



# La via della seta digitale


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# DE-CIX's Mediterranean Strategy

NaMeX Annual Meeting 2015

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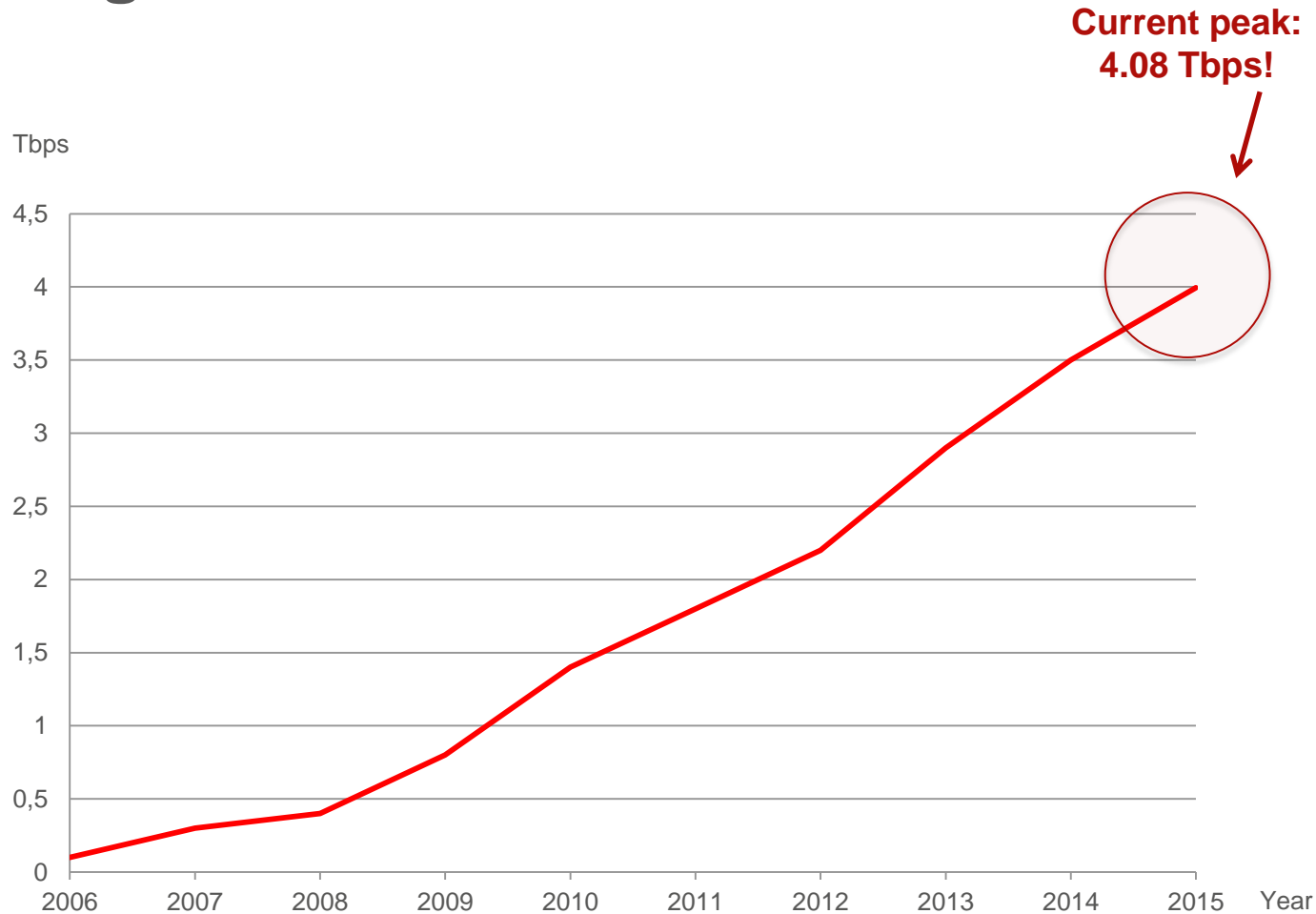
# DE-CIX Internet exchange points



