



GRAND DUCHY OF LUXEMBOURG
Ministry of Foreign Affairs

Directorate for Development Cooperation



European Union Africa
Infrastructure Trust Fund

Regional IXP: Commercial Environment Best Practices

IXP Regional Marketing Strategies



How to extend your IXP to a regional IXP ?

Sales and Marketing perspective

- Let's assume that you are an IXP with :
 - ▶ Connected members on running POP(s)
 - ▶ Have POP(s) in one city
 - ▶ You want to have national and international members connecting directly to your IXP (*)

- And that you are willing to extend and become the regional IXP in your part of Africa.

- What should you do on a sales and marketing perspective ?
 - ▶ (*) : We could imagine another model of Regional IXP where you don't try to obtain new members but other IXPs and to interconnect with them. We'll see it later.

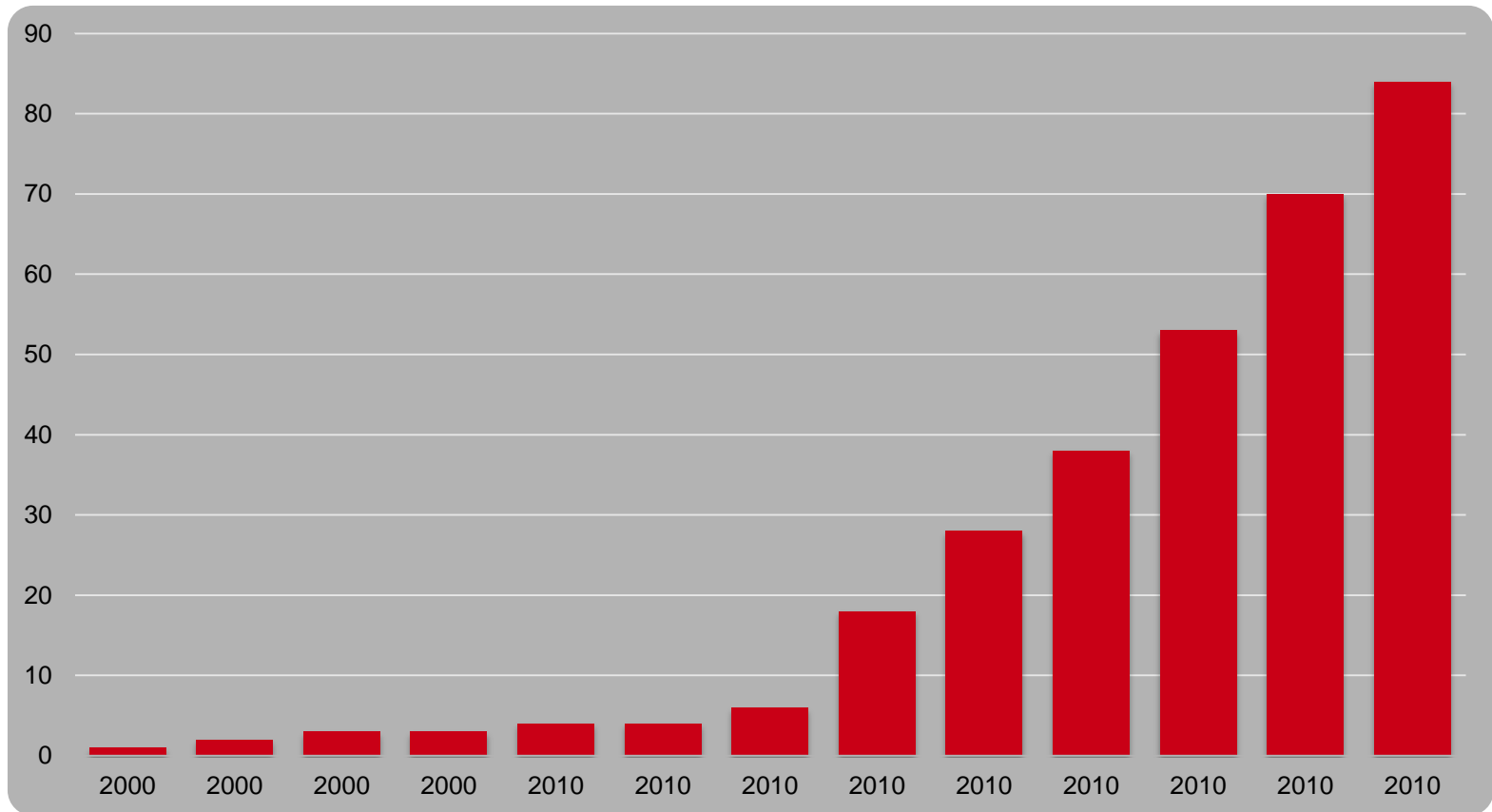
In this slide we will use...

