

→ **Welcome to the DE-CIX October Newsletter!**

Among other topics, this newsletter has the report on the most recent cnX event that took place in Frankfurt and information about the new ALP-IX2 site in Munich plus invitations to the roundtable meetings and dinners in Munich and Moscow.

→ **cnX3: 330+ attendees, 500 prescheduled meetings, 50 exhibitors**

The third cnX event took place on October 26-27 in Frankfurt. The event was jointly hosted by ancotel and DE-CIX and was a great success. The idea to create the cnX goes back to an idea KJ Orth from ancotel and DE-CIX's Frank Orłowski had during a business lunch in the summer of 2007. The idea was to have a networking event in Europe's #1 telecommunications hub rather than only meet customers at events abroad. Since both cnX1 and cnX2 were really successful, the decision was made to continue the joint production of the annual cnX events.

On a sunny Monday morning over 300 attendees gathered at the "Palais at the Zoo" in Frankfurt for the third cnX "Networking for Carriers" event which is now one of the most important industry gatherings in Europe – especially for Central and Eastern European companies. Since last year's attendees asked for additional networking time, the decision was made to make cnX3 a 2-day event.

The welcome notes were given by the cnX founders KJ Orth and Frank Orłowski. Then, Hunter Newby, the moderator of cnX3 took over. Hunter is one of the former managers at New York based Telx, founder of the annual "CBX" event and currently CEO of the US based company Allied Fiber. He elaborated on the development of Frankfurt from a regional to a global telecommunications hub. Hunter officially opened the event and made the announcement that the Deal Center area is open, too.

"The fact that you got the cnX3 is the best attest for the value of the event. The hosts did a great job!" said Hunter after the event.

Two out of three attendees used the cnX Deal Center platform to pre-schedule meetings for this year's cnX



The cnX3 Host Team: ancotel: KJ Orth, Christine Kloos-Martin, Udo Mueller; Hunter Newby (CEO Allied Fiber and moderator for cnX3); DE-CIX: Carolin Geib, Frank Orłowski

with the result that 494 meetings (2008: 380 meetings) were already scheduled before the event. A dedicated area for the Deal Center tables was created in the middle of the main meeting floor, right next to a bar that was a popular meeting spot for attendees, too.

"cnX is about creating business contacts, means the value and the quality of the event can easily be judged by the number of contacts made. I talked to a number of attendees and didn't find a single attendee that made less than 10 qualitative contacts which will lead to additional or to new business", said DE-CIX's Frank Orłowski.

This means that at least 3000 quality business contacts were made at cnX which definitely makes it worth spending the money to come to Frankfurt and to attend the cnX. While other industry events are hosted by for profit conference producers, the cnX pricing of EUR 319 is designed to cover the costs only. Instead of deriving an additional revenue stream from the cnX, the hosts partake in the success of the cnX by providing services to the ISPs and carriers that make business in Frankfurt.

In addition to that, many of the companies that sent their representatives to cnX also booked a free exhibition table that made it easy for their customers and prospects to find them. Over 56 companies made use of the offer.



The cnX3 social event on the evening of day 1 took place at the Cocoon Club. This club which can accommodate over 2,000 guests was opened 5 years ago by the most successful DJ in the world – Sven Väth - and has been awarded several times „the best club of the world.“ The especially designed sound system is still rated the best sound system worldwide and the light system consists of 30 moving heads and scanners and a moving 360° projection that is projected by 23 beamers. All cnX3 attendees had a great evening at this very special location.

On day 2 most of the attendees made it on time to the venue and business networking started with hot coffee, croissants and some Aspirin.

“cnX3 is now an established event and it makes us proud because it really helps to promote Frankfurt as the #1 Internet hub in Europe which again is essential for the success and the growth of our business”, says Frank Orłowski.

Thanks to all of the sponsors who helped make cnX3 a great success: Brocade, Interoute, Adva, Aixpersoft, AMS, Telx.