# DE-CIX

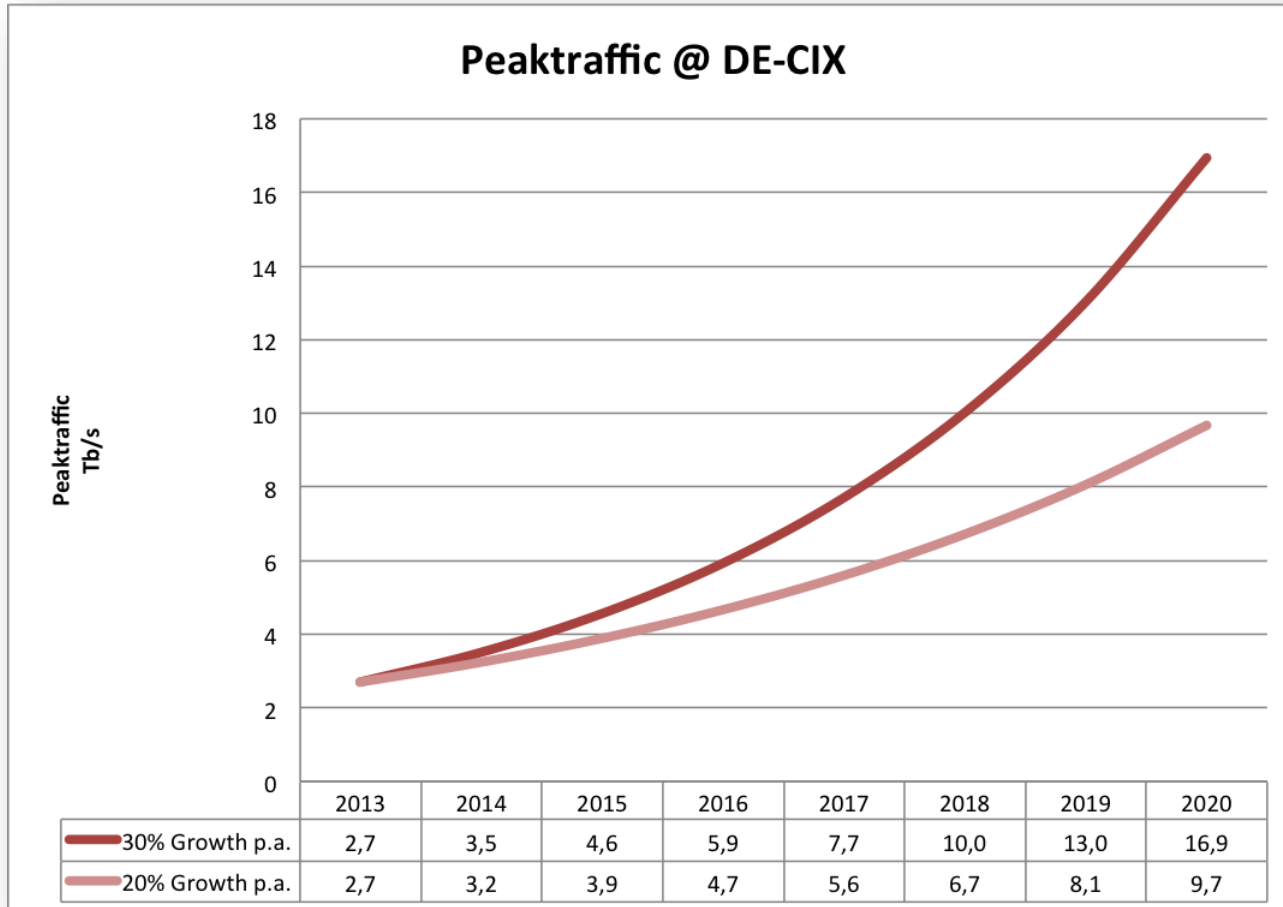
- » is the world's leading Internet exchange operator
- » **operates Internet exchanges (IXs or IXPs) in Frankfurt, Hamburg, Munich, New York, Dubai, Palermo, Marseille and Istanbul**
- » provides Internet exchange services such as **peering: the settlement-free exchange of Internet traffic**
- » **serves and connects almost 700 networks worldwide** (all kinds of Internet service providers, carriers and network operators)
- » is **strictly carrier and data center-neutral**
- » is **owned by the eco association**, Europe's largest non-profit association for the Internet industry
- » With DE-CIX Apollon in Frankfurt, DE-CIX operates **the world's largest peering platform with a peak traffic of more than 4 Tbps** and more than 14 Tb of connected customer capacity (public peering)

