



interxion helps de-cix keep germany connected

- Company Name:** *DE-CIX (Deutsche Commercial Internet Exchange)*
- Industry:** *Internet exchange provider*
- Company Background:** *DE-CIX, part of Germany's Electronic Commerce Forum (eco Forum e.V), provides a place for Internet Service Providers (ISPs) to interconnect and exchange traffic with each other at a national or international level. The DE-CIX connects all major German ISPs and organizations such as the National Research Network, DFN, and is managed by a neutral operator.*
- Location: Headquarters:** *Cologne, Germany*
- Claim to fame:** *One of Europe's fastest-growing Internet exchanges and the central point of Internet traffic for 85 percent of Germany's Internet Service Providers.*
- Interxion services:** *Equipment housing private room, hands and eyes*



Leading the European charge

DE-CIX is a public Internet Exchange that provides the shared LAN infrastructure that enables Internet Service Providers to interconnect their backbone networks by means of a connection to a shared infrastructure. All of Germany's leading ISPs use DE-CIX to exchange Internet traffic with each other and leading European ISPs outside Germany. More than 85 percent of all German Internet peering traffic goes through this exchange.

Because of the high volume of Internet traffic, DE-CIX needed to improve its underlying infrastructure. The outdated facility it was using lacked the appropriate climate controls and essential round-the-clock access and support services. DE-CIX began evaluating connectivity options to help house its operations. The key requirements: a carrier-neutral environment, the ability to interconnect with a number of redundant fiber backbones, a high quality facility infrastructure and the presence of leading European Internet and telecommunications companies.

Carrier-neutral and customer conscious

Although Interxion was a relative unknown at the time DE-CIX was looking for a host, some fundamental attributes set it apart from the competition. Interxion's status as a carrier-neutral supplier was a primary differentiator. In addition, Interxion was able to offer redundant fibers from multiple carriers, a state-of-the-art

data center infrastructure and adequate trading facilities.

No less important was Interxion's ability and willingness to explore new avenues to deliver a solution that met DE-CIX's specific requirements. As eco FORUM Managing Director Harald Summa said, "We needed someone who could look at our situation and find a solution that would meet all of our needs. Not just some off-the-shelf solution, but one that would address the specific goals we were trying to meet."

A smooth transition

After reviewing proposals from 12 potential service providers, DE-CIX made the decision to co-locate in a 75 square meter private room at Interxion's Frankfurt IEC. Interxion assisted DE-CIX with the migration from its former site to the new facility. Over a six-month period, the ISP routing equipment was migrated to the new site. During this transition period, most ISPs ran two parallel sites. The migration proceeded without a hitch, thanks, in part, to the GigaLAN gigabit connectivity between the two sites provided by COLT.

First mover advantage

In a competitive market, the ability to anticipate the next step – and act on it – can make all the difference in the world. And that's how Interxion continues to entrench itself throughout Europe – not only creating a footprint, but cementing its presence in a growing range of markets.

- equipment housing
- connectivity
- hosting and storage
- consultancy

"Interxion's competitors failed to see the opportunity when it arose. Because of their insight into the growing market for internet exchanges, they captured first mover advantage."

Interxion has also proven its ability to step up to the plate to provide enhanced services to meet the changing requirements of its customers. In the DE-CIX case, Interxion was called on to provide equipment housing, but it also provides first and second level support as DE-CIX grows. Interxion provides DE-CIX members onsite installation, maintenance and operations support.

DE-CIX is pleased with the Interxion solution. "We are enthusiastic about the state-of-the art equipment housing services offered by Interxion," says Harald Summa. "What we need is efficiency and reliability, and Interxion is providing that – as well as the best and most cost-effective solution for DE-CIX and its members."

Adapting to market forces

The value of a good supplier is its ability to adapt and change as market forces evolve. And therein lies Interxion's strength. It is constantly attuned to its customers' needs, suggesting new solutions and offering added services to help its customers achieve their goals. Interxion clearly understands the market and DE-CIX's business strategy. "We expect a service provider to understand the market in which we operate, and Interxion certainly meets that expectation. They immediately understood what we were trying to accomplish and worked with us to make it happen."

Single point of contact saves time

Interxion's project approach served DE-CIX well as it honed and refined its operations. In the initial discussion phases, DE-CIX was able to get a good feel for the level of expertise Interxion had to offer. Later, in the implementation phase, an Interxion implementation manager took over

the reins, orchestrating the entire project, leaving no stone unturned to ensure that all of DE-CIX's unique needs would be met. According to Summa, this single point of contact approach really simplifies matters. "We never have to worry about finding the appropriate person to handle our concerns. A single call ensures that the right person will be there to handle whatever comes up."

Community of partners...an intriguing concept

And Interxion's philosophy of building a community of partners through its Internet Exchange Centers is a concept DE-CIX finds particularly attractive for its own purposes. DE-CIX aims to connect Internet Service Providers in one seamless network – building its own community of providers throughout Germany and the rest of Europe. With Interxion on board, that community concept can quickly turn into reality.

Looking to the future

Interxion offers excellent support measures, both from a technical and a personal standpoint. "I have a very good feeling about this company. I can simply say they offer excellent advice and good, insightful suggestions," Summa remarked. "The technical implementation and the processes are outstanding. They do an excellent job."

"I never have to worry about problems with our equipment or other Interxion services. I am absolutely sold on Interxion. I'm completely satisfied and would enthusiastically recommend them to others."

DE-CIX views its relationship with Interxion as essential to its continued growth and success. Through an innovative co-branding arrangement, Interxion and DE-CIX combined aspire to become the largest data exchange point in the European market.

