OVERLINE

Netnod Tech Meeting 2022

The importance of direct peering for businesses, proximity to end-user and network management

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Background

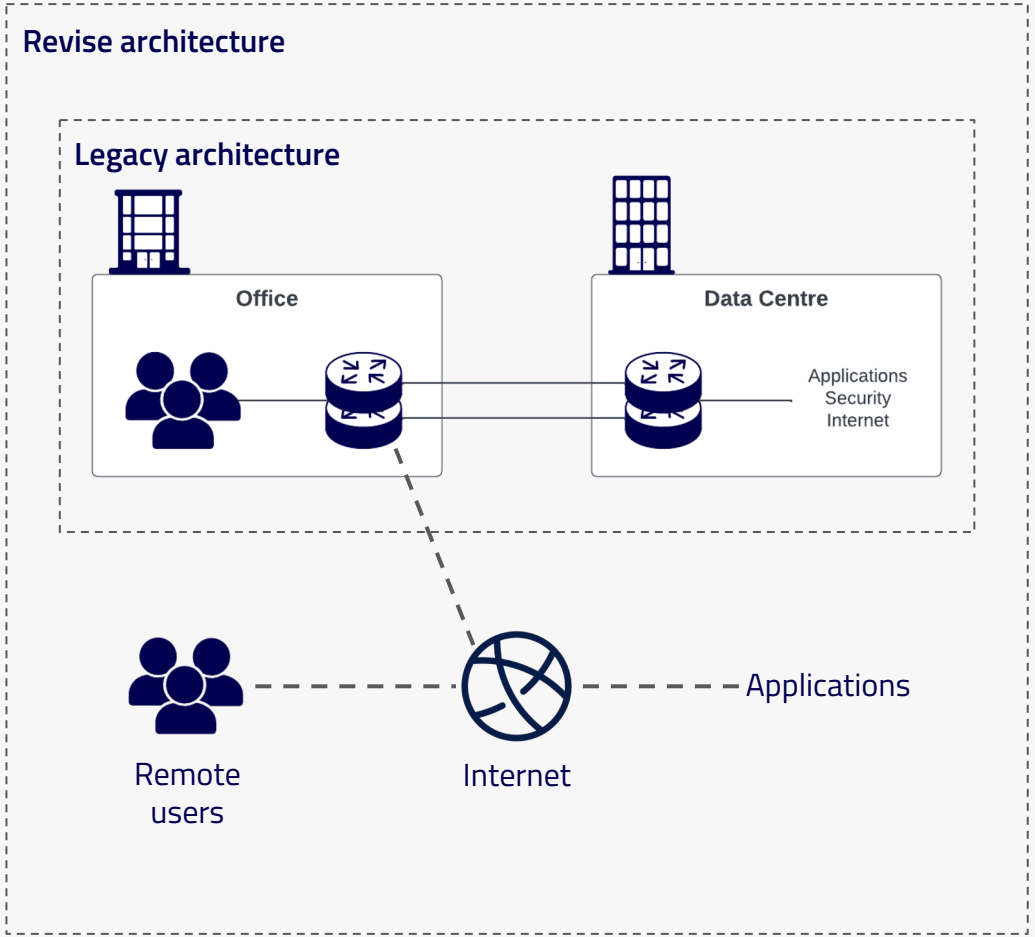
A need for a modern digitalization of the enterprise.