# Traffic growth at DE-CIX Frankfurt



From 2008 to 2015, DE-CIX experienced a traffic growth of more than 900%

# Traffic growth predictions for DE-CIX Frankfurt



# IX market developments

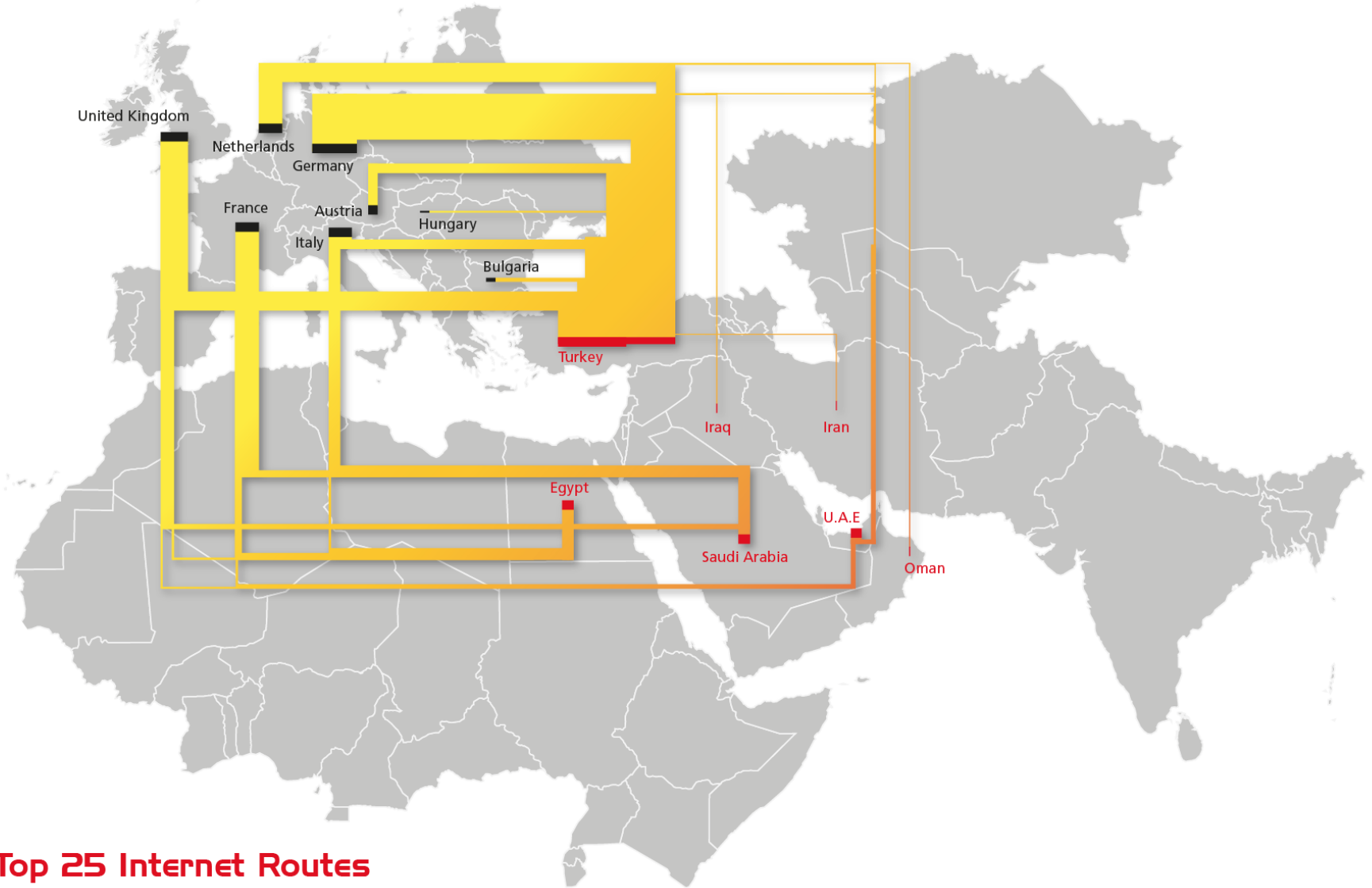
- » IX perspectives in Europe are changing
  - » Professionalism: missing structures and processes
  - » Commercialization: not for profit does not mean no profits at all
  - » Competition: for profit IX are spinning the pricing wheel
  - » Internationalization: customer demand and traffic streams
  - » Traffic growth: technical challenge
  
- » Welcome to the telecommunications world reality - it will have its impact

## DE-CIX's answer

- » In depth market research from a traffic flow perspective in several regions
  - » Middle East
  - » West Africa
  - » South of Europe/North Africa
  
- » Over 10 years experience in managing remote locations

We have to draw our conclusions from that!

