

# Peering Strategies for Network Operators

William B. Norton

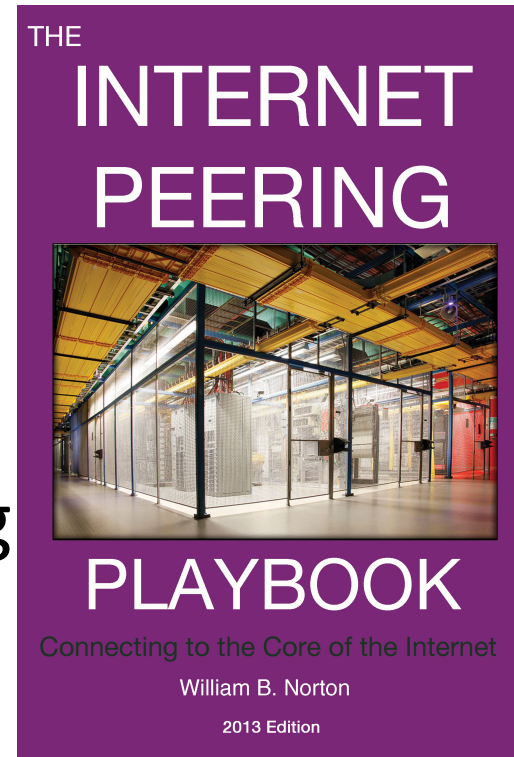
Executive Director, DrPeering International  
Chief Strategy Officer, International Internet Exchange  
(IIX)

# Peering Strategies for Network Operators

- The 2013 Internet Peering Playbook (kindle, ipad only)
- Ch15: International Peering Strategies
- **Ch14: Remote Peering\***

