

# The unknown arguments for peering

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#### **Known argument 1: Peering is cheaper**





# **Known argument 2: Lower latency**





#### **Unknown argument 1: Diversity/Availability**





#### **Unknown argument 2: Recognition**

- Peering on an IXP is also marketing for the company
- The ANEXIA / MEDIANOVA example
- This is especially true when it comes to peering on international IXPs



#### **Unknown argument 3: Collaboration**

- An IXP is a big marketplace for more than just IP packets
- An IXP is the perfect interconnection point for MPLS and other data projects (multinational....)
- VLANs over the IXP make it easy to build a Business Case (instead of expensive NNIs).

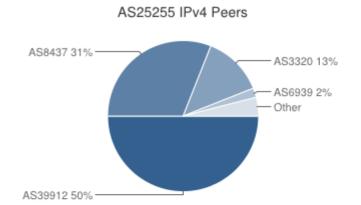


# **Unknown argument 4: More revenue thru peering**



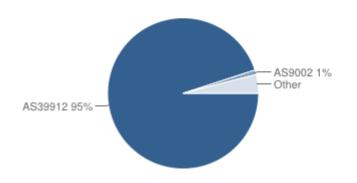


# **Example i3b – IP Transit for Hutchison 3G**



ASN	Name
AS39912	i3B - Internetbreitband GmbH
AS8437	UTA.AT Backbone
AS3320	Deutsche Telekom AG
AS6939	Hurricane Electric, Inc.

AS25255 IPv6 Peers



ASN	Name
AS39912	i3B - Internetbreitband GmbH
AS9002	ReTN.net

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**Footer Text** 



# Thanks for your attention!