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# Introduction to Peering and Interconnection

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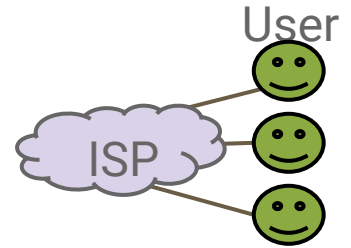
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# Imagine you are a Content Provider or an ISP



Content Provider



# You start connecting to the world using transit

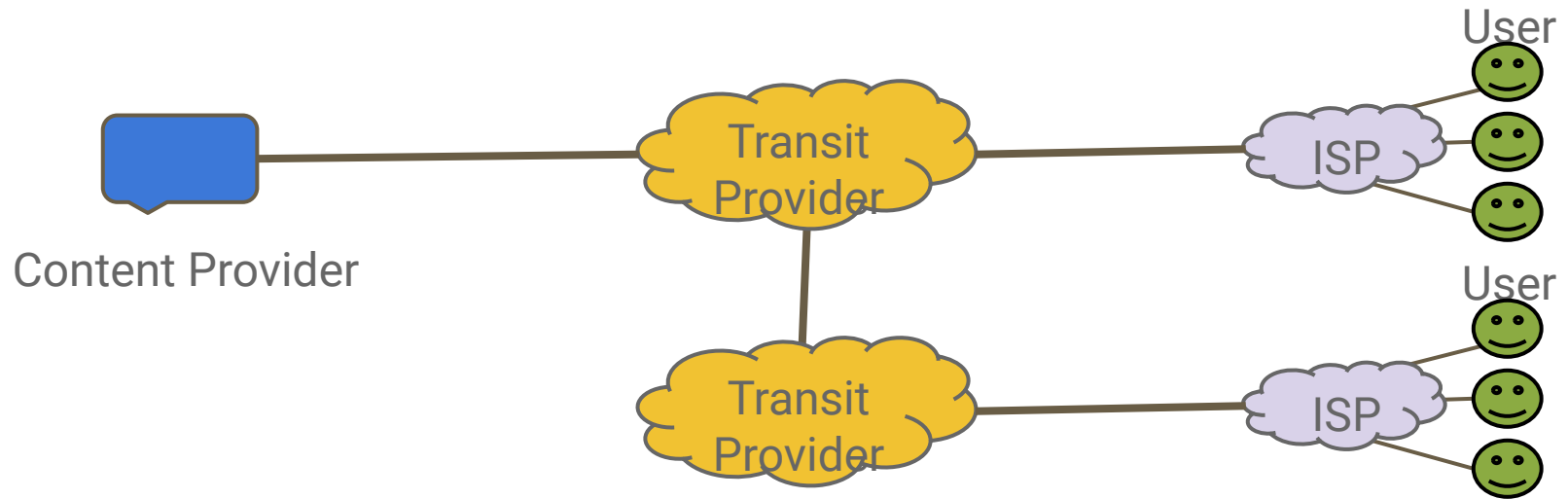


# What is Transit?

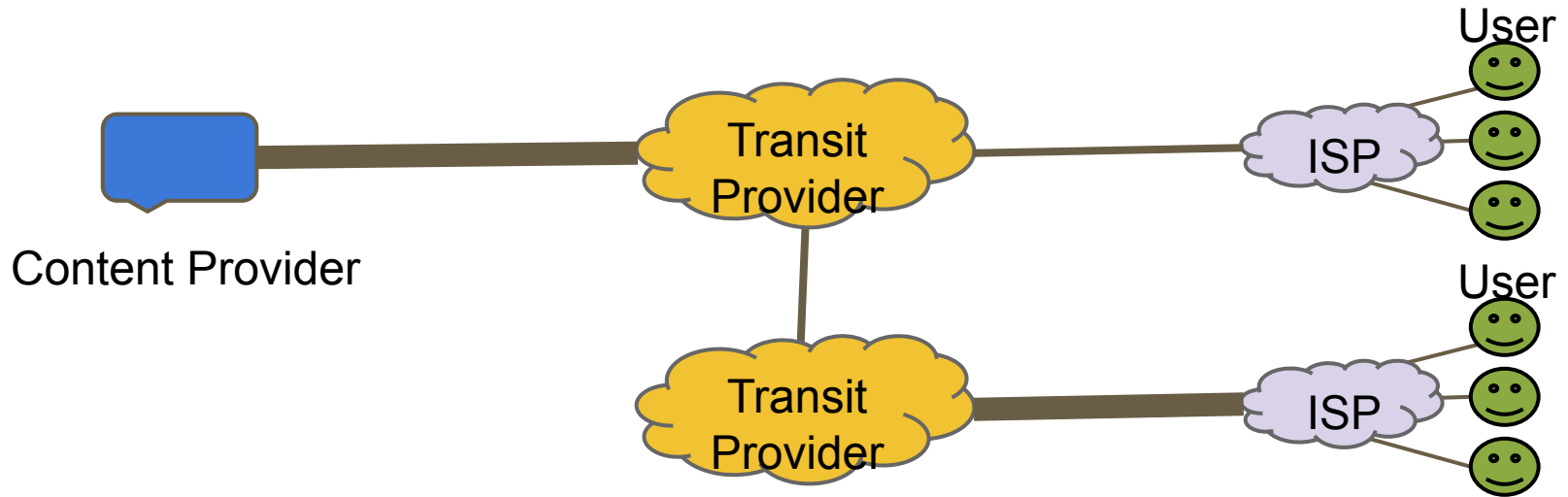
IP transit is the service of allowing IP traffic of a customer (or another ISP) to cross or "transit" another IP network.