→ Peering Strategy is All About the Blend

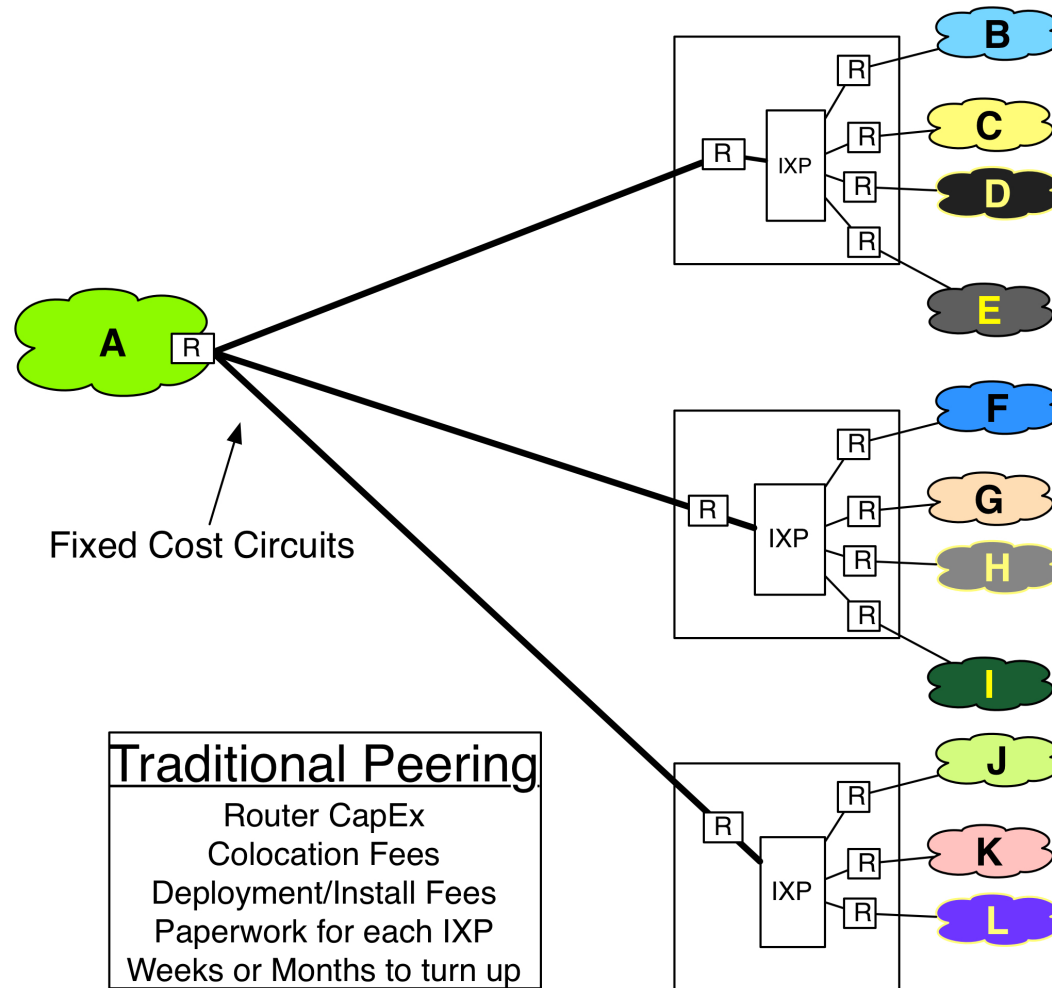
→ Remote Peering changes everything



What it is, how it works, benefits, use cases

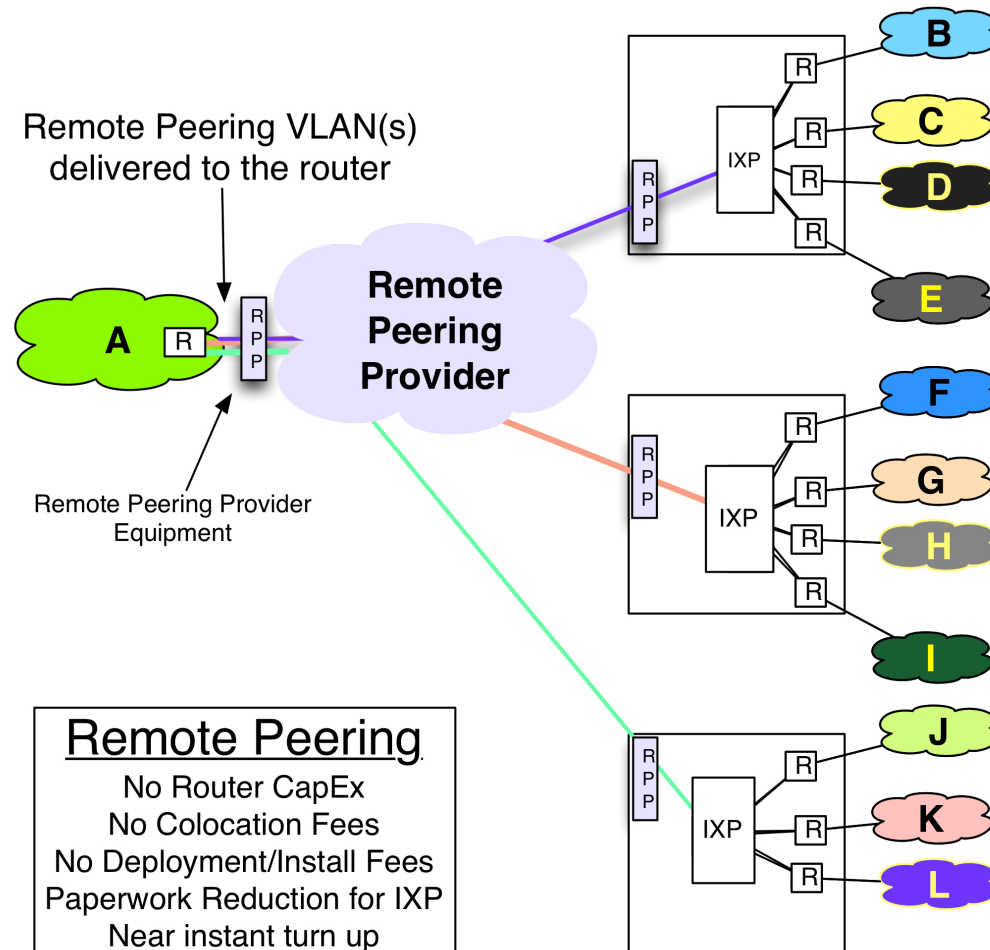
