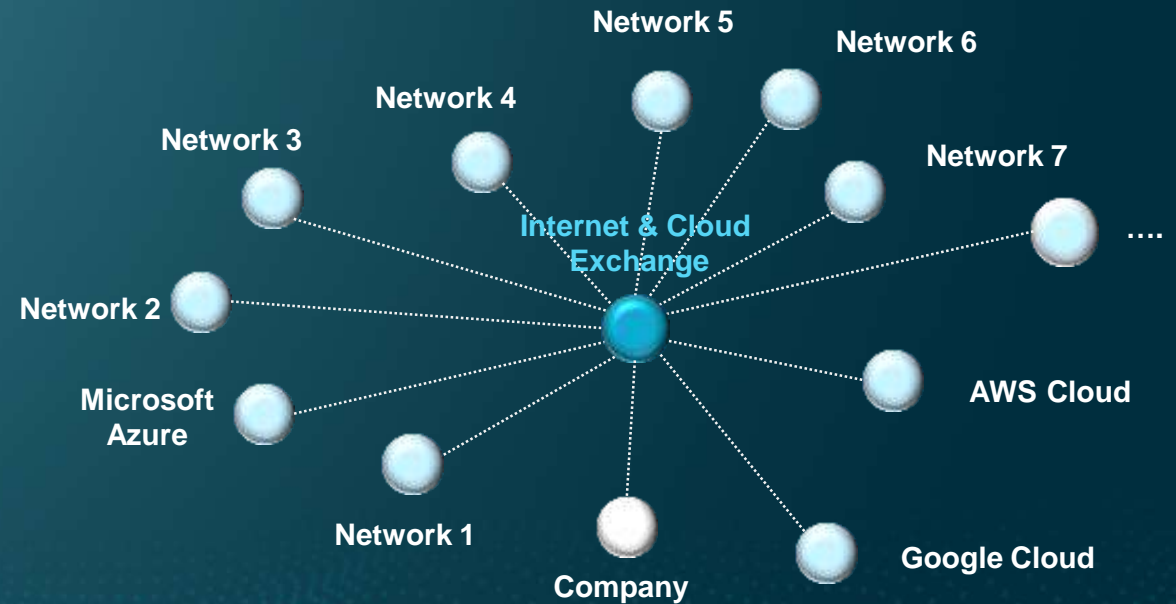
50+
Cloud
partners

We build, develop & operate neutral Cloud & Internet exchanges

Conventional connectivity model for data exchange & cloud applications: N-N connections



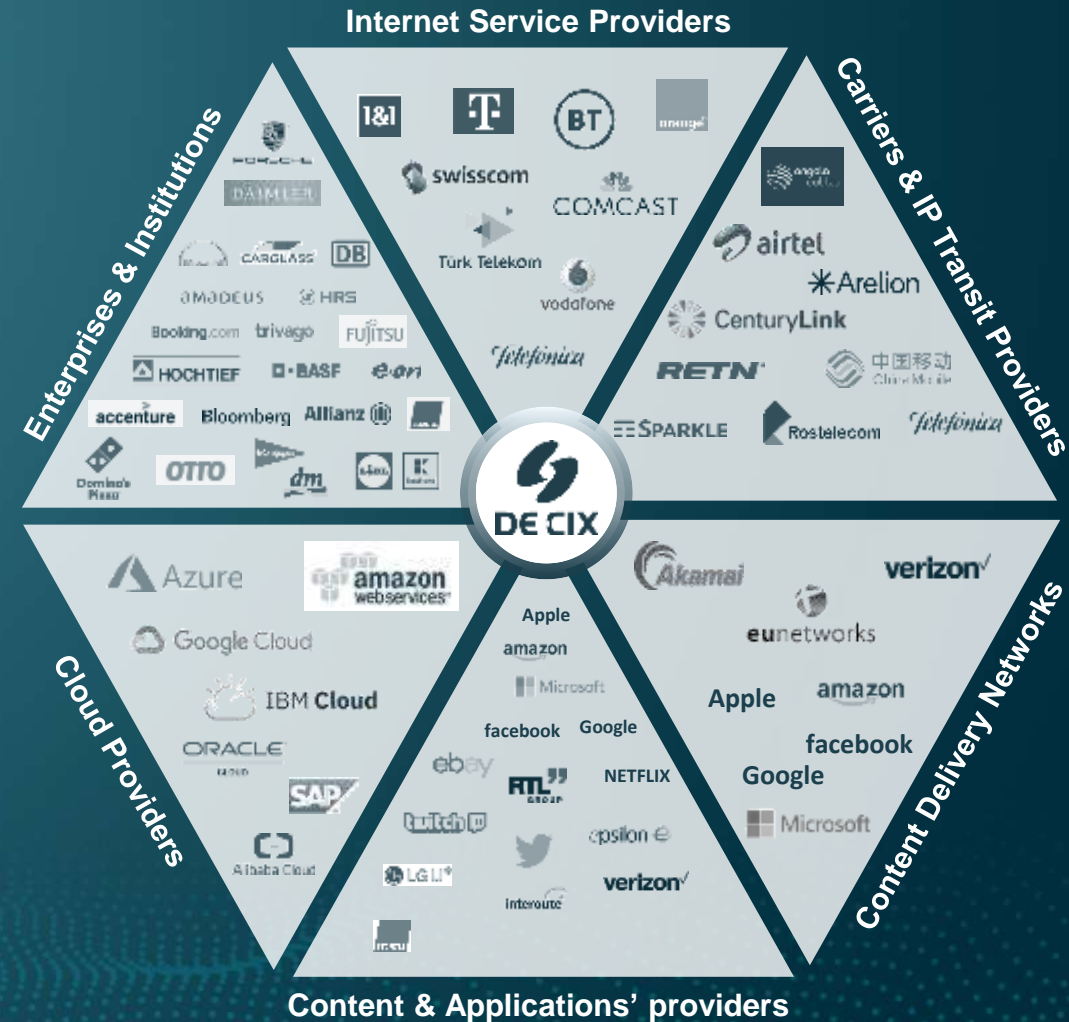
Principle of an Internet & Cloud Exchange: direct connections