The transit service is typically priced per megabit per second per month, and customers are often required to commit to a minimum volume of bandwidth,

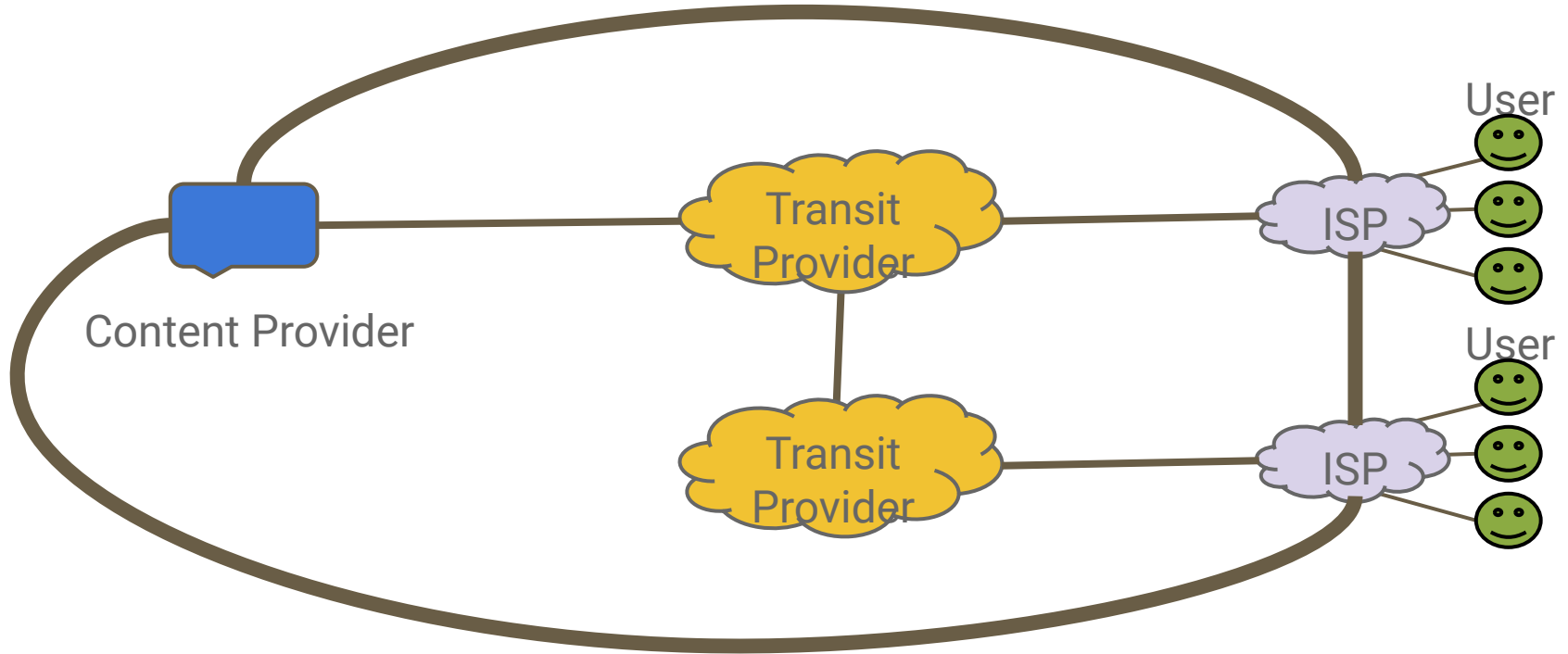
# You start connecting to the world using transit