- LyonIX as an example
- LyonIX is not (yet) a regional IXP but it's trying to grow outside its original city (Lyon, France).
 - ▶ Lyonix has POPs in Grenoble, St Etienne, Valence.
 - ▶ It has direct members in Paris (18) and in France outside of Lyon
 - ▶ It is interconnected to many IXP in France (6) and abroad (Italy, Topix ; Switzerland, Geneva... and others in progress)

Are you sure you want to do it ?

- Growing into a regional IXP is kind of a re-start
- It takes time and money
- The management should keep in mind that there will be no easy/quick results
- You need to know who you are, who are your members, your services, your statistics.
- You should have the following information available (next 3 slides)

Members : after many years...

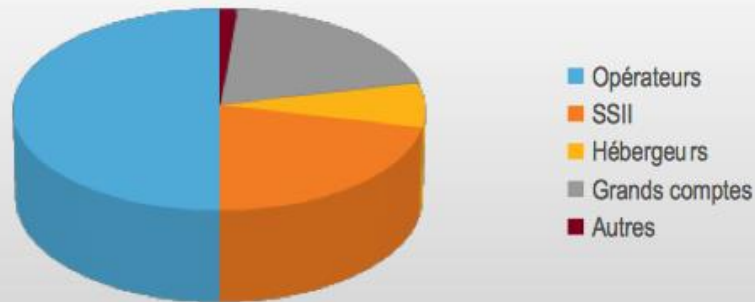


● Number of ports used = 103

● Average number of ports/member : 1,4

Topology of members

Typologie des participants



Which kind of member ?

- ✓ Operator
- ✓ Hosting Companies
- ✓ Others

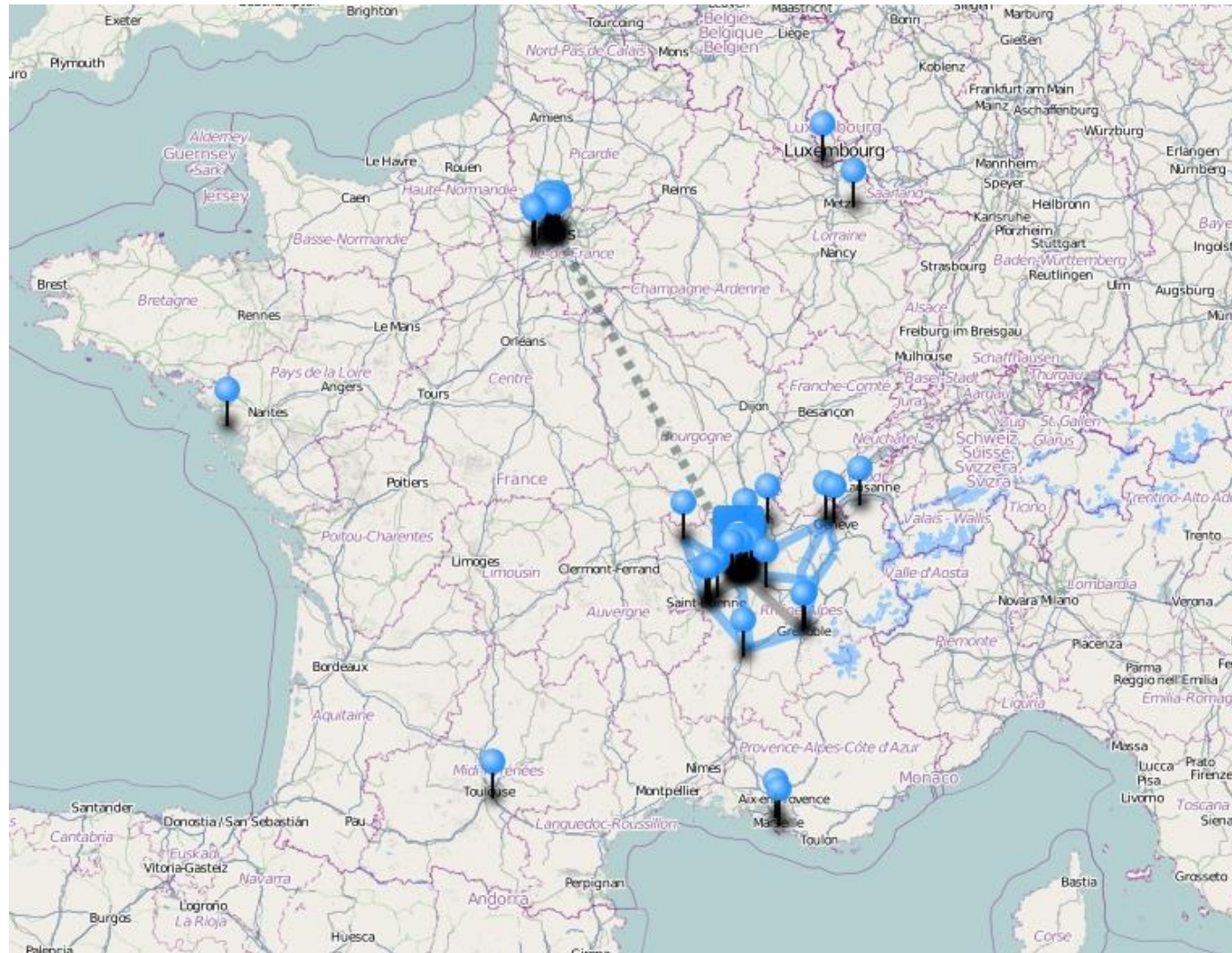
Where are they from ?