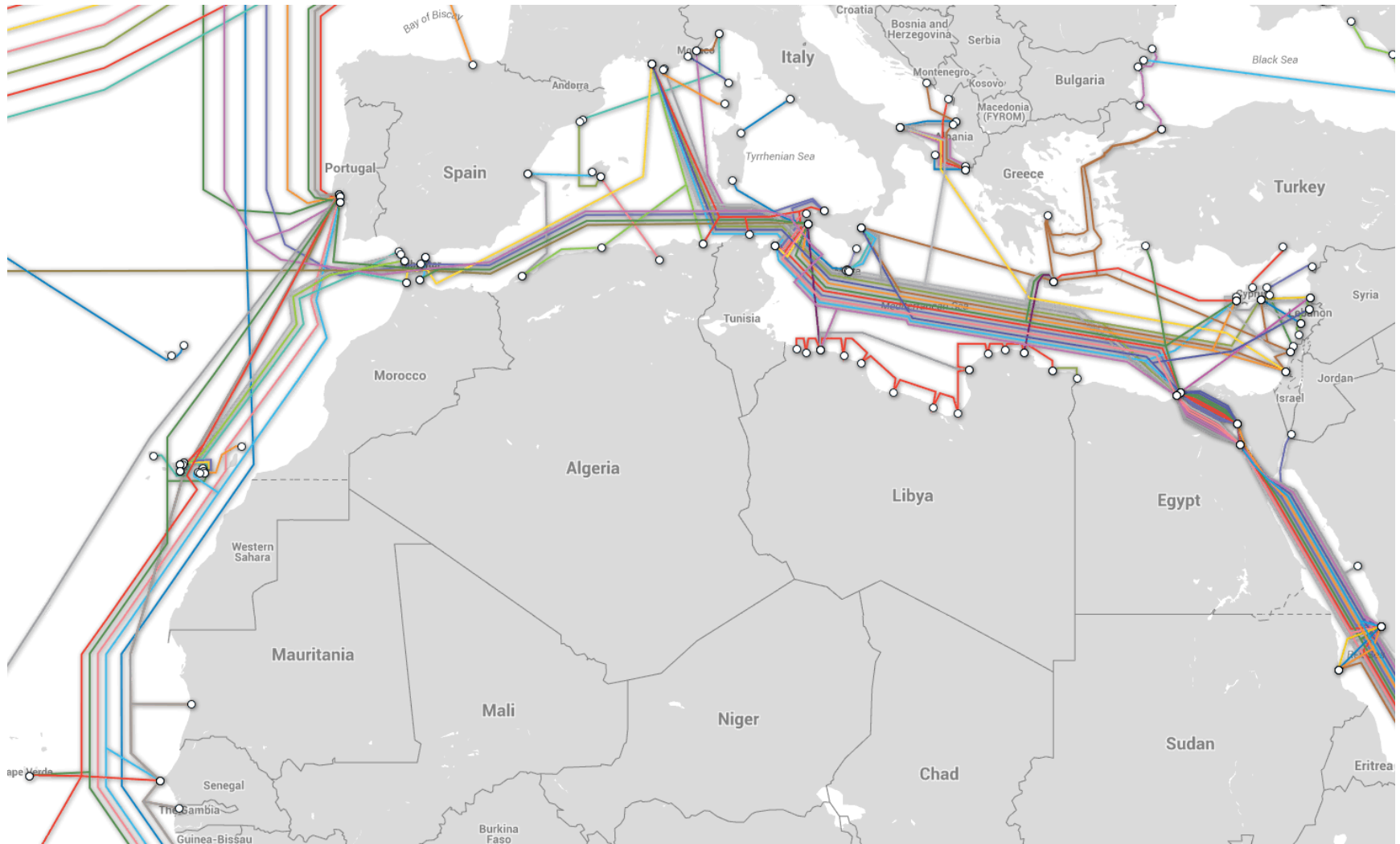




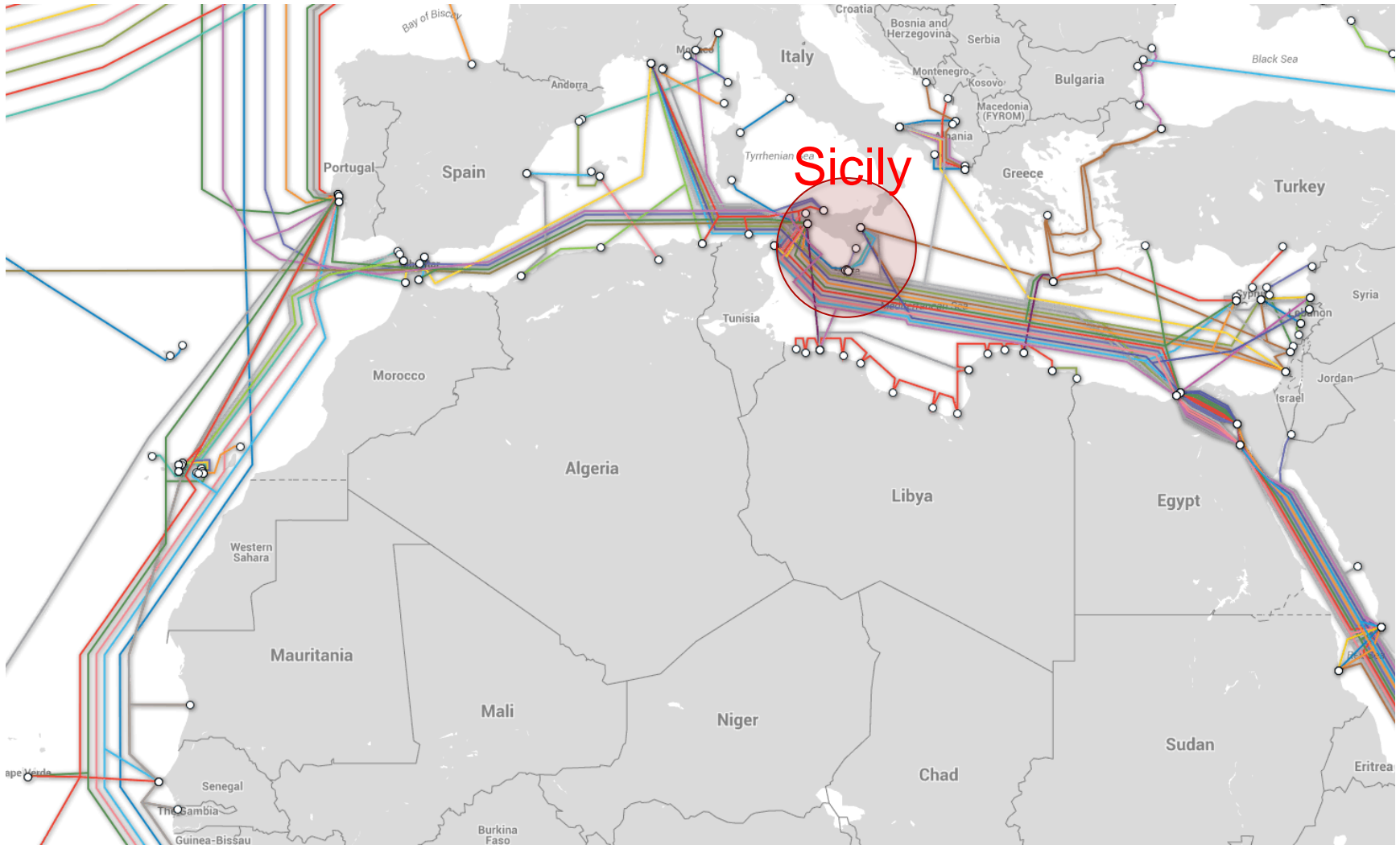
## Top 25 Internet Routes

Figure represents Internet bandwidth connected to the Middle East across international borders as of 2014. Domestic routes excluded.