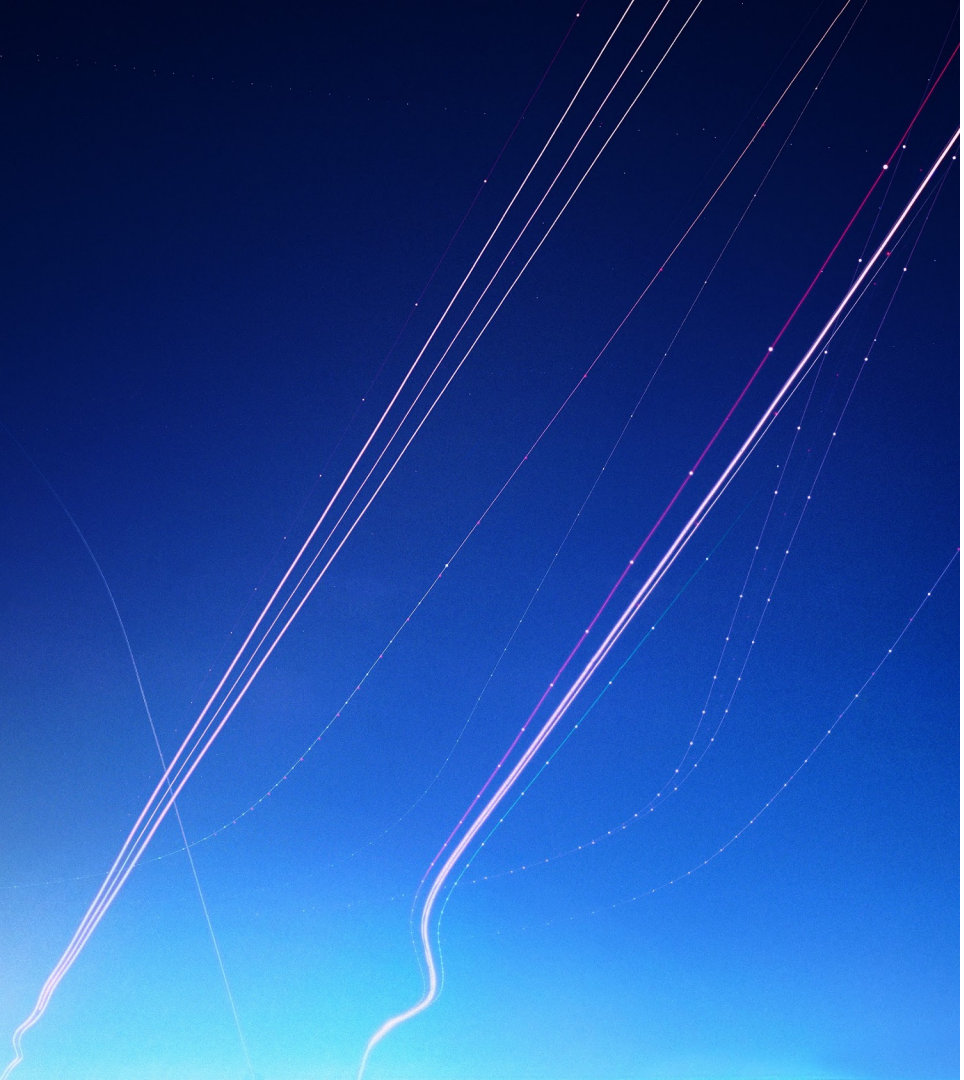
According to Owl Labs,
89% of European companies plan on having a hybrid workforce post-pandemic, with only 11% expecting employees to return to the office full-time.

What does this mean?

The two main changes that are driving this re-architecture are:

1. Applications are exiting the walled garden (i.e. moving out of the data centre)
2. Users aren't exclusively working in the office





Adapting to change

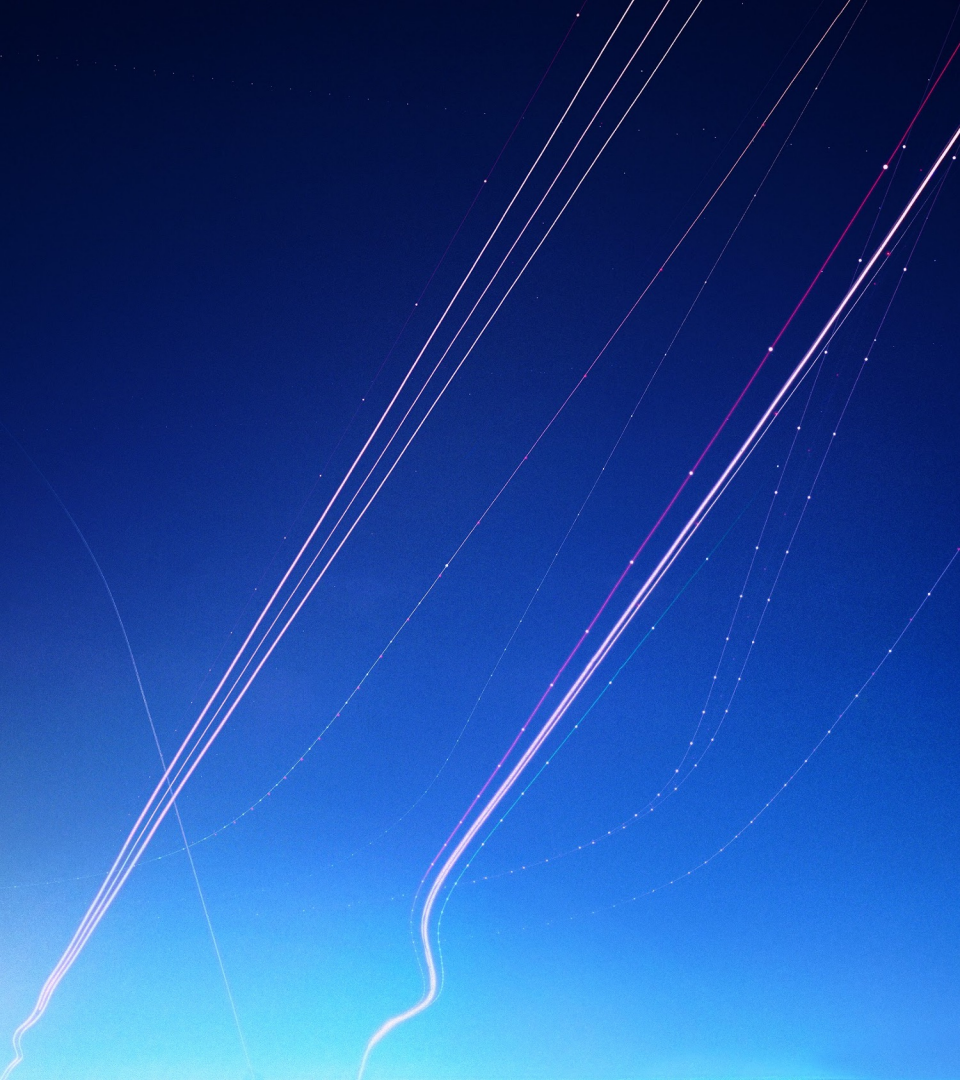
As we consider this change to the corporate network, IT leaders are faced with many challenges.