- ✓ Rhone Alpes Region
- ✓ Paris
- ✓ Others...
- ✓ Non-French

Siège sociaux de nos participants



Where are my members from ?



Before being the Regional IXP

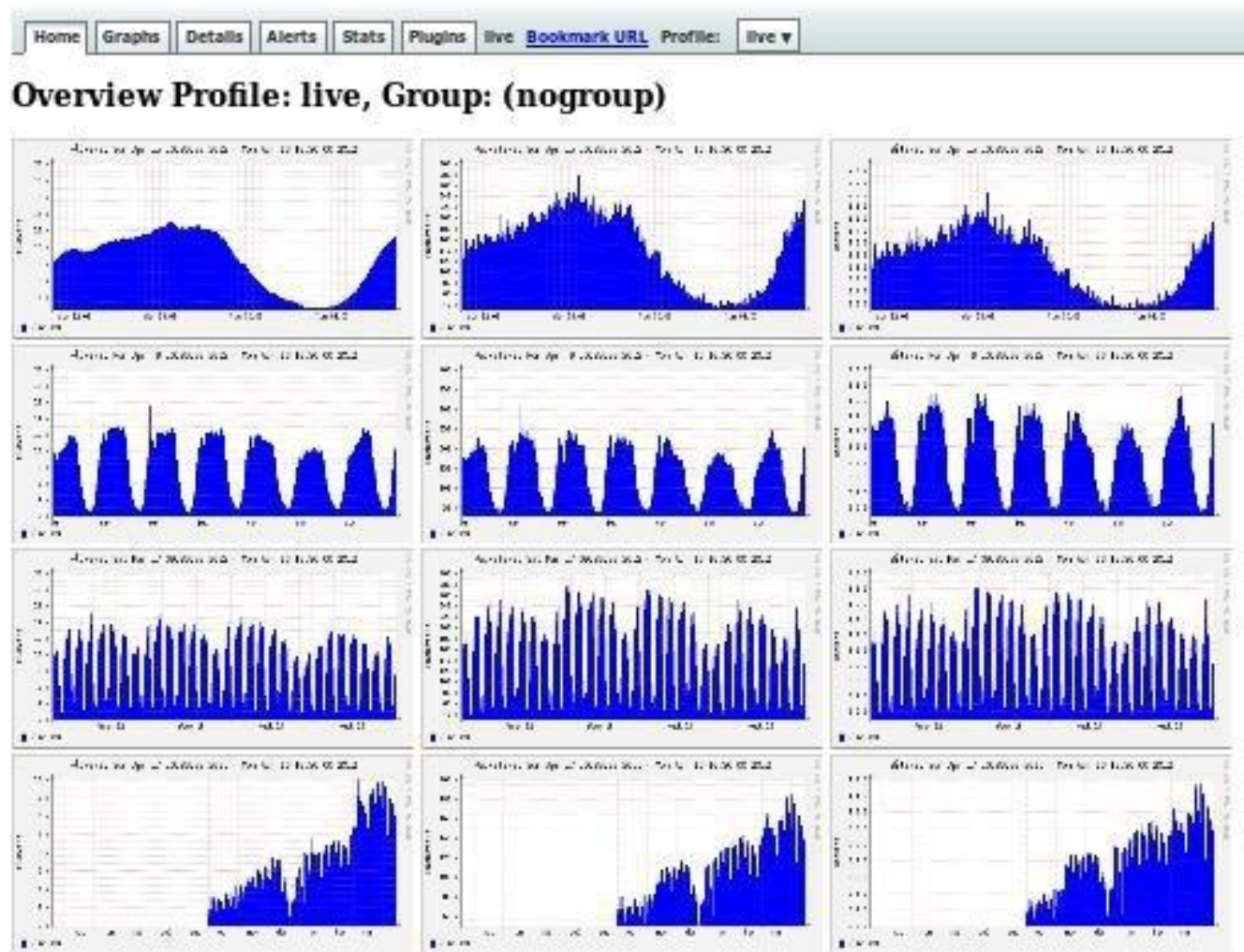
The technical side has to be perfect

- Are you sure you can sleep at night ?
- Do you have a :
 - ▶ NOC ?
 - ▶ Supervision system ?
 - ▶ Good procedure/documentation ?
 - ▶ CMDB ?
 - ▶ Customer Portal (within your CRM)
- Do you have at least all these (following) tools ?
- Lets review the tools in the next few slides