What cnX3 attendees had to say:

“cnX is an important event. It is the one event of that size that matters. Therefore it is our responsibility and duty to keep it successful. Having said this, I’m looking forward to cnX4”

Jens Leuchters, Country manager, Interoute, Germany

“We found it very useful and valuable to be here. We met many potential partners and had useful discussions”

Steve Jenman, COO, GCN, Bulgaria

“It was a wonderful event. I met a lot of useful people. I made a number of good deals and will definitely attend cnX4”

Pavel Romanov, CTO, Anders Business Group, Russia

“The connections become more valuable from year to year; it becomes easier to target potential business opportunities. I’m addicted to cnX ;-)”

Martin McDermott, Sales Manager Cable & Wireless

“It was a great event. We got exactly out of it what we did expect”

Bernd Spiess, CTO, i3B, Austria

“The event was great to find new customers and to meet existing ones. It is good to meet such an international audience here in Frankfurt”

Joerg Kaufmann, Regional Sales Manager DACH, Germany

„Being our first international show it was great. It opened our eyes to the amount of business that’s available in Europe.”

Dan Lunde, VP Business Development, LIDARC, USA

“cnX is a great event to network. I met many prospects, customers and old colleagues”

Anastasia Koltsidis, Sales Manager, Global Crossing

→ Focus on Munich:

- Second ALP-IX site to be operational on November 1st, 2009
- Invitation to the next ALP-IX Roundtable in Munich

ALP-IX in Munich is the regional Internet Exchange that is owned and operated by DE-CIX. The first ALP-IX site was deployed at the Equinix facility back in August 2008 and currently serves around 10 participants.

Following the DE-CIX approach in Frankfurt where DE-CIX reaches out to all data centers with a high density of ISPs and carriers, DE-CIX decided to establish a 2nd site in Munich. The site of choice is the Spacenet facility at Landsberger Strasse 155 (which is also the location of the INXS that is operated by C&W).

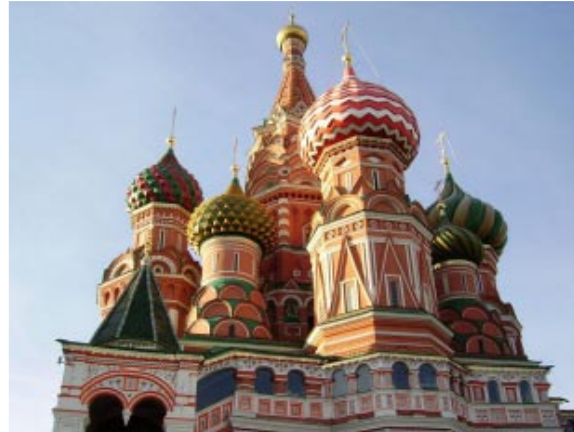
“Our goal is to bring all providers that operate Internet infrastructure in Munich to the switch by mid 2010. We believe that Internet Exchanges should be operated by a neutral party and no doubt that ALP-IX combines neutrality with a professional team behind it” says Andreas Sturm, ISP & Carrier Relations Manager for DE-CIX.

ALP-IX2 will provide Fractional 1GE, line rate 1GE and 10GE ports straight from the beginning and will have redundant backhaul capacity to ALP-IX1. Fractional GE ports start at EUR 75 per month; Line rate GE ports are available from EUR 300 per month. New customers will receive the first 6 month free of charge! Contact sales@alp-ix.net for details!

DE-CIX invites all customers and prospects to the 2nd ALP-IX Roundtable Meeting which will take place on Tuesday, November 10th, 2009. Join us discussing the Internet & Peering developments in the Munich region and enjoy great food and cold drinks. Please contact andreas.sturm@de-cix.net if you would like to attend.

→ MSK-IX Peering Forum and DE-CIX Roundtable Moscow

For DE-CIX, Russia is one of the most important markets in terms of customers connected to the exchange. Around 10% of all DE-CIX customers are headquar-



The upcoming DE-CIX Roundtable Meeting and Dinner in Moscow will take place on the evening of December 2nd, 2009

tered in Russia – mainly in Moscow or Saint Petersburg. Most of them joined DE-CIX over the last three years and are an essential piece of the record growth DE-CIX has seen.

Because of this DE-CIX did not only sponsor and attend the recent RIPE Regional Meeting and the Capacity Conference in Moscow but will also be the exclusive IX sponsor of the upcoming MSK-IX Peering Forum that will take place on December 3rd, 2009.

For the 2nd time DE-CIX invites customers and prospects to a DE-CIX Roundtable Meeting and dinner in Moscow. It will take place on the evening before the Peering Forum. The last event that was held one year ago attracted around 25 participants incl. senior management from Yandex, Golden Telecom, Rostelecom, TTK, and various others. Join us for an evening full of peering talk, cold drinks and great food. If you would like to attend please do not forget to register by email: ania.spierling@de-cix.net.