# If you are very successful ...



# Peering

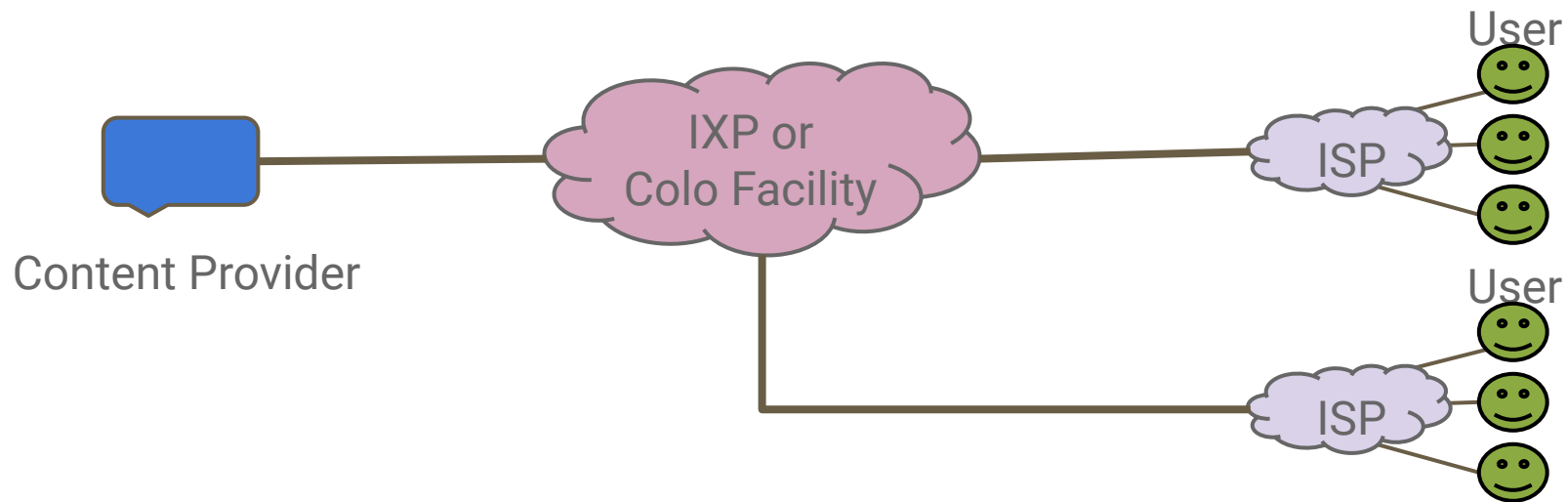


# What is “Peering”?

- Peering is the direct interconnection between two networks for the exchange of traffic.



