



Changing the culture of peering



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Typical IXP:

- Several PoPs at different cities
- Interconnect between PoPs
- Local players
- Content players and CDN
- Cloud players
- Remote customers & Partners
- Partnership with other IXPs (local & remote connections)

What's changed?

- IXP is growing with new content players (global & local)
- IXPs become universal platform of services
- All services via one customer port (multiple vlan/services)
- Speed up process of new services installation – plug and play request from customers
- **More globalization – no more borders!!!**

IXP Globalization

- Need one language for interaction
- Need universal forms of peering
- Need proper tools

Our specific

- IXP Started at 1995, Route server at 1998 (one of the first IXP with RS)
- 540+ unique AS (members), >95% using Route Server
- Customer portal with statistics, diagnostics and all technical staff
- **Hard to interact between foreign (non-Russian) members due to language barrier**
- **Last year several global players decided to use direct BGP sessions instead of Route Server platform**
- **Global players ready to peer only with companies registered in PeeringDB**

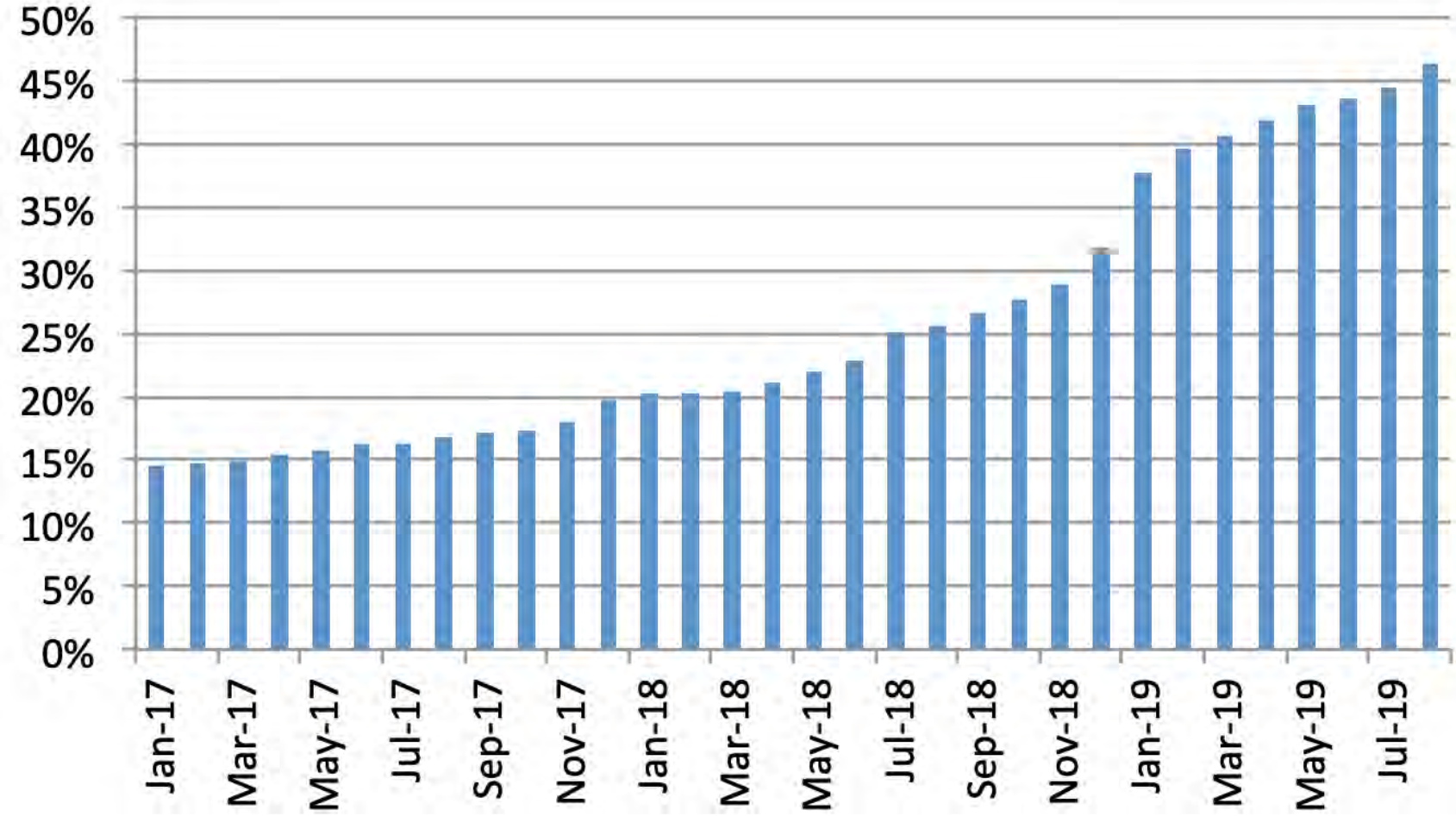
Our goals

- Increase and keep members traffic
- Provide more flexibility
- Make IXP more friendly for a new global members

Our actions

- JSON scheme export (Euro-IX / IX-F , PeeringDB)
- Integration MSK-IX tools with Peering DB
(Added links from Peering DB to customers profile:
accounts & looking glass)
- Our team helped with PeeringDB localization into Russian lang
- Promote at local peering events
- Promote at targeted email notifications

Peering DB integration stats



MSK-IX efforts helps to grow Peering DB accounts for our IXP members (up to 45%)

But this is not enough!!

