

84% OF CIOs BELIEVE THAT PEERING CAN SOLVE ENTERPRISE CLOUD ACCESS ISSUES

Paris, 27 October 2022 - Cloud adoption continues to rise. While the pandemic has greatly accelerated this trend, organisations are turning to Cloud connectivity solutions for organisational and resilience purposes. In this context, [France-IX](#), one of Europe's leading Internet Exchange Points (IXPs), unveils the results of a study on peering¹, a solution that facilitates access to the Cloud but is still under-exploited by companies.

France-IX called on AdVaes, a market intelligence firm specialising in the analysis of CSR strategies and ESG indicators of digital solution providers, including those in the Cloud and data ecosystem, to carry out a [targeted survey](#) of 25 CIOs (Chief Information Officers) of French companies. The selection of respondents was based on their level of decision-making within their teams, their involvement in their organisation's IT infrastructure challenges and their Cloud expertise.

The Cloud, a major driver for the companies' digital transformation

Whether it is to facilitate the organization of remote working or take online courses, Cloud technologies have experienced a significant boom since the beginning of the Covid-19 crisis. According to the Vanson Bourne Institute's Enterprise Cloud Index, 47% of French companies have invested more in hybrid cloud and multi-cloud because of the pandemic.

This access to the cloud depends on an optimal Internet connection, which companies do not automatically have. Today, they are considering new alternatives to take advantage of the best possible connectivity, including connection hubs such as Internet exchange points.

Peering, a connection alternative known to CIOs

According to the survey conducted for France-IX, 68% of the CIOs questioned are aware of peering and 32% have heard of it. Furthermore, 84% of respondents believe that peering solves the problems related to public cloud connection. Indeed, the main advantages of this technology are the simple and fast access to content from GAFAMs and cloud providers via a single access point, but also the network quality and performance offered as well as its low implementation costs.

However, peering is not (yet) among the first solutions implemented by organisations to solve their connection issues despite the high level of redundancy it provides. This lack of awareness regarding the use of peering is a disservice to businesses, particularly in the management and optimisation of their connectivity.

Simon Muyal, CTO of France-IX, says: "This survey shows that IT decision-makers are aware of peering and the benefits it can bring. However, they do not really understand how to access and exploit this technology. Peering services can be very easily integrated and deployed within organisations: a simple access to be configured within a datacenter allows to benefit from the content of Cloud providers."

¹Peering: exchange of Internet traffic with peer (operators, content providers, enterprises...). Public peering is usually carried out through an Internet Exchange Point (IXP), where one network can peer with multiple other networks through a single connection.

The best approaches for dealing with connectivity incidents

An optimal Internet connection is essential for employees. Companies need to ensure the quality of their connectivity and implement a network redundancy strategy in case of issues.

According to the survey, direct connections to Cloud service providers (52%), connection monitoring tools (52%), VPNs (virtual private networks) and network optimisation tools (44%) are the solutions most used by CIOs to address cloud network issues. Network performance applications and peering come in 6th place and are mentioned by 40% of them.

Simon Muyal says: "Peering is very little used to solve connectivity problems. This is intrinsically linked to the fact that CIOs question the operation of peering itself, even though it offers an effective alternative to connectivity incidents. Peering offers privileged access to the Internet. It aggregates all operators and Cloud providers through a single exchange point while offering the same network quality as a direct connection.

In addition to providing a real solution to connectivity problems, peering has a number of benefits that improve the quality of employees' Internet connection.

Peering and Cloud interconnection

Peering adds significant value to enterprise connectivity: 48% of respondents believe that a connection using peering reduces interconnection costs and optimises the network as traffic increases. 44% say it provides seamless access to all Cloud connections, facilitates network routing and reduces traffic latency.

Moreover, simplified and optimised access to Cloud technology providers and improved network resilience (36%) were also highlighted by respondents.

"Cloud technology needs will continue to grow in the coming years. Businesses will also be looking for new ways to get the best possible connectivity. While peering has been around for a long time, it is a technology that still has huge potential to optimise organisations' Internet connection. Companies should consider and integrate it into their IT strategy to make the most of its benefits," concludes **Simon Muyal**.

Methodology

The survey was conducted online among 25 CIOs by market intelligence firm AdVaes in February 2022. The CIOs interviewed worked in companies of all sizes (from less than 500 to more than 5,000 employees).

The decision-makers interviewed were selected according to their level:

- of decision-making within the IT departments;
- of involvement in IT infrastructure challenges;
- of their expertise in Cloud computing.

All CIOs who responded to the survey stated that their company uses Cloud solutions (IaaS, PaaS, SaaS).

Please visit our website to download the [complete study](#).

More information about AdVaes: www.advaes.com

About France-IX

Premier provider of Internet traffic exchange services in France, France-IX offers public and private interconnection services through its carrier and data centre neutral exchange points in Paris, Marseille, Lyon and Toulouse as well as additional services including equipment hosting, NAP (Network Access Point), bandwidth services (Wave, VLANs), technical training or industry promotion services. The group interconnects several hundreds of players (telecommunications carriers, ISPs, content and cloud infrastructure providers) and all other Internet networks worldwide with significant traffic on the Internet French market. Its services are aimed at all organisations seeking to optimise their costs and Internet connection as part of their digital transformation. Founded in June 2010 with the support of the French Internet community, France-IX has over 500 customers today and bears the following values: neutrality, sustainability and constant improvement of the Internet. For more information, please visit the France-IX website: www.franceix.net.



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