→ DE-CIX announces a test framework for route servers

Hoofprints is a framework for testing different route servers implementations on stability, scalability, and correctness. At DE-CIX, route servers are a mission-critical tool as a lot of customers, tools and services rely on them. A route server allows a customer to set up one BGP connection to distribute its BGP information to

all peering partners and in turn receive BGP information from all the other. This reduces the complexity of the setup and improves return of investment for the peering connection by allowing connected parties to quickly gain peering traffic. Due to the rapid growth at DE-CIX, the available route server implementations reach their limits. Hoofprints makes sure that new or extended route server implementations can be tested against the requirements of DE-CIX.

Currently, Sebastian Spiess develops the Hoofprints framework during his internship. He is going to improve the framework during his upcoming Bachelor thesis. The framework is available under the well-known open-source license: GNU Public License Version 3. This means that everybody can download the source code




Sebastian Spiess, DE-CIX. The programmer of the Hoofprints route-server test software

freely and extend the testing framework. The project website for the Hoofprints framework can be reached at <http://hoofprints.de-cix.net>.

ASK DR. PEERING



Brought to you by www.drpeering.net and DE-CIX. Any question: send an email to askdrpeering@de-cix.net

 Dear Dr. Peering,

We are looking to start peering. Does transit provider selection have any impact on our peering strategy?

Alton Brown

 Alton

In some cases, selecting the right upstream transit provider can increase your chances of obtaining peering. From "The Art of Peering: [Tactic #5...](#)

→ Click here to read the full article: <http://tinyurl.com/docpeeringoet>

Let's assume that you buy transit from a Tier 1 ISP (Global Crossing (GLBX) in this example). As a Tier 1 ISP, Global Crossing by definition has access to the entire region through its peering sessions with the other Tier 1 ISPs.

Let's further assume that GBLX has a less restrictive peering policy than the other Tier 1 ISPs and peers with ISP B, a large regional ISP that you wish to peer with...

The monthly Ask Dr. Peering column is brought to you by drpeering.net and DE-CIX, the exclusive IX sponsor of the Dr. Peering Internet peering knowledge center.

If you have a peering related question, send an email to askdrpeering@de-cix.net and your question might be answered in next month's release.

→ NEW DE-CIX PARTICIPANTS

DE-CIX welcomes its most recent customers:

- Atrato, Netherlands
- 012smile, Israel
- Hostserver, Germany
- Itelsi Srl, Italy
- Netvision Telecom, Romania
- IGN electronics, Germany

Soon to be connected:

- Microsoft, USA
- Nextlayer, Austria
- Primetelecom, Romania
- LTT, UK
- Messagelabs, Germany
- Translumina Networks, Germany
- MR Communication, Germany

Upgraded customers:(since September 1st, 2009)

- UARNet
- i3B - Internetbreitband
- EDPnet
- BS Web Services
- MR.NET
- OpenCarrier
- Rascom
- Comnet
- OBIT
- Starnet
- Netvision
- ReasonUp
- Vodafone
- Trusted
- Kabel
- Kabelfernsehen Muenchen
- FASTWEB
- EXATEL

→ UPCOMING EVENTS:

If you would like to attend any of these events, please register:

DENOG1, November 5, Frankfurt,
<http://meeting.denog.de>

DE-CIX/ALP-IX Roundtable,
November 10, Munich

76th IETF, November 8-13, Hiroshima,
www.ietf.org

76th IETF, November 8-13, Hiroshima,
www.ietf.org

IGF, November 15-18,
Sharm El Sheikh,
www.igf09.eg

PacNOG6, November 15-21, Fiji,
www.pacnog.org

AfriNIC 11, November 21-27, Dakar,
www.afrinic.net

DE-CIX Roundtable Meeting,
December 2, Moscow

MSK-IX Peering Forum, December 3,
Moscow,
www.msk-ix.net

Check the listed websites for more information.

Listings in red are hosted or sponsored by DE-CIX.

**Contact Information:**

DE-CIX Management GmbH
 Competence Center Frankfurt
 Lindleystraße 12
 60314 Frankfurt am Main, Germany
 Phone + 49 69 1730 902 - 0
 Fax + 49 69 4056 2716
info@de-cix.net

Impressum:

CEO/Geschäftsfuehrer/V.i.S.d.P.:
 Harald A. Summa
 Company registration/Handelsregister:
 Registergericht AG Koeln, HRB 51135
 Headquarter/Zentrale:
 Lichtstraße 43i, 50825 Köln
 Tax ID / Steuernummer: 217/5726/0730

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