



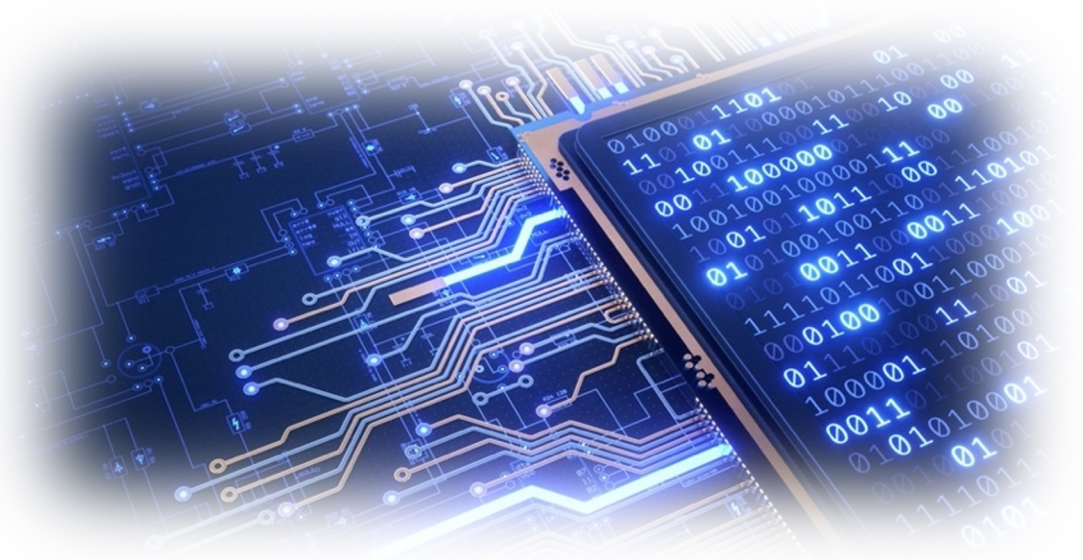
The Benefit of Virtual Peering

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The Hyper-Connected Era...

- Billions of devices are being connected to the Internet
 - Mobile devices, IoT devices (Home automation, Industry automation)
 - Nearly every object can have computing and connectivity build in
- Users increasingly expect more immersive experiences
 - Multi-device and virtual experiences (VR/AR)
 - Personalization through intelligent systems (AI/ML)
- Location and network availability are the most critical determinants of latency
 - End-to-end applications are becoming more latency sensitive and adaptive to run on increasingly distributed platform



...or the Zettabyte Age!

- Internet traffic prediction to reach 94 Zettabytes (94.000.000 PB) in 2022 to 149 Zettabytes in 2024
- Traffic demands are skyrocketing and become increasingly essential to business success. Hence, Enterprises are on the sharp-end of this information overload.



The Enterprise Challenge

- CAPEX for Network Infrastructure
- TTM in fast changing (Global) Market
- Peering Knowledge
- Unknown Business Benefit!



The Enterprise Approach...

OPEX Driven

- Flexible Agreements
- Everything As A Service

Time To Market

- Automated Ordering and Provisioning
- To IXP, Clouds, and other services



The Enterprise Approach



Knowledge

- Peering Support to the right IXP and Peers
- Aggregation via single ASN

Business Benefit

- Move away from pure Latency and Throughput arguments
- Communities (Financial / Manufacturing)
- Conversion Rate / ROI calculations

