



Peering at AMS-IX

The background is a solid orange color. It features several large, light-orange geometric shapes: a circle in the top-left, a circle in the bottom-left, and a line segment extending from the left edge towards the top-left circle. The word "Peering" is centered in white text.

Peering

The Internet

The Internet is a network of networks

55,000

unique IP networks worldwide



Interconnection

There are 3 ways networks interconnect

Transit

You interconnect with another party using a transit provider. A transit provider is a company that sells interconnection as a service. You connect your network to your transit provider, and he takes care of the rest.



Private peering

You interconnect directly with another party to exchange traffic, without any intermediary. The interconnection benefits you both.



Public peering

You interconnect with one or multiple parties via an interconnection platform (e.g. AMS-IX). An interconnection platform is a place where multiple networks connect and exchange IP traffic.

Internet Exchange (IX)



- **Physical platform** designed for internet packet switching
- **Processes the movement of internet packets** from one network to another
- **Housed in Datacenters**
- **Different types of networks** are connected to this platform
- **An IX is necessary** to send and receive data from local, regional and international parties that build the internet

Drivers for Peering at IXPs



Reduced Costs

Peering delivers greater cost efficiency when compared to buying IP transit and arranging peering agreements with local ISPs



Improved Resilience

Connecting to a single ISP means having a single point of failure. A range of peering partners are available at an IXP, improving resilience with multiple redundant routes



Optimised Online Experience

IXPs reduce the number of hops between service providers, which lowers network latency. This significantly improves users' online experiences

The background is a solid orange color. It features two large, light-orange circular shapes, one in the upper left and one in the lower left. A thin, light-orange line connects the top of the upper circle to the top of the lower circle, forming a V-shape.

About AMS-IX

AMS-IX



We have been supporting the underlying interconnectivity infrastructure that allows networks to connect with each other for over 25 years.



Global presence



- Neutral and independent
- 25 years of experience
- 1000+ connected networks
- 12 internet exchanges



- AMS-IX locations
- Powered by AMS-IX

Who connects



Telecom and Network Services



Software & technology



Cloud Service Providers



Data Center Solutions



Platform as a Service



Transmission



Infrastructure as a service



Content

Our ecosystem



+1000
companies
connected



Together with our members, we form a strong ecosystem for internet end-users to enjoy fast, stable and cost-effective online experiences.

Our ecosystem



500+

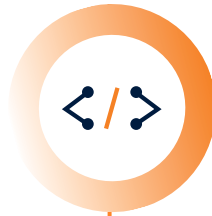


- **Telecom and Network Services**
- Internet Service Providers (ISP)
- Mobile Network Operators
- SD-WAN optimization
- Security and IT operations

Our ecosystem



150+



- **Software & technology**
- Advertising Technology
- Big Data Software
- Business Applications (CRM, HR and ERP)
- Online Payments
- Video Conferencing Solutions

Our ecosystem



100+



- **Cloud Service Providers**
- Edge Computing
- Hosting
- Hybrid Cloud Solutions

Our ecosystem



50+



- **Data Center Solutions**
- Data Center Infrastructure
- Managed Solutions

Our ecosystem



40+



- **Platform as a Service**
- Domain name systems
- Governmental Institutes
- Healthcare Platforms
- DDoS and Security
- e-commerce

Our ecosystem



35+



- **Transmission**
- Broadcasting
- IP Transit
- Media Production

Our ecosystem



25+

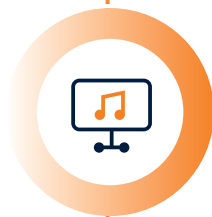


- **Infrastructure as a service**
- Storage Solutions
- System Integrators
- Voice & IT Solutions

Our ecosystem



20+



- **Content**
- Social Media Management (Facebook, Twitter)
- Content Delivery Networks
- CDN for Gaming

The background is a solid orange color. In the top-left and bottom-left corners, there are abstract geometric shapes consisting of a thick orange line extending from the edge towards a large, light-orange circle. The circles are partially cut off by the edges of the frame.

What we offer

Internet Peering



Description

Direct connectivity between networks towards 900+ organizations with one single connection and cross connect.

Advantage

Exchanging traffic with relevant business applications (ie: video conferencing) to benefit the user experience

Mobile Peering (GRX)



Description

Dedicated solution for mobile providers to securely exchange global roaming data.



Advantage

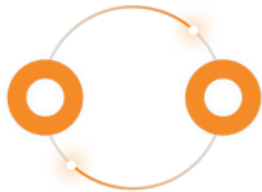
Multiple mobile providers are connected providing a large coverage of global traffic to ensure a seamless transmission of data

Private Interconnect



Description

Private interconnection dedicated VLAN to exchange traffic with a specific customer, supplier or business partner.



Advantage

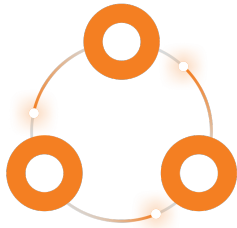
Connect directly with other networks whether they are in the same or different data center and save costs by not having to pay for any additional cross-connects or metro connections.