# REMOTE PEERING

# Traditional Peering Model

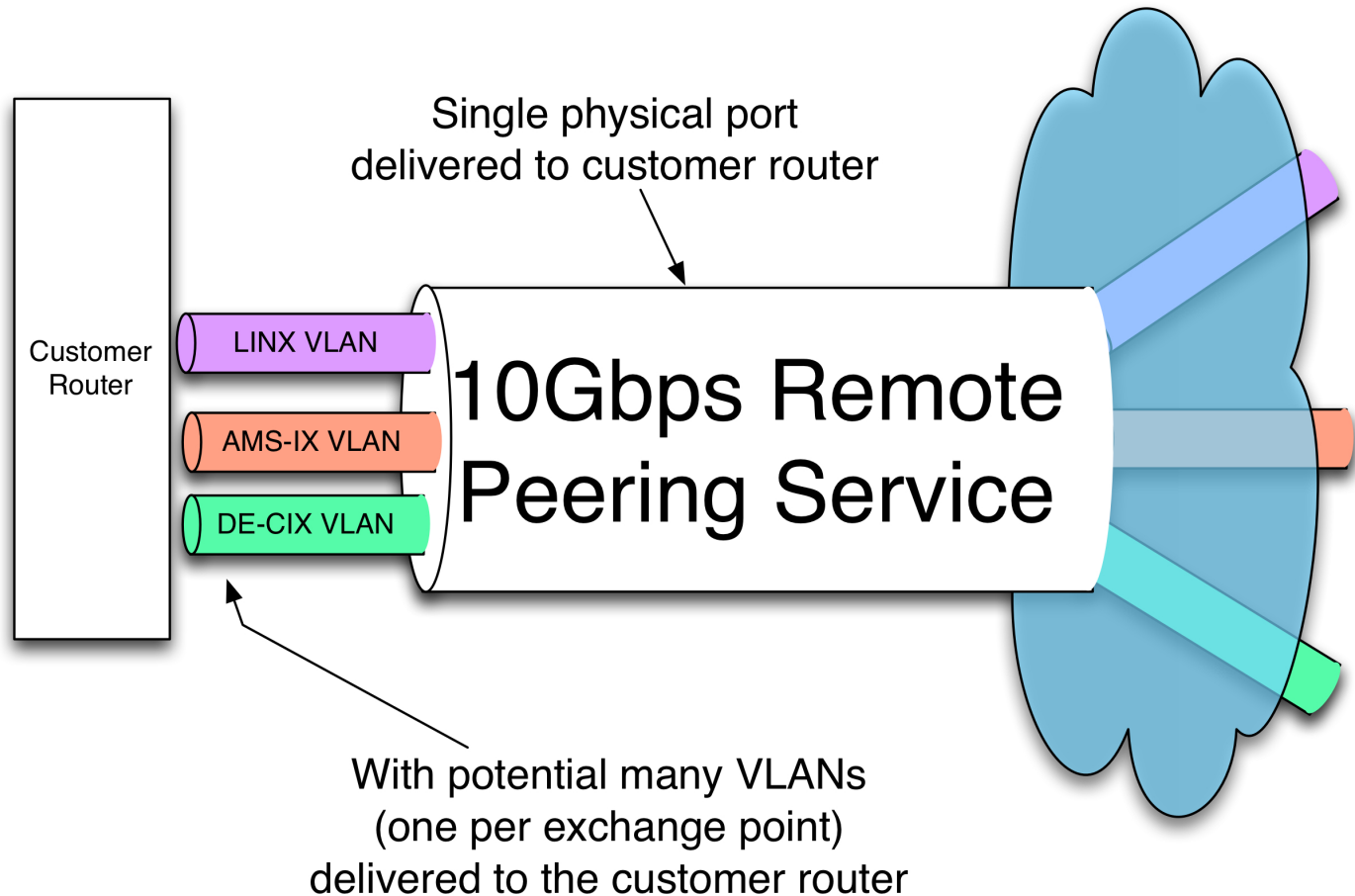




# Remote Peering Model



# Remote Peering Service Delivery Model

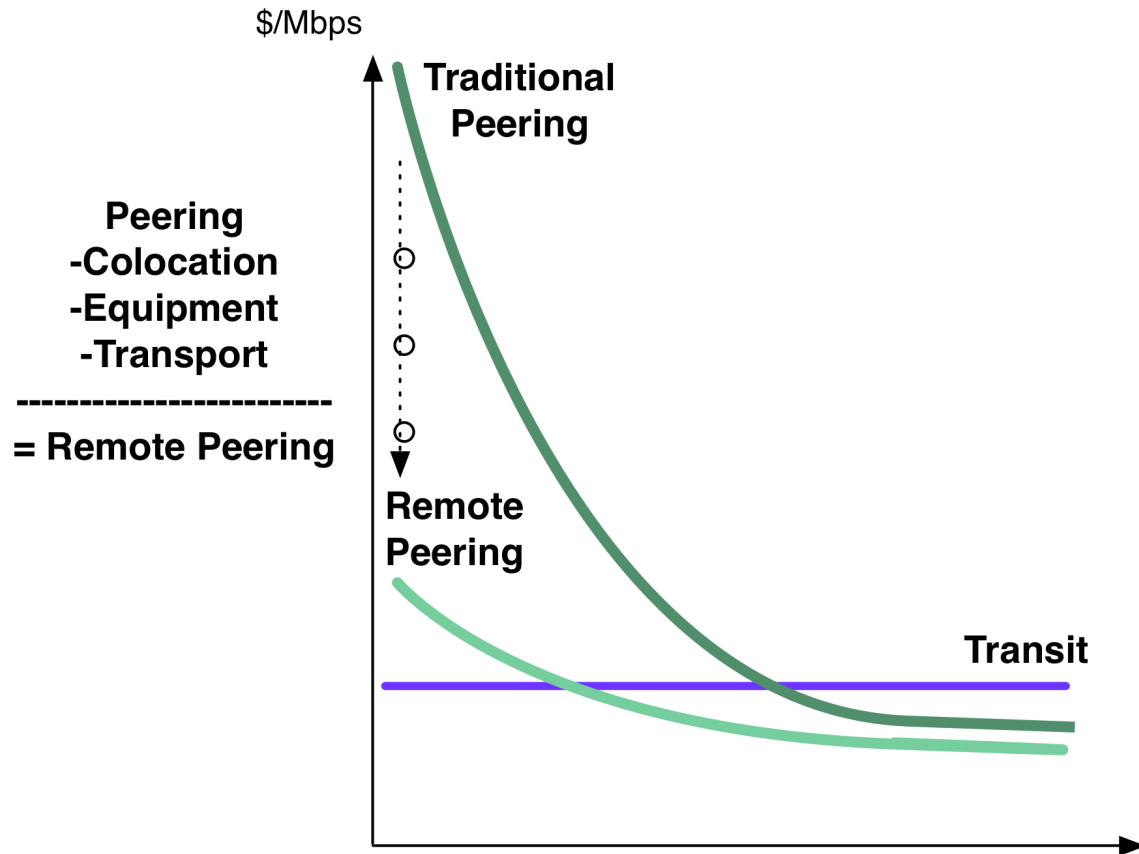