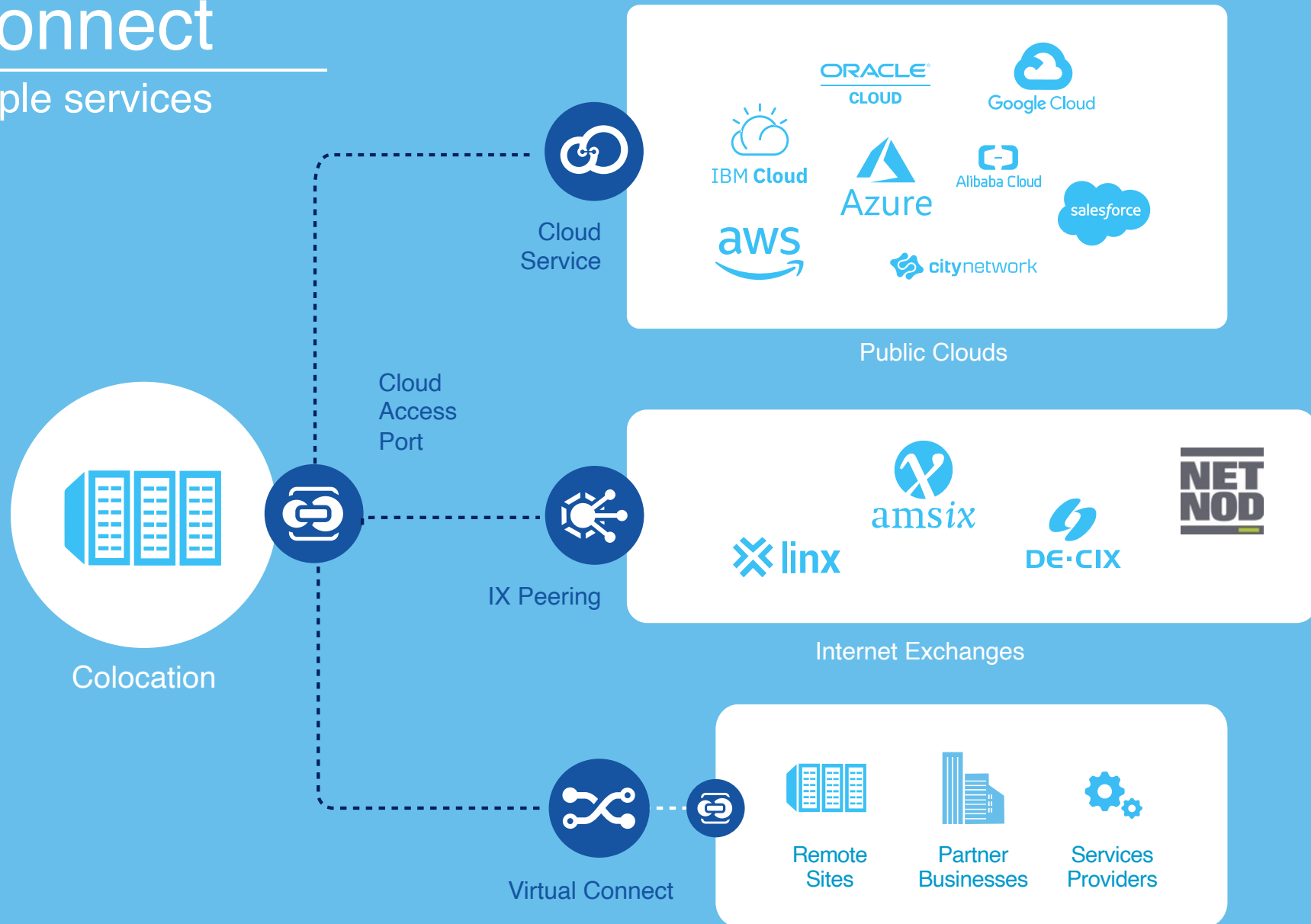
Vision for Virtual Connections including Peering

An open and trusted platform that enables connected data communities to interconnect instantly, to anyone or anything, enabling digital services / transformation.

- Provide environment for service providers and Enterprises to access digital services on demand
 - Secure, direct access to clouds & digital services
 - Hyperscalers, Internet Exchanges, digital platforms including SaaS
 - On demand access – on demand SDN provisioning
 - On demand services – no long-term contracts
 - Open to digital service providers
 - Single Port to multiple services

Cloud Connect

One port, multiple services



Our Motivation



- Enables partner Internet Exchanges (IX) to provide on demand IP services, driving adoption with enterprises.
- Develops new Internet Exchange (IX) product without competing with partners
- Create an open service fabric that allow Service Providers to offer their Products and Services to the wider community
- For the IXP community
 - Delivers the ability to attract enterprises to consume IXP services in remote markets
 - Delivers the ability to provide value added services to the enterprise market

