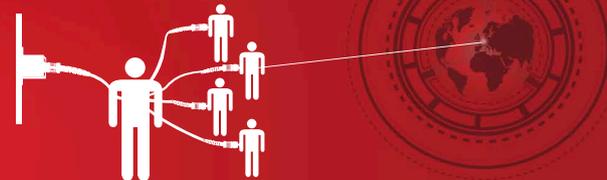# IX Reach simplifies peering for worldwide networks through France-IX's reseller programme

IX Reach is a global leading provider of wholesale carrier services and bundled connectivity solutions for carriers, ISPs, content providers and networks.

When the founders met, they formed the idea for IX Reach, which emerged from an overwhelming need from the industry, for simple network expansion solutions into new markets, and a global 'single point of contact' wholesale carrier who could bundle solutions (particularly peering at major Internet Exchanges Points (IXP) without the need for the customer to manage and invest heavily in a new infrastructure.

Since 2007, IX Reach has therefore cultivated an unrivalled partner network of key Internet Exchange Points, data centres and cloud operators, whilst steadily expanding the network globally in order to continue providing customers with all the benefits of one solution for their connectivity requirements.

Services

- IX Remote Peering
- Wholesale Connectivity
- BGP Transit
- Cloud Connectivity
- Colocation

Statistics in January 2014 : 91 data centres / 29 cities / 20 Internet Exchange Points
(These statistics have changed since the recording of the case study video)

NEED 👍

Core to the **IX Reach** service is its remote peering solution, which provides an alternative means of connecting to Internet Exchange Points.

Remote peering allows a network to connect to one or more IXPs from a single point on **IX Reach**'s network, reducing the time and costs involved in setting up connectivity at individual IXPs.

Exchanging traffic on IXPs is an important element of connectivity for most networks. Depending on the type of network and what they're looking to achieve, peering is usually at least considered as part of their network blend.

It provides more control over routes than transit, it's more scalable and redundant, and it offers more options for optimising traffic, getting closer to the eyeballs and reducing latency. It also helps networks become more involved in the Internet community as a whole and the principles on which the Internet was built on.

Therefore **IX Reach** was looking for a simple solution which will ensure a rapid process, pleased clients and profitability.

IX Reach needs to be able to connect its customers to **France-IX** and grant them the same level of professionalism, or even more than if they were connected by themselves on the IXP.

ixreach
connecting networks

SOLUTION 🔧

When **France-IX** launched the reseller programme in 2012, it was only a matter of months for **IX Reach** to join the channel and start offering peering in Paris to its customers.

IX Reach took a 10Gbps port in Telehouse-2 where they were able to offer fractional private circuits for each of their customers. Every single customer gets the level of services provided by **France-IX**.

Additionally this solution enables **IX Reach** to easily and quickly upgrade the traffic of its customers when needed.

With **IX Reach**, customers have a single point of contact for all their contracts, including legal, technical and billing. Traffic for each customer starts at 100Mbps and can go to 200Mbps, 1Gbps or up to 2Gbps. **IX Reach** can also provide a full 10Gbps port per customer.

After one year of partnership, a first feedback can be drawn upon the most popular features for **France-IX** members connected through **IX Reach** reseller port:

24/7 NOC

IX Reach customers can choose to either contact directly **France-IX** technical support (in case of any issues) or to let **IX Reach** deal with it.

Webportal
tools.franceix.net

Detailed sFlow statistics per port, per point of presence, per peer are provided to each customer of **IX Reach** through logins to the webportal.

This is a useful tool to monitor the traffic and decide when it is time to upgrade.

Route server

Over 80% of **France-IX'**s peers display an open peering policy and send and receive routes from the others through the two route servers.

This brings traffic to **IX Reach** clients right from the beginning of their connection, without having to deal with one-by-one negotiations with the other peers of the IXP.

FR EN

Access to both French and English-speaking content

One of the strongest advantages brought by **France-IX** is the content exchanged on its infrastructure. Because of its location, **France-IX** gathers the international big content delivery networks but also all the French-speaking content providers as well.

Thus, through a single connection, the customer reaches both.

EVOLUTION 📈

In less than one year of partnership, **IX Reach** connected more than 20 members to the French Internet Exchange Point. Some of them are networks originating in the Middle East and Asia, enabling **IX Reach** to further tap into these regions' marketplaces.

With the submarine cables connecting **France-IX** to these regions, **Marseille** does represent the potential next big gateway for internet traffic exchanges. This opens up many opportunities for networks to expand their footprint in France where peering was previously cost prohibitive or too complicated for them.

Therefore in 2014 **IX Reach** considers plans to extend peering in France-IX point of presence in **Marseille** in order to connect Eastern Europe, Middle-Eastern and African operators with the other global peers already connected on **France-IX**.

«Marseille is becoming an attractive hub because of many companies in the Middle East and Asia leasing capacity on Marseille.»

Ruth **Plater**
Head of Marketing

RESELLER CERTIFIED
THE INTERNET EXCHANGE POINT THAT OPENS FRANCE TO THE WORLD

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