Reduced complexity, increased controllability, performance & security

Our Cloud & Internet exchanges - a digital interconnection ecosystem

Enterprises and providers expect a digital ecosystem that enables seamless communication, reach, and access between partners, customers and services.



What does your
customers want



- Exchange **Data** with **international** locations
- Support of their **business models** and their **digital value chain**
- Access to **local and remote networks** to optimize latency and bandwidth
- React to dynamic requirements with **software defined** interconnection through APIs and portal
- Use **business critical processes** in one or multiple clouds

Enterprises apply new decision-making criteria & competitive differentiator when searching for an attractive multi-tenant data center



Interconnection services for the digital transformation of enterprises

Service rich – scalable & customizable services for the digitalization of the enterprises' business models & processes (e.g Cloud exchange)



Network density & diversity

Network rich – stimulate interconnection & data traffic, gain efficiency & control



Neutrality is paramount

Diverse & neutral – avoid vendor lock-in, increase control and resiliency



DE-CIX

The largest carrier & data center neutral interconnection ecosystem in the world

53

internet & cloud exchanges (inc. DaaS)

600+

Metros

50+

cloud partners

1,000+

data centers

3,000+

connected networks

138+

Tbit capacity

Bringing content & applications closer to local end-users -
Shorten the path of data flows and avoid unnecessary
detours for local data

North America (x8)

Chicago, Dallas, Mexico City, New York, Phoenix, Queretaro, Richmond, Seattle

Asia Pacific (x15)

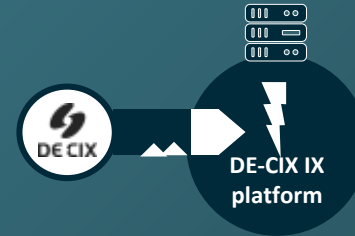
Bengaluru, Brunei, Chennai, Delhi, Hyderabad, Jakarta, Johor Bahru, Kolkata, Kuala Lumpur, Manila, Mumbai, Osaka, Singapore, Tokyo

EMEA (x30)

Amsterdam, Aqaba, Athens, Baghdad, Barcelona, Berlin, Bucharest, Copenhagen, Dubai, Dusseldorf, Esbjerg, Frankfurt, Hamburg, Helsinki, Istanbul, Kinshasa, Kristiansand, Lagos, Leipzig, Lisbon, Madrid, Marseille, Munich, Oslo, Palermo, Prague, Ruhr region, Sofia, Tripoli, Warsaw

Join the DE-CIX multi-awarded multi-interconnection services platform

1 access to [DE-CIX platform](#)



Access:

- Physical connection to DE-CIX
- either a 10GE or a 100GE access

Services:

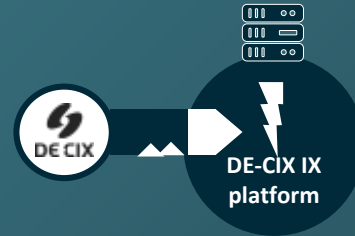
- Delivered on top of 'Access' (cross connect, transport connection)
- GlobePEER, DirectCLOUD, VirtualPNI (VLAN Provisioning / 1 IP Address each)

Multiple interconnection services across the same access



And let your customers benefit from our interconnection platform

1 access to [DE-CIX platform](#)



Multiple interconnection services across the same access


Benefits for your customers of the data center

- Multiple services on one access
- Overbook access with services
- Maximize ROI of your DE-CIX connection
- Use DE-CIX platform even without an ASN

Decision-criterias and competitive differentiator for an attractive Multi Tenant Datacenter




**Set-up
& Design** ✓



Power ✓



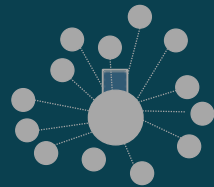
Security ✓



Uptime ✓



**Pricing &
commercials** ✓



Network density

(Interconnection or IX platform)



Network Rich – **leverage** established interconnection ecosystem

Every company requires multiple/flexible connectivity options.
e.g. Bloomberg wants to connect to cloud providers, multiple ISPs & access networks.

