

AF-IX <NAPAfrica>

AfPIF 2015



The Basics - Do



- Remember what your purpose is.
- A Marketing Plan is key – Website, PR, Events.
- Market your IXP – *“build it and they will come”* doesn’t work.
- Display member lists and statistics – be transparent and honest.
- Give your members a voice...
- Listen to what your members have to say!
- Remain neutral and open - everyone plays by the same rules.
- Be flexible.

The Basics – Don't



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- Treat members differently
- Compete with your members
- Price yourself out of the market
- Force members to peer
- Make it difficult for members to connect
- Over-invest in hardware



There is almost always too much focus on financial models...

- Along with too much advice... everyone has an opinion....
- Focus on what model is applicable to your market
- There is *no* "one-size-fits-all" model
- Build a funding/financial model that:
 - Is relevant to your market
 - Is acceptable to your members
 - Covers your objectives
 - Allows scalability
- What is the most important factor for Sustainability?
Your members!
Your IXP is just a user of electricity without members, so why would you not focus on them?

IXP Members - Training and Skills Development



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- Most new members are just starting out, in fact most of our new members use the exchange to get themselves acquainted with BGP before even attempting to establish transit peering with their upstream providers.
- Spend time with your members helping them understand BGP and how they can get maximum efficiency from the IXP - This establishes the IXP as a friendly environment, and builds a strong relationship.
- Organise regular training sessions.
- Offer training programmes for key strategic market changes e.g. IPV6.

IXP Members - Understand your members and their needs



- Spend time understanding your member's networks.
- Find out what networks they touch - This will help you establish which networks you should be targeting.
- Find out which services your members need e.g. Root name-servers, AS112, looking glass, etc.
- Understand and appreciate peering policies. e.g. Do not expect carriers to peer with everyone - that is not their business. Once you understand that, you can tailor solutions
- Facilitate introductions between carriers and content networks

IXP Members - Admin



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- Make sure your members have all relevant records up to date.
e.g.: PeeringDB.com
- AfriNIC IRR database
- Make sure your own IXP records are up to date (Consider the Euro-IX JSON format)
- These records are used by many CDNs/Networks to determine the value of an exchange.
- If you are using route servers, always make sure your route filters are up to date!

IXP Members - Social



- IXP Members - Social
- Try and organise annual social events for your members, or get your members to attend other forums (Like AfPIF!)
- Build a community
- Never underestimate the power of beer :)

Thank you – Questions?
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