Peering Strategy

# **WHY REMOTE PEERING CHANGES EVERYTHING**

# The New Business Case for Peering

Traditional Peering  
vs. Remote Peering  
vs. Internet Transit

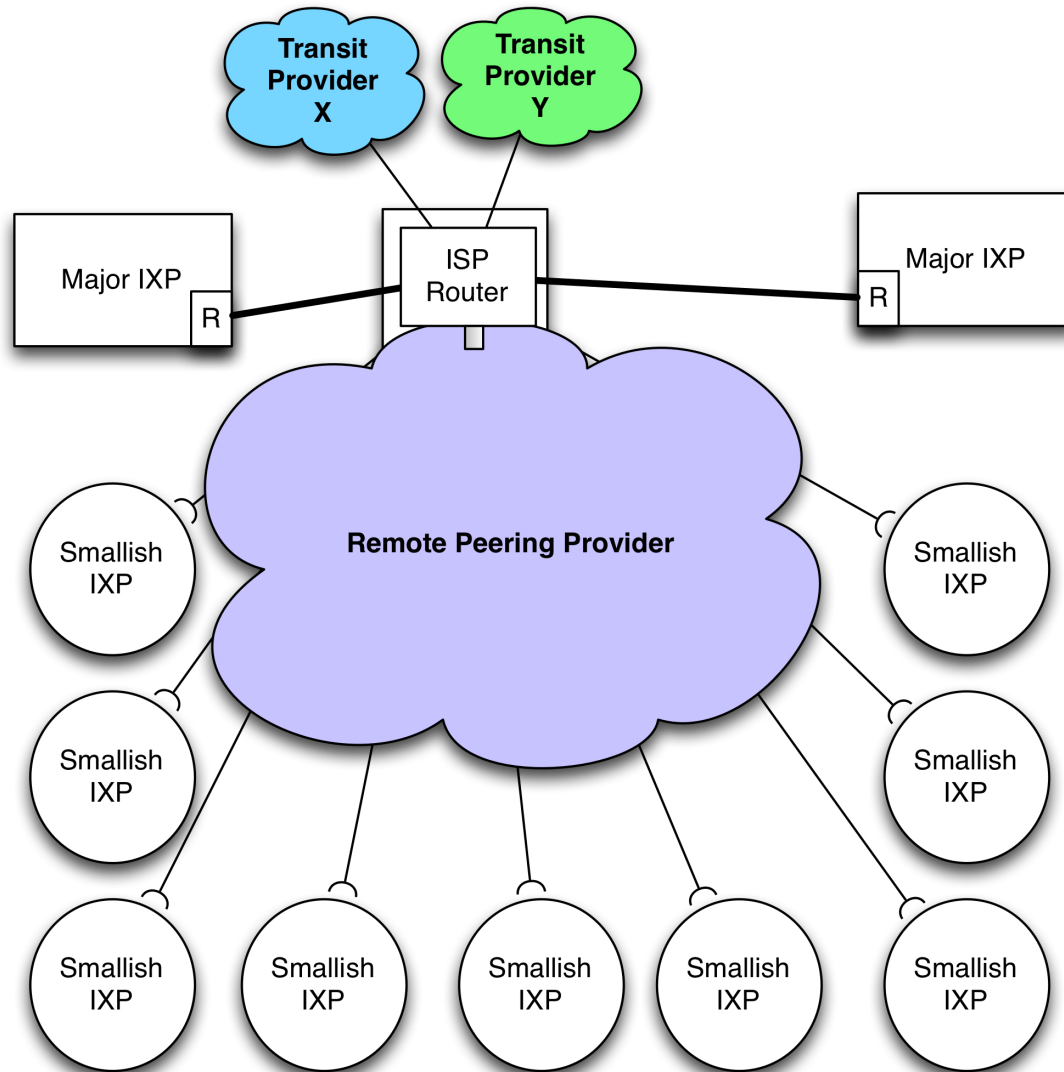