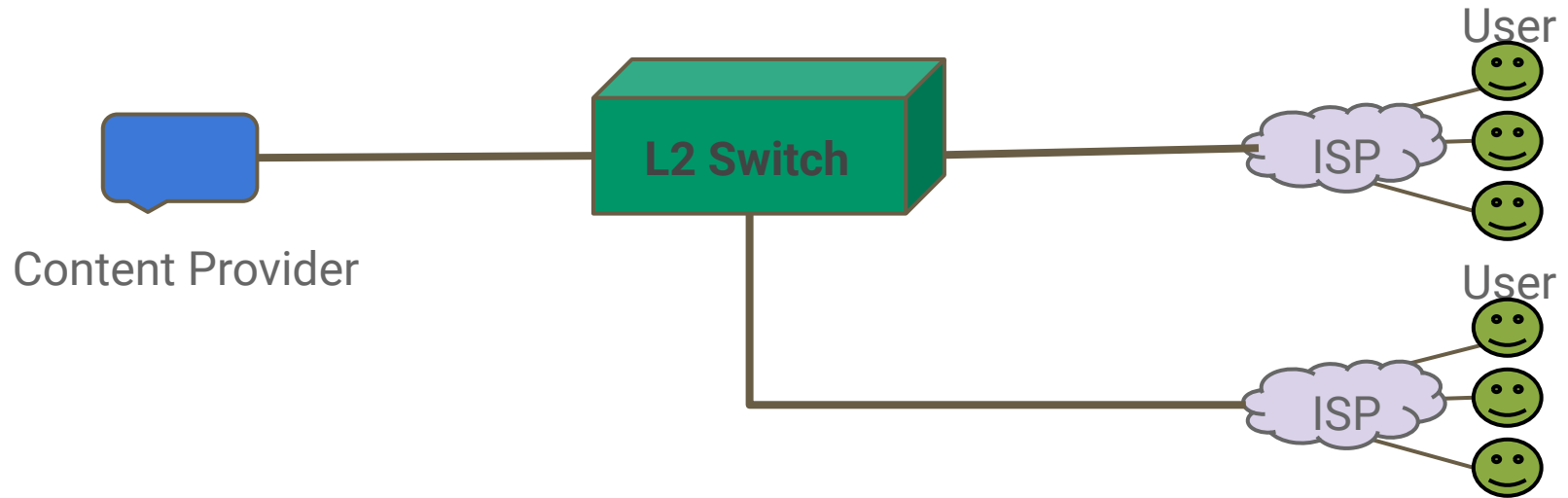
# Peering



# Public Peering

- Public Peering
  - Done in Internet Exchange Points
  - Preferred by some when traffic to many individual peers is low individually but aggregated creates an economic incentive

