

# Hub One optimises access to the Cloud thanks to France-IX

Hub One is a digital technologies operator for companies and public organisations. As a fully-owned subsidiary of the Aéroports de Paris group, Hub One has three main areas of expertise : **telecom, traceability and cybersecurity.**

**157 M €**  
turnover

**570**  
employees

**5000**  
customer companies

Through its three business units (Telecom, Traceability and Cybersecurity), Hub One deploys and operates telecom infrastructures, develops traceability and mobility software and offers an expertise in cybersecurity

## Need & Solution

In 2018, Hub One completely redesigned its Internet network, more specifically its core MPLS (MultiProtocol Label Switching) network. This immediately gave the company greater visibility of the nature of the traffic on its Internet transit points and thus allowed them to study the different options for optimising their traffic.

**Khalid OUDASSI** is **Deputy Director of Infrastructure and Customer Services** within Hub One's Telecom business unit. In an effort to provide a better quality of service to the group's customers, Khalid made an important observation: he identified that their top 10 content providers accounted for **50% of the incoming traffic**, and that **100% of these providers were present at France-IX.**

« *Joining France-IX had a dual objective for Hub One: improve Internet access performance for our customers and rationalise the costs of our IP transit interconnections. Indeed, the share of the Cloud, and more particularly the public Cloud in companies' information systems is growing, and the fact of having direct access to the major Cloud players was clearly one of the main reasons for connecting to France-IX.* »

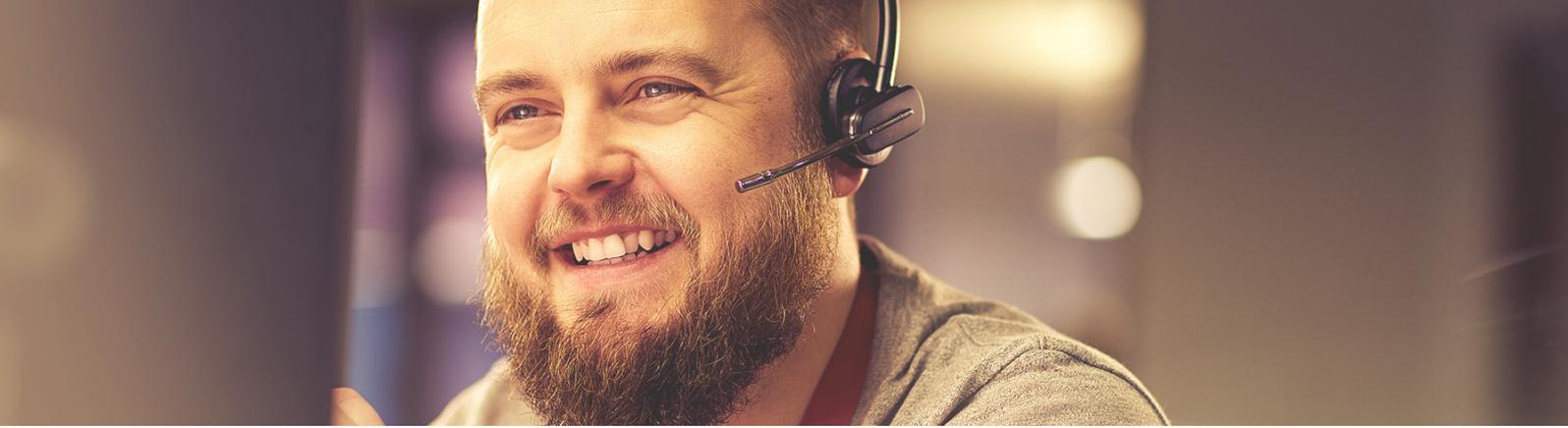
## Results

As soon as they set up their peering at France-IX, more than 30% of Hub One's incoming traffic was immediately switched on this interconnection thanks to the providers already known on the route servers.

« *We then implemented peering sessions with **key players like Apple, Facebook, Amazon and Microsoft.** Once these sessions were activated, the France-IX interconnection enabled us to **forward more than 50% of our traffic** and thus mechanically reduced our transit-related operational costs by half. The return on investment was almost immediate.* »

Within a few months, a capacity increase from initially 2 Gbps to 10 Gbps was achieved to cope with this traffic evolution, now reaching 20 Gbps of total capacity.

In addition to providing additional security to their two transit links, customer experience with the major Cloud players is improved thanks to the reduction in latency. **Today, more than two thirds of Hub One's traffic is carried through France-IX.**



## BENEFITS

- Access to strategic players (Cloud, operators, content providers);
- Improved quality of service with a direct path to preferred Internet destinations;
- Low latency and controlled response times;
- Almost immediate ROI;
- Security and resilience;
- Technical support.

« For companies that are reluctant to join in the peering adventure, I would advise them to **review the nature of their Internet traffic, explore the opportunity and start with a minor capacity**. If the financial equation is verified, the user experience can only be greater. Not to mention that **the more customers we are at France-IX, the more profitable it will be for everyone.** »



## Peering, a shortcut towards GAFAM

Cloud Service Providers have long been present on Internet exchange points and are highly attractive to companies, especially with the acceleration of their migration to the Cloud (multicloud strategies) : peering offers **a simple and optimised access to public Cloud providers**.

Peering at France-IX, the leading IXP in France, is the opportunity to peer directly with GAFAM players and other Cloud provider, in addition to our base of 500 connected members, all company profiles combined.

Benefiting from an open and simple model, peering does not come with the burden of highly engaging contracts and **can be activated quickly** by establishing BGP sessions (Border Gateway Protocol), a technology that enables routes exchange between AS (Autonomous Systems) of customer and cloud providers.