...This economic benefit changes everything

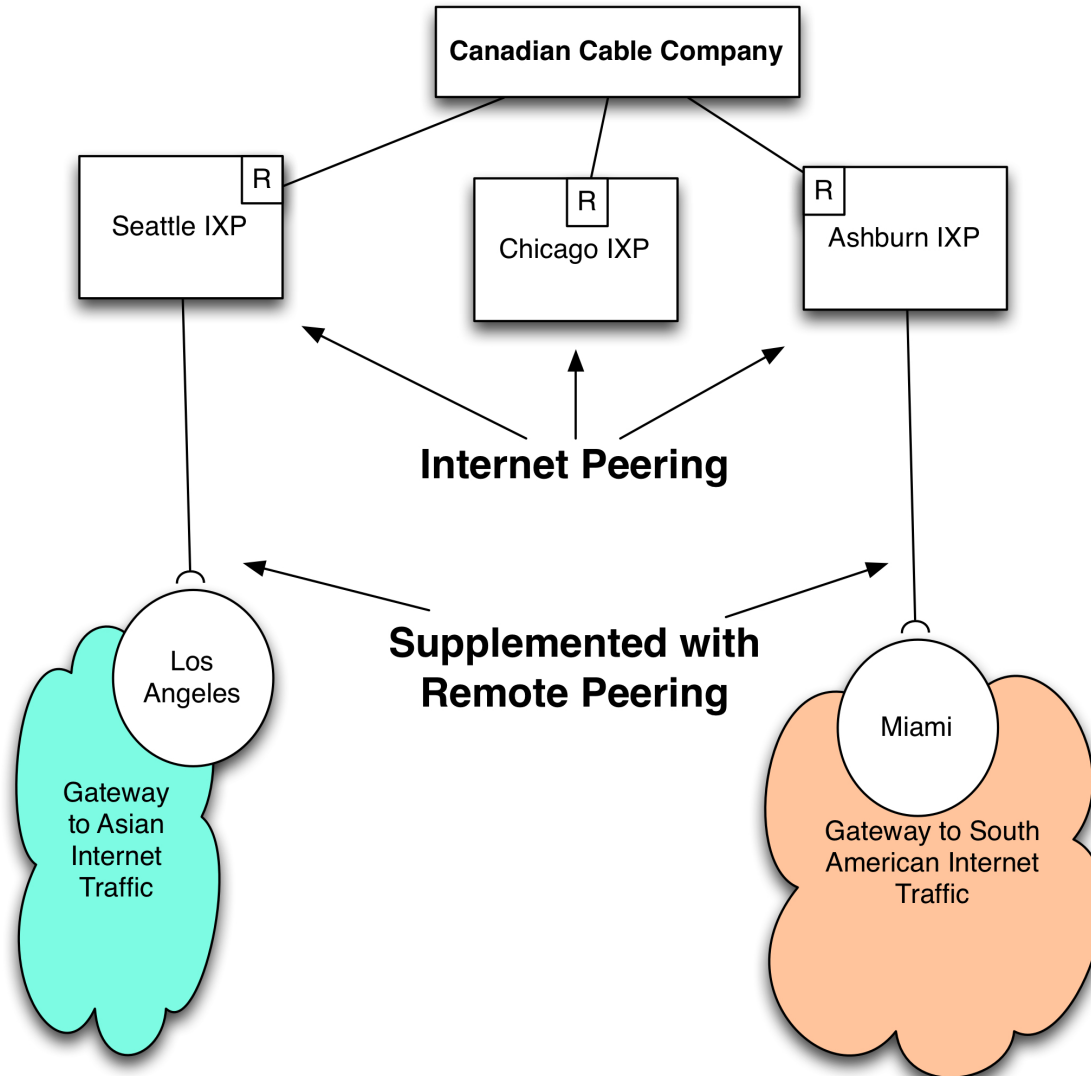
#Mbps

...Enables more IXPs

# Remote Peering → Build into More IXPs



# Extend strong regional IXPs to customer

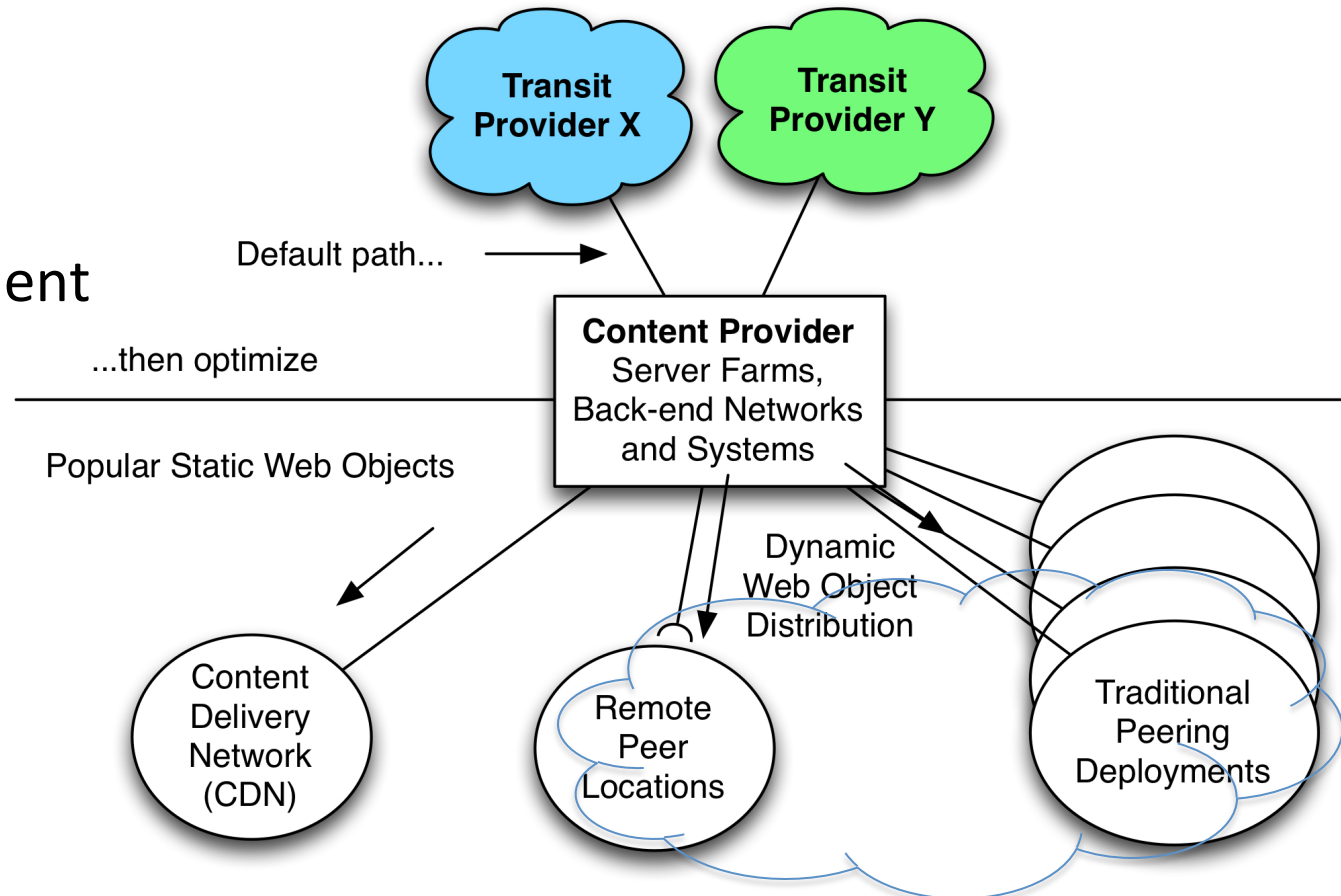