Closed User Group



Description

An interconnection environment for a specific group of parties that have a common interconnection requirement. Typically, one of these requirements is that interconnection is realised outside of the public Internet.



Advantage

With the AMS-IX Closed User Group solution, you can exchange IP traffic with two or more other participants over a dedicated VLAN. This way, you can create a private interconnection environment and directly connect with your suppliers or customers at different colocations.

EasyAccess



Description

A simple solution for you to connect remotely to our Amsterdam platform from 250+ locations in Europe. EasyAccess bundles IP transport and AMS-IX peering port into one cost efficient and robust package.



Advantage

EasyAccess is a one-stop-shop. We bundle the peering port with the transport into one competitive package: one price, one contract, one dedicated contact person. By using multiple third party carrier networks to transport your data to Amsterdam, redundancy is safeguarded.

Anti-DDoS



Description

Distributed Denial of Service attacks are growing in size and continue to be a top risk for public services around the world. Mitigating and combating DDoS-attacks is a complex matter.



Advantage

We can help you protect your Internet infrastructure from threats and service disruptions through the large offering of our customer base. Protection can result in removing DDoS attacks on multiple layers, while allowing all clean traffic to pass without being impacted.

Cloud Access



Description

The ability to connect privately and directly to cloud providers.



Advantage

AMS-IX enables the connectivity thus increasing network agility and performance while moving businesses to the cloud in a simple way. Our direct cloud access is private, flexible and efficient with the ability to rapidly provision scalable connections to the cloud in multiple regions.

IX-as-a-Service



Description

Fully managed solution for running your own Internet Exchange.



Advantage

A tailor-made solution that will help you build and maintain your own Internet Exchange. With 25+ years of experience in the peering industry, we provide all the technology and expertise you need to deliver premium Internet Exchange services to your customers.

The background is a solid orange color. It features abstract geometric shapes: a large circle in the upper left, a smaller circle in the lower left, and a line connecting them from the left edge towards the center. The text is centered in the middle of the page.

The added value of Peering at AMS-IX

Benefits



Reduced Connectivity Costs

Direct exchange of traffic with *multiple* networks via a *single* connection



Reduced Latency

Traffic takes the fastest routes

Benefits



Increased Network Redundancy

Traffic can be sent through multiple routes



High Quality

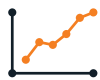
Our innovative platform adheres to the highest technical standards



Secure and controlled environment

Our Information Security Management Systems (ISMS) is validated against ISO27001

Benefits



Live Monitoring

Monitor traffic live via our online customer portal



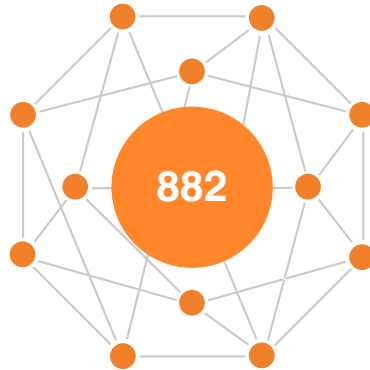
24/7 First-line Technical Support

Our NOC actively monitors the AMS-IX infrastructure 24x7

The slide features a solid orange background with a faint, light-orange geometric pattern of lines and circles. The text "AMS-IX statistics" is centered in a bold, white, sans-serif font.

AMS-IX statistics

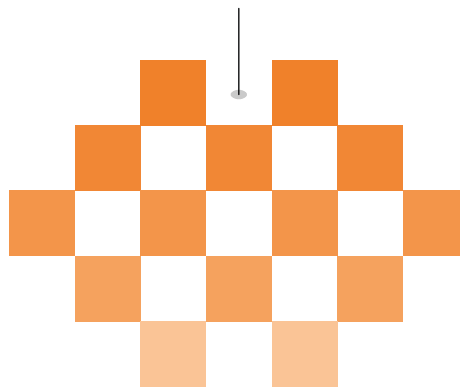
Connected networks



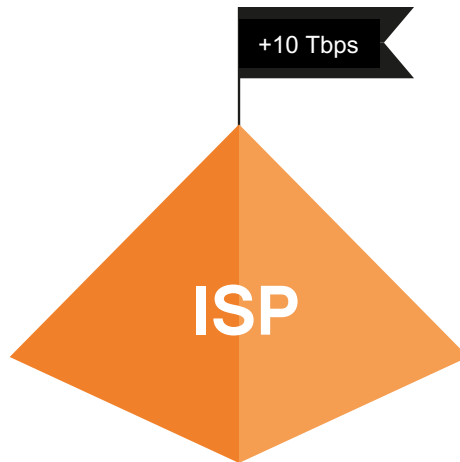
Points of presence in the Netherlands



16 POPS



Peak traffic



50+ partners



The background is a solid orange color. It features abstract geometric shapes: a large circle in the top-left corner, a smaller circle in the bottom-left corner, and a diagonal line connecting the left edge to the top-left circle. The word "Domande?" is centered in white, bold, sans-serif font.

Domande?

Grazie!

Emrah Yorulmaz
emrah.yorulmaz@ams-ix.net
M: +31 6 30 73 94 27