# Mediterranean – Sea cable gateway to Europe



# Sicily – Sea cable hub



# Following Customer Demands

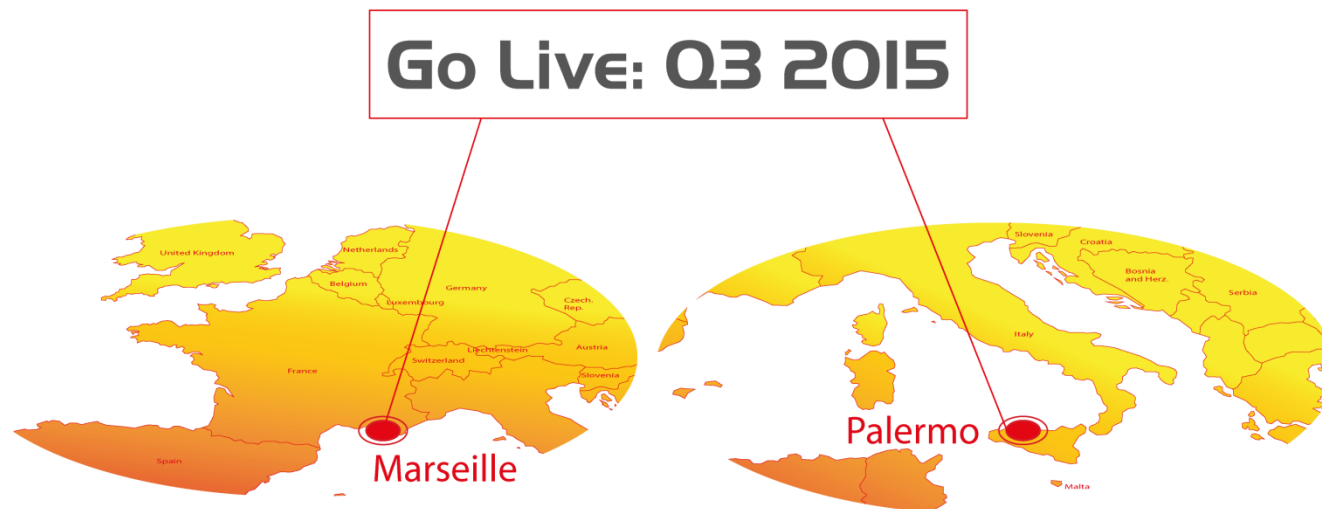
- » Market opportunities follow customer demands:
  - » New neutral data center facility in Marseille
  - » New neutral data center opportunity in Palermo
  - » New situation in Istanbul
  
- » All three opportunities bring more international content closer to MEA and the countries around the Mediterranean Sea

# DE-CIX Market Strategy

- » Product diversification or internationalization?
- » Lessons learnt from MEA
  - » From peering to interconnection services
  - » From local/regional to global services
  - » Traffic moves from East to West / content from North to South
    - » Asia – India – Europe = North of Europe – South of Europe

# DE-CIX Palermo and Marseille

- » Both exchanges will be situated in carrier-neutral data centers
- » DE-CIX Palermo will be located in the TI Sparkle facility in Palermo; it is located closer to North Africa, the Mediterranean, Levant and the Middle East than any other European peering point
- » DE-CIX Marseille will be located in the InterXion data center Marseille; there are more than eight subsea cables and 100 unique carriers that currently operate in or transport through Marseille.



## DE-CIX Palermo goals

- » Establish regional peering to enhance content reachability delivering dramatically improved customer experience in North Africa and Levant because of lower round trip time
- » Substantial cost savings for network operators
- » Better resilience and security of the network infrastructure in the Mediterranean, reduced risk of outages
- » Diversity to peering in Central and North Europe
- » Digital hub for North Africa and Levant
  
- » Differences between DE-CIX Palermo and Marseille
  - » Differences are minimal, Marseille has a broader ecosystem (more data centers, carriers to connect further from the landing stations)
  - » Depending on which sea cables an ISP uses, they might decide for Marseille or Palermo
  - » Some will peer at both locations for redundancy

# DE-CIX Market Strategy

- » Not focused on local markets
- » Following international customer demands
- » Open for local cooperation
- » Long term strategy on global interconnection services
  
- » SDN and new global competitors will make it happen
  - » IIX, NL-IX, Megaport, ECIX are first movers
  - » Carriers will jump on the bandwagon where markets fail
    - » DTAG in Hungary, new IX in Austria, more to come





Awesome for  
**20**  
years

By joining DE-CIX, you become  
part of a universe of networks.  
Everywhere.

**DE-CIX. Where networks meet.**

A stylized world map with glowing yellow dots representing network nodes and white lines representing network connections, overlaid on a yellow background with a grid pattern.

**Where  
networks  
meet**

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