# Peering Strategy is all about **The Blend**

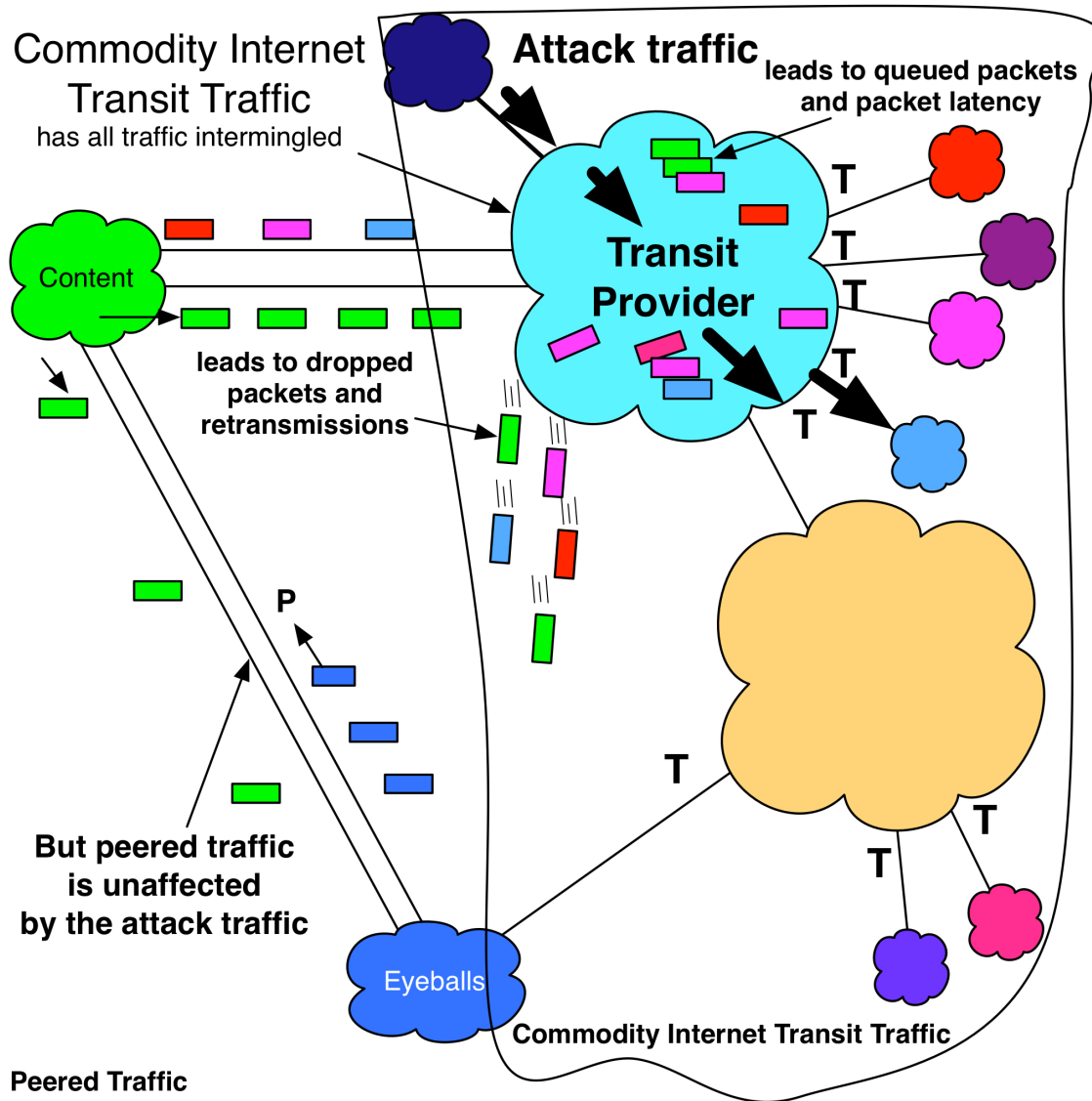
## Blend

- 1) Transit
- 2) Peering
- 3) Remote Peering
- 4) CDN
- 5) Full POP Deployment

