



FORGING NEW LINX:

INTERXION HELPS THE LONDON INTERNET EXCHANGE GROW AND DIVERSIFY



Challenge

- Rollout points of presence with colocation providers across London to support more members, drive market competition and enhance service resilience.

Solution

- Switching and routing equipment hosted in Interxion's London data centre campus.
- Scalable power, space and cooling to match growing infrastructure demands.
- Geographically diverse location outside of the Docklands, with strict SLAs for availability and uptime, as well as 24/7 support, built-in redundancy and disaster recovery capabilities.

Results

- Viable LINX connectivity outside of the Docklands, offering more choice, flexibility and value for LINX members.
- A rapid growth in member numbers making the site financially self-sustaining within 12 months.
- Immediate access to a broad community of potential members and the ability to cross-connect with them quickly, easily and cost-effectively.

The London Internet Exchange (LINX) chose to host mission-critical switching and routing equipment inside Interxion's London data centre campus to support its growing member base. With infrastructure in the heart of the City, LINX can empower even more carriers, networks and content distributors with fast, efficient and cost-effective access to global connectivity. The expansion brought LINX members more choice of peering location and increased service resilience, while also driving commercial competition amongst those colocation providers offering a LINX point of presence.

“ *Connectivity to LINX is business-critical for our members across the capital and around the world, so we needed to eliminate any single point of failure,*”

Richard Petrie
CTO at LINX.

About LINX

The London Internet Exchange (LINX) is a mutually owned membership association for operators of Internet Protocol networks. They provide a neutral interconnection facility and peering platform, known as an Internet Exchange Point (IXP), and represent the interests of their members on matters of public policy.

Their members consist of access networks, ISPs such as BT and content providers like Google, who exchange Internet traffic between each other over their secure peering LANs. Through LINX they are able to reach 80% of the total global Internet making it one of the single biggest connection points in the world with traffic peaks of over 3.3 tb/sec on their public peering platform alone.

The London Internet Exchange (LINX) is one of the largest Internet exchanges in the world, connecting over 750 member ASNs from over 70 countries around the globe. LINX continues to expand their London presence with over 11 PoPs across the capital along with regional exchanges in Wales, Manchester and Scotland. LINX also operates an Internet exchange in the Ashburn metro area in the US just outside Washington DC.

For more information, please visit www.linx.net or email marketing@linx.net

About Interxion

Interxion (NYSE: INXN) is a leading provider of carrier and cloud-neutral colocation data centre services in Europe, serving a wide range of customers through over 45 data centres in 11 European countries. Interxion's uniformly designed, energy efficient data centres offer customers extensive security and uptime for their mission-critical applications. With over 700 connectivity providers, 21 European Internet exchanges, and most leading cloud and digital media platforms across its footprint, Interxion has created connectivity, cloud, content and finance hubs that foster growing customer communities of interest.

For more information, please visit www.interxion.com

(Ex)changing places

As one of the largest Internet Exchanges in the world, LINX provides more than 700 members from 70 countries with an open forum for public peering. A not-for-profit organisation, LINX is completely focused on the needs of its members, supporting them with cost-effective, high performance global connectivity.

Almost a decade ago in 2008, facing a rapidly growing member base, LINX needed to expand its network footprint across London to keep pace with demand. "Our members were very keen for LINX to diversify from its original hub in the Docklands and add points of presence with other colocation providers that would drive competition in the market. We selected three ideal expansion sites, including Interxion's London campus, that had the capacity, connectivity and service levels to meet our needs," says Richard Petrie, CTO at LINX. Alongside driving greater choice, flexibility and value for members, LINX also needed geographically diverse infrastructure to enhance the availability and resilience of its peering services.

Dealing with peer pressure

Interxion's London data centre campus provided LINX members with viable connectivity outside of the Docklands, while also delivering a platform on which to expand the organisation's peering services. "Internet Exchanges aren't typical colocation customers, but Interxion had experience with organisations like ours", says Petrie. "From the outset, that heritage meant its team was able to understand our business model and deliver advice on the right infrastructure strategy".

With LINX continuing to grow its member base, hosting with Interxion also added scalability. Today, Interxion continues to support on-going upgrades and infrastructure expansion as new switching and routing equipment is required by LINX. "We always aim to ensure maximum value for our members", says Petrie. "Interxion delivers the management and hosting environment to make the most of our investments in market-leading equipment, while also ensuring we only pay for what we need".

Peering ahead

Since partnering with Interxion in 2008, LINX has seen member numbers rise at its new location. "We saw very healthy growth," reports Petrie, adding: "Of our three expansion sites, Interxion's London campus was the first to become financially self-sustaining". Due to this member demand, LINX chose to upgrade Interxion's facility into a core node in 2014, as well as selecting it as the hosting location for its own corporate infrastructure and back-end systems.

Commenting on the continuing relationship between LINX and Interxion, Petrie adds, "Our relationship with Interxion was positive from the beginning because the London campus has an ideal location and we have great confidence in their staff. Interxion showed that it really understood and cared about the peering community with on-going event sponsorship and speaking engagements".

Today, LINX is looking ahead to the next potential collaboration with Interxion. Petrie predicts that the two organisations will need to continue their close relationship as automation becomes essential to reduce overheads, drive down peering prices and empower members with new capabilities: "Ensuring seamless management and a consistent member experience across supply and fulfilment is today's challenge. We aim to continue working closely with Interxion when it comes to enhancing flexibility and ease-of-use for our members in the not too distant future".



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Cofounder: Uptime Institute EMEA chapter, **Founding member:** European Data Centre Association, **Patron:** European Internet Exchange Association, **Member:** The Green Grid, with role on Advisory Council and Technical Committee, **Contributor:** EC Joint Research Centre on Sustainability, **Member:** EuroCloud.

Interxion is compliant with the internationally recognised ISO/IEC 27001 certification for Information Security Management and ISO 22301 for Business Continuity Management across all our European operations.
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