We created peering control tool

Peering control tool

Purposes:

- Help customers on a regular basis
- Simplify process of new peering requests
- Automatically generate letters to other peers with all needed information
- Additionally mark requirement of Peering DB account in case of needed
- Simplify process of peering with members, not existing at Route Server
- Simplify process of manage requests

Demo

Peering control

Here you can generate and send a Peering offer to other MSK-IX members.
Why should I do this? - For more efficient utilization your connection to MSK-IX. Due to the internal peering policy, some of our members are not presented on the route servers, some of them exchange routes with all members via the route server. By implementation of direct BGP sessions with such participants (in case of agreement to peer) you can get significant traffic increasing.

Letters of Peering offer are automatically generated in Russian and English.

Internet Exchange Point: MSK-IX SPB-IX RND-IX STW-IX SMR-IX
 KZN-IX EKT-IX NSK-IX VLV-IX

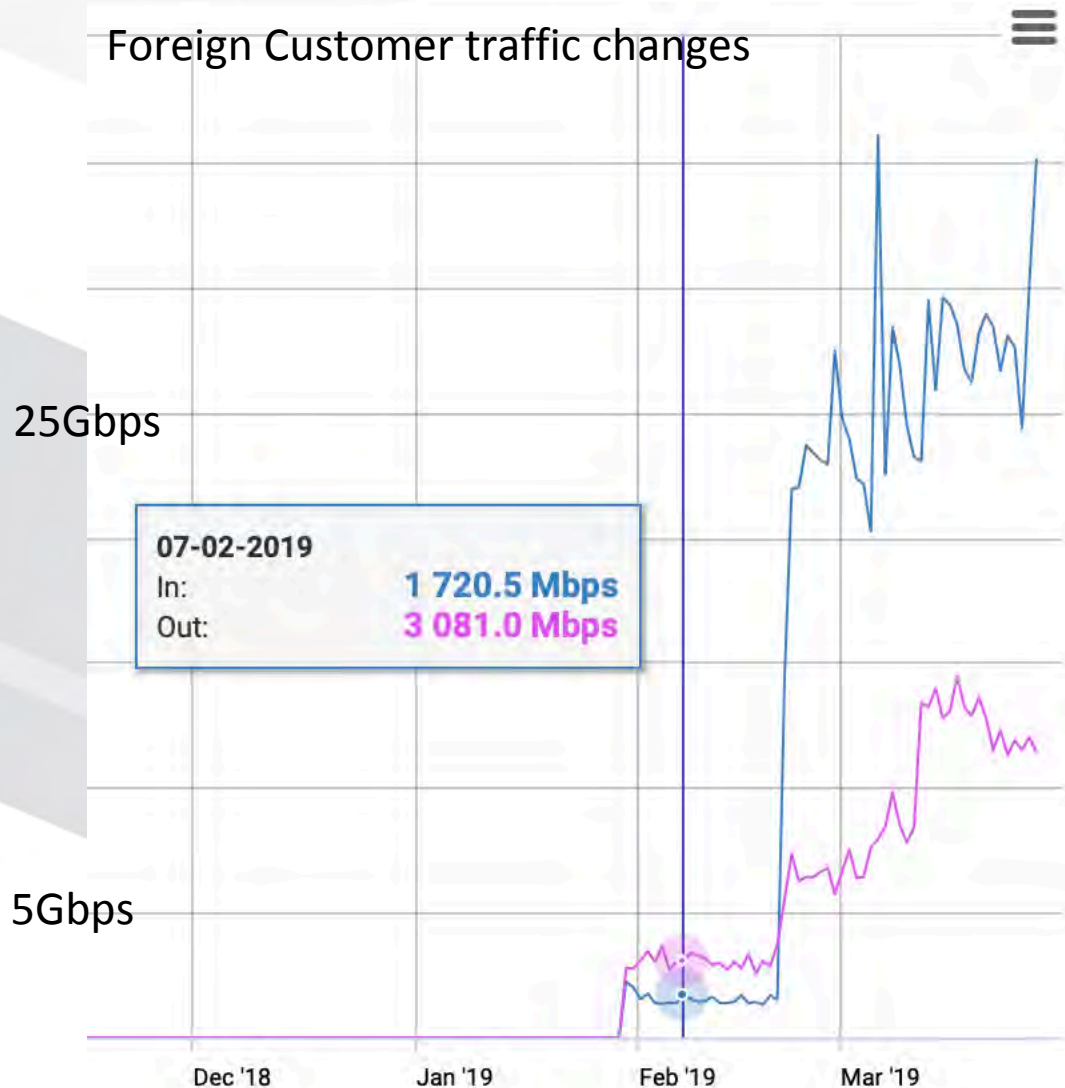
Route Server: All participants Not use RS

Shown: total - 7, received notifications - 0, not use RS - 7
Selected: total - 1, received notifications - 0, not use RS - 1

PREVIEW AND SEND

ASN ↓	Company ⇅	Route Server ⇅	The date of the last notification ⇅	Number of requests ⇅	Refusal of peering requests ⇅	<input type="checkbox"/>
714	Apple	No	-	0		<input checked="" type="checkbox"/>
3249	Elion	No	-	0		<input type="checkbox"/>
8470	MACOMNET	No	-	0		<input type="checkbox"/>
8732	COMCOR	No	-	0		<input type="checkbox"/>
12654	RIPE	No	-	0		<input type="checkbox"/>
20485	TRANSTK	No	-	0		<input type="checkbox"/>
31277	NLT	No	-	0		<input type="checkbox"/>

Some stats



- Announcement about new feature started at the end of January
- Additional implemented reject requests feature from RS members
- 787 invitations sent (Jan-Sep)
- 45 Unique senders
- 417 unique receivers
- Apple, Twitch, Amazon, Microsoft, Cloudflare among TOP receivers

Thanks.



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