## All about the Blend



# Peering improves Security

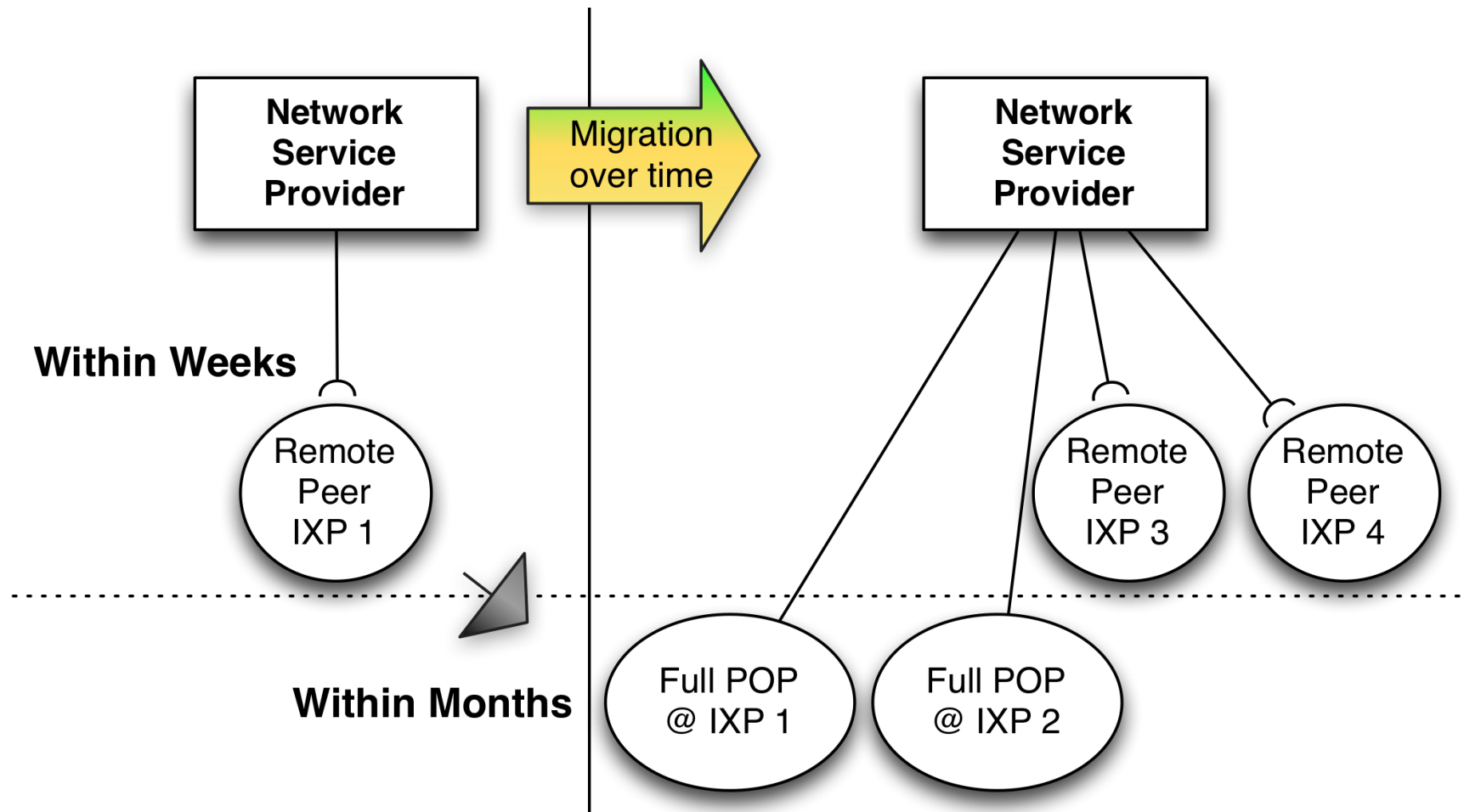


Benefit of peering

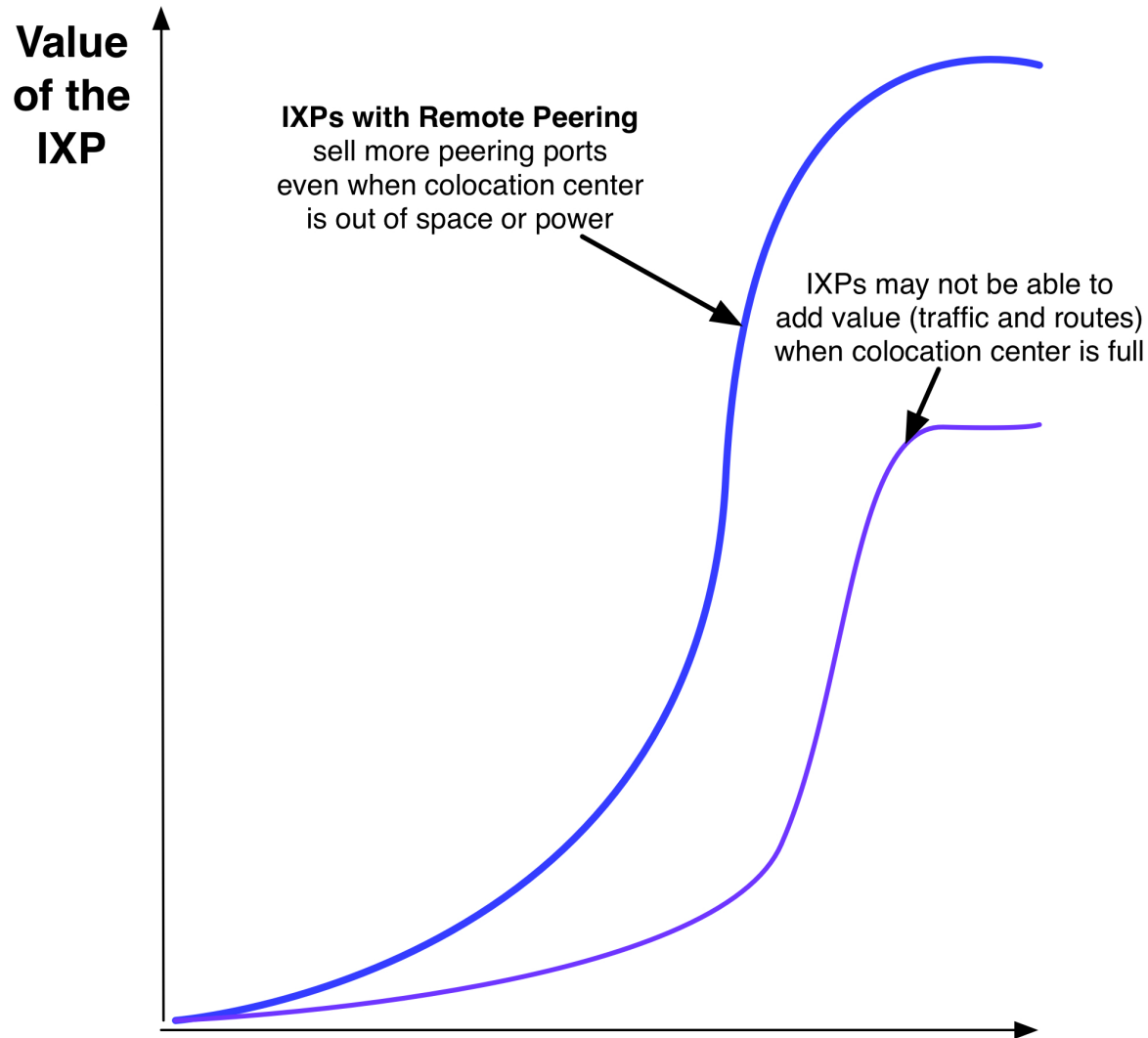
- 1) Cost Savings
- 2) Performance Benefits
- 3) Security