Increase revenue – **accelerate** acquisition of new customers

Increase competitiveness vs other DCs.
e.g. in last 12 months, every month at least one customer asks for DE-CIX presence to install their POP.

Ensure continuous growth – **stimulate** interconnection & traffic

More networks reachable in the interconnection ecosystem creates more opportunities for your customers to connect with other networks and increase their data traffic.

Nordics set up

- One platform distributed, 1 router per location
- Full redundant, total capacity of XXXX Tbit
- 5 data centers live (+ Sweden 2024):



- Oslo, Kristiansand, Esbjerg,
- Copenhagen (CPH1)
- Helsinki (HEL1)

- Global leading Cloud providers already present at top 3 Nordics metro (Oslo, Copenhagen, Helsinki)



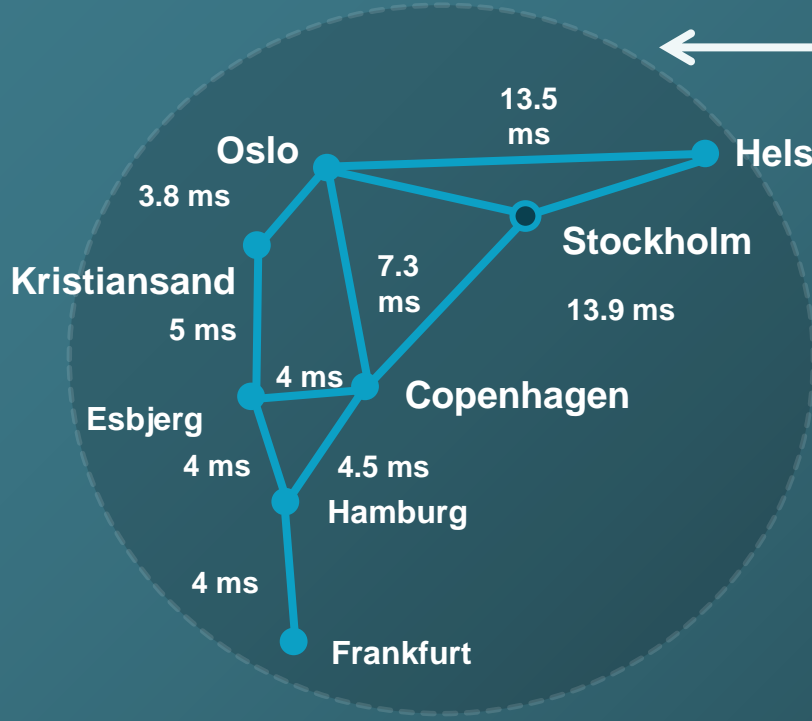
- Portal and API-enabled for self-service ordering and provisioning



**3 Nordics capitals
within less than
14ms RTT***

**New Jersey – USA
Havfrue / AEC-2
Submarine cable**

Sweden
coming
soon



*Avg. RTT (DE-CIX SLA between access site across the Nordics <-> service site)

Enabling data centers to integrate an established
interconnection ecosystem
– a compelling solution to compete on dynamic digital markets

DE-CIX Premium Enabled site – Strategic & business benefits for data centers and its customers

On day 1, the data center is part of the DE-CIX global ecosystem and can fulfil the new interconnection requirements of the market:



Network density & diversity



1 access at your DC will enable your customers to reach

- 25 IXs and +3,000 ASNs in Europe
- 8 IXS and 400+ ASNS in North America
- 50+ cloud providers
- Global leading content, application and OTT networks




Interconnection services for the digital transformation of Enterprises



1 access at your DC will enable your customers to use

- Peering services (private & public)
- Cloud connectivity (local & global leading Cloud applications)
- Blackholing services (anti-DDoS)
- Other services (virtual PNI, Closed User Groups, etc)

- 
- **Easiness: entire marketing, sales & provisioning effort and process managed directly by DE-CIX** (single point of contact) incl. contracts & billing, delivering seamless access from your data center(s) to DE-CIX, promotions etc
 - **Neutrality guaranteed**



Join the largest carrier & data center-
neutral interconnection ecosystem in the
world

Distributed, neutral & resilient, for the most advanced
connectivity needs
everywhere, for everything and everyone



Gerald Buchholz – Senior Cloud Value Engineer

14 / 03 / 2024