“How can I guarantee application performance for users outside of our WAN?”

“How do I maintain security when critical data is accessed across the public internet?”

For them, a big emphasis is placed on building a more robust internet access strategy.

For us today, we will look at how peering fits into this story.



A growing demand for peering

The internet is used to **facilitate** critical business operations and allow distributed users to access information.

Internet Exchanges play host to the networks and **help deliver** content to valuable end users.

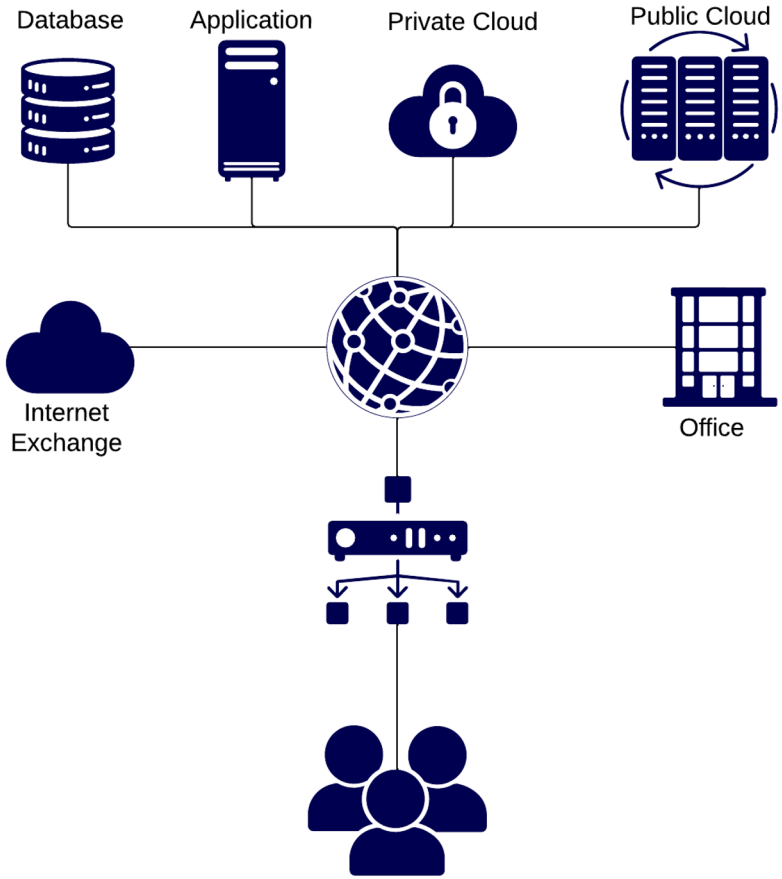
A participation in an Internet Exchange enable you to gain the **most direct** access to these networks.

DESIGN

Digital first architecture

By connecting into local and remote Internet Exchanges, your network is able to take the most direct path to the traffic that is relevant to your users.

Content providers, carriers, and the enterprise are all moving to Internet Exchanges at unprecedented rates. Netnod growth went from 50Gb/s peak traffic in 2019 to 200Gb/s in 2021.



Putting your user and your content at the heart of your network

Control and Adaptability

Own your traffic
Use the channel you see fit

Resiliency
Reach users wherever they are

Security
Vulnerability to attacks lowered and recovery time improved

Manage your bandwidth
Reassess your routes based on your actual usage

Direct your traffic
Create revenue streams and manage costs

Diversity
Spread traffic flows over different channels

BENEFITS

Improving User Experience

Limit Buffering

Maintaining fluidity and efficiency in work processes

Visual events have 100 milliseconds to hit brain target or go unnoticed

Reduce Network Delay

Load times have a direct impact on how users interact with applications. Peering directly with applications and networks that are used by end users helps deliver the best possible experience.

Mobility

The workforce is now more distributed than ever. Since users work across their home, office, and on the road, their experience needs to remain consistent wherever they are.

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Q&A

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