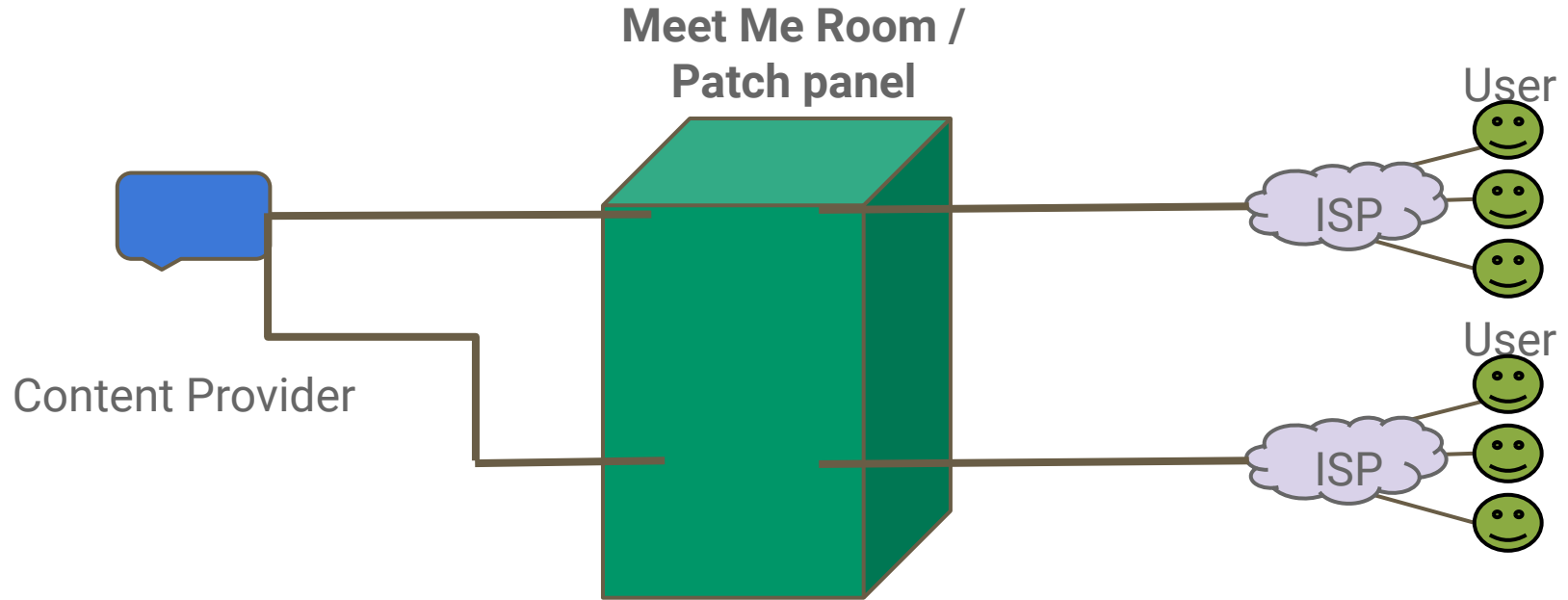
# Public Peering - IXP



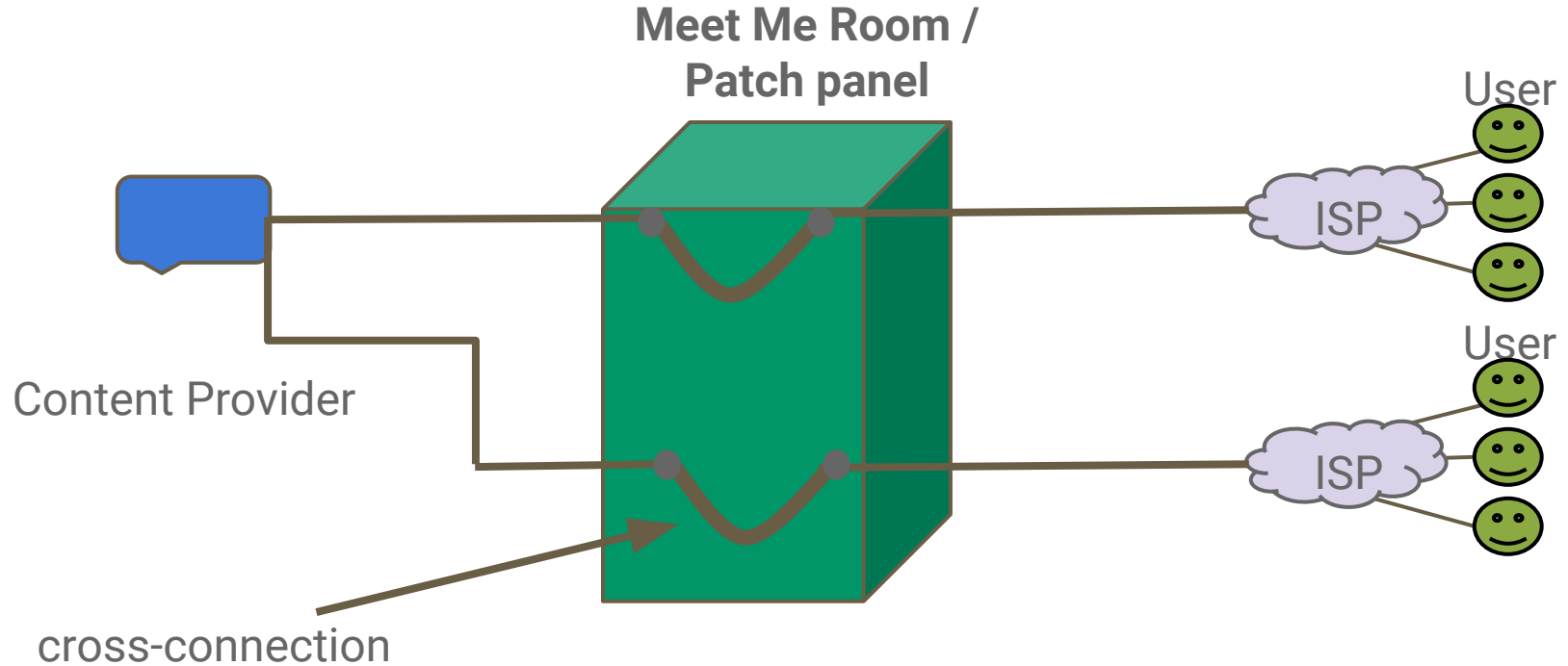
# Private Peering

- Private Peering
  - Done using private links or in carrier houses
  - Control of traffic flows
  - Preferred when individual traffic is high

# Private Peering in colo facility



# Private Peering in colo facility



# Private peering vs Public Peering

- Both are good solutions aimed to different needs
- Small-medium ISPs/Content providers generally use more Public Peering
- Very large ISPs/Content providers generally use more private peering to other large peers and public to small-medium

# Benefits of Peering

- For users:
  - Lower latency
  - Higher reliability
  - Better performance
- For network operators:
  - Lower costs
  - Higher reliability
  - More predictable routing
  - Better performance for customers
  - No third parties involved
  - Mutually beneficial relationship with partner



# The business case for peering

- How to convince your CFO?
- Forget about BGP, routing, latency improvements, etc. Those are important but first:
- Do a business case with the economical benefits to peer



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**Thank you and happy  
peering**

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