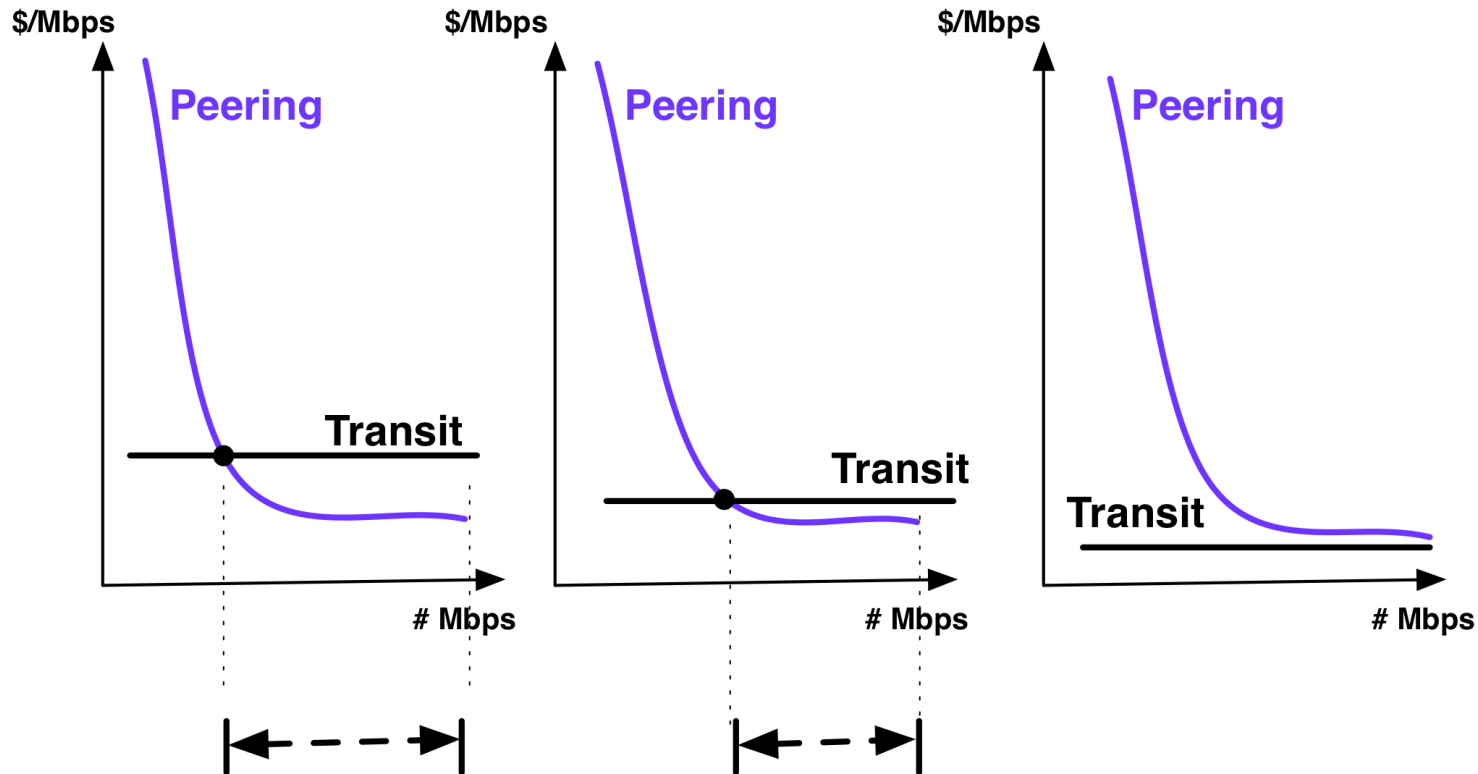
# Remote Peering Transition to Full POP Deployment



# Remote Peering Extends the Life of IXP



# Breath of Fresh Air to Peering Community



Peering Break-Even Point  
easy to reach,  
Long runway

Peering Break-Even Point  
harder to reach,  
Short runway

Peering Break-Even Point  
unreachable,  
No Runway

# Summary: Peering Strategies are all about **The Blend**

1. Internet Transit
2. Internet Peering
- 3. Remote Peering <- Trending Now**
4. CDN
5. Full POP Deployment

Weighting depends on the network profile