



THE OPEN-IX VALUE PROPOSITION

The Open-IX Association has created a best-of-breed standard for Internet Exchange Providers (IXP OIX-1) and Data Center Providers (DC OIX-2). In conjunction with network carriers, cloud service providers, data centers and IXPs, Open-IX enables an ecosystem that is mutually beneficial to each of these providers and operators, as well as customers of the provider services.

Data Center Provider

Open-IX allows a data center to attract a new ecosystem centered around the IXP. This ecosystem consists of the IXP, carriers, and content providers. Adoption of the IXP will bring critical mass. Critical mass will increase colocation sales. A secondary value may be the increase in carrier options available to the colocation customers in the data center, thereby increasing the value of the location.

IXP

Open-IX allows the IXP to penetrate new markets or geographies, as well as expand partnerships amongst multiple data centers. Most IXPs are not-for-profit and seek expansion for altruistic reasons, such as expansion of Internet services and reach, as well as marketing reasons, such as furthering their brand or acknowledgement as an industry leader.

Carrier

Open-IX allows the carrier to provide interconnectivity between IXP locations to the IXP, data center, and end customer. Carriers can also benefit from early adoption of new IXP locations as many of the incumbent locations provide a much greater degree of competition. Both transit and transport services can be offered through the IXP.

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For More Information

The Association can be found by visiting www.open-ix.org or contacting us directly at info@open-ix.org.

Cloud Service Providers

Open-IX can benefit a cloud service provider by offering a platform for easy distribution of services. Separate network-to-network interface (NNI) or cross connects for each customer are no longer needed. Additionally, the customer should benefit from a more direct connection than would otherwise be available by accessing the provider over the Internet.

Customer

Open-IX allows the end customer to have a greater selection of peers, carriers, and cloud service providers that previously might not have been available in their data center location. This creates one-stop shopping for the customer.

About Open-IX Association

The Open-IX Association (OIX) is a self-regulated Internet community effort to improve the landscape of Internet peering and interconnection globally. OIX encourages the development of neutral and distributed interconnection via IXPs by promoting uniform, cost-efficient standards of performance for interconnections backed by the Internet community.