Cloud Connect

Software Defined Network - EMEA

100G Diverse backbone

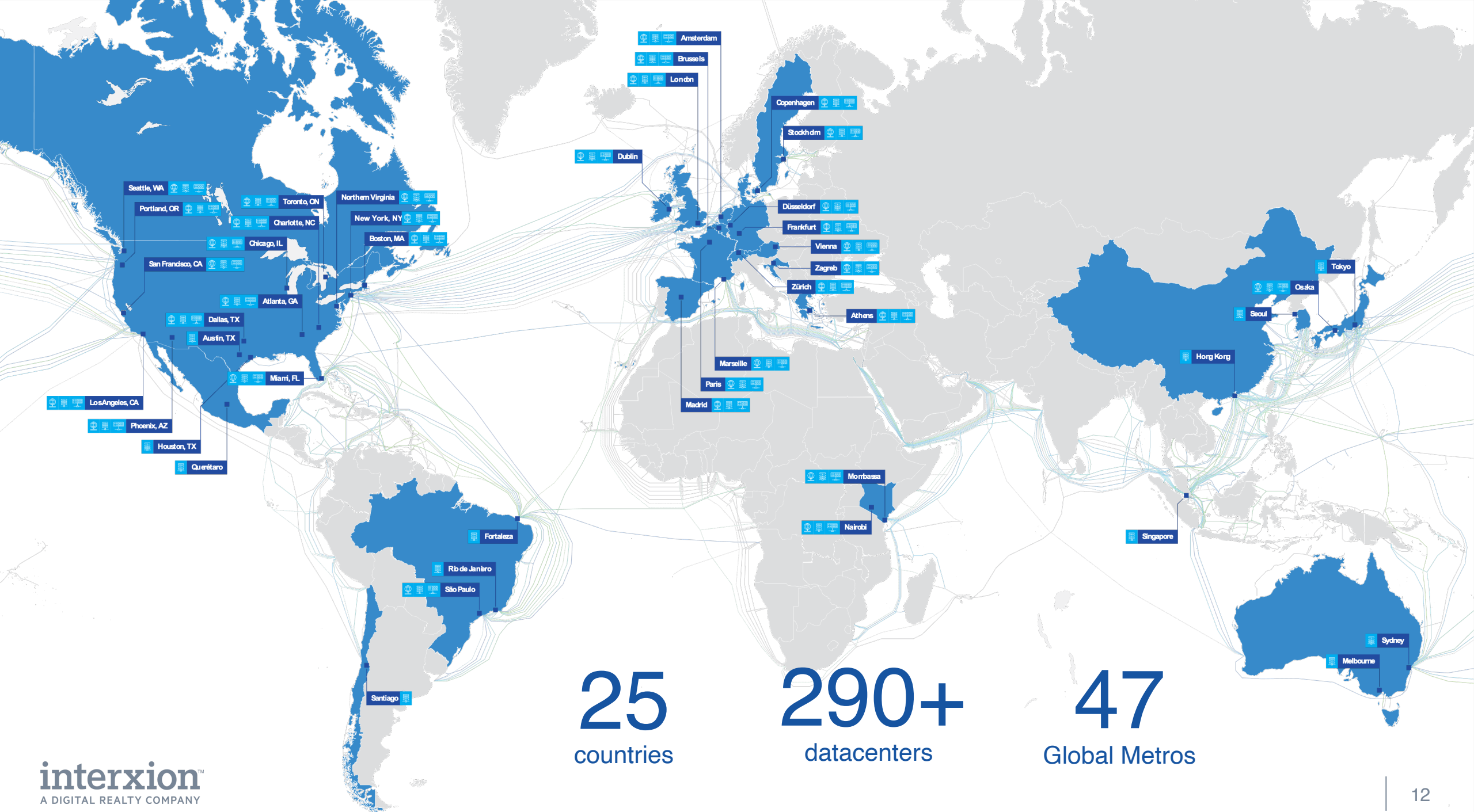
100+ datacenters

16 markets

8 public clouds

35+ Internet exchanges





25
countries

290+
datacenters

47
Global Metros

Thank you!

Questions?