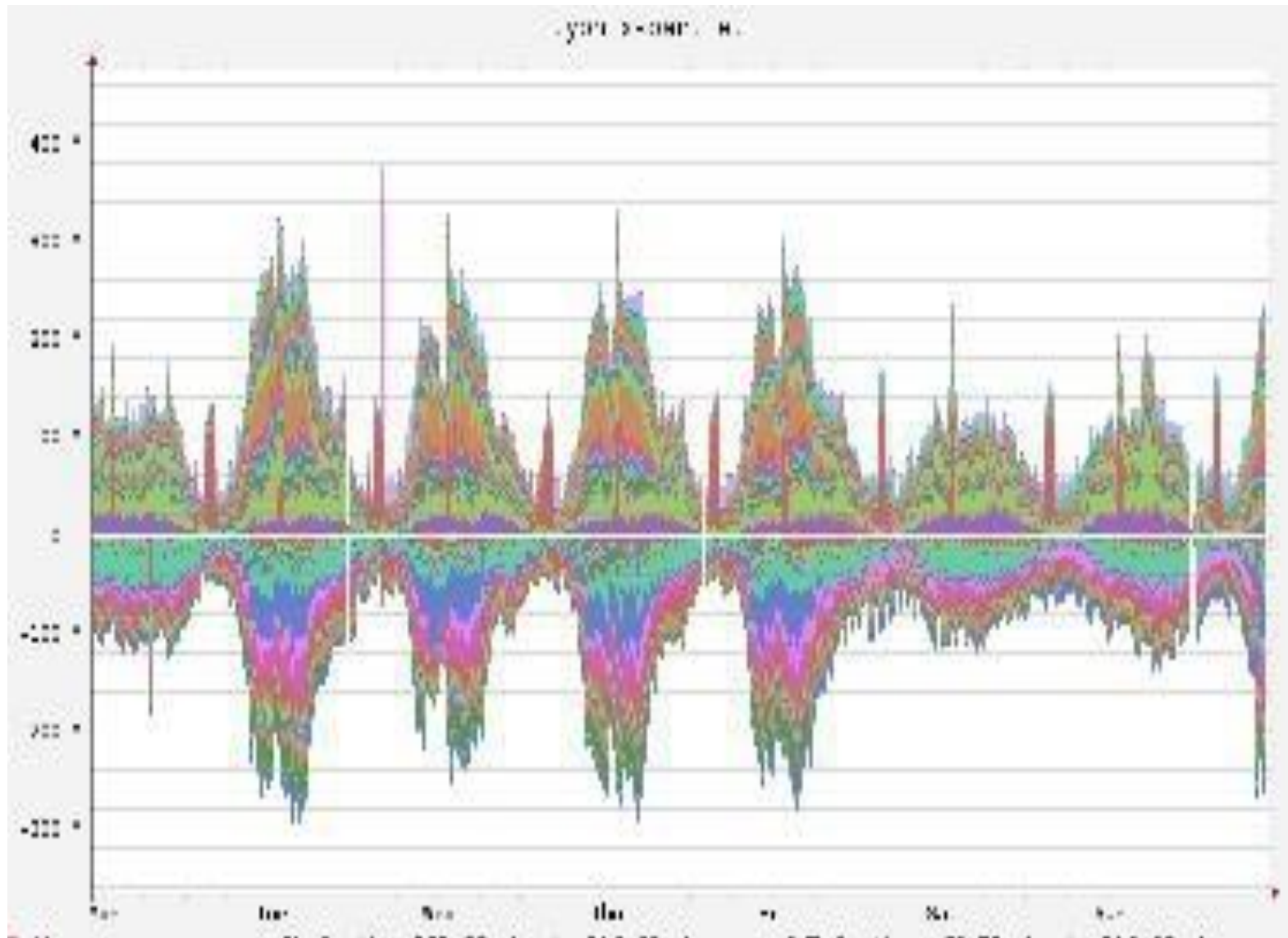
Technical issues



Stats (Netflow or others)



Netflow



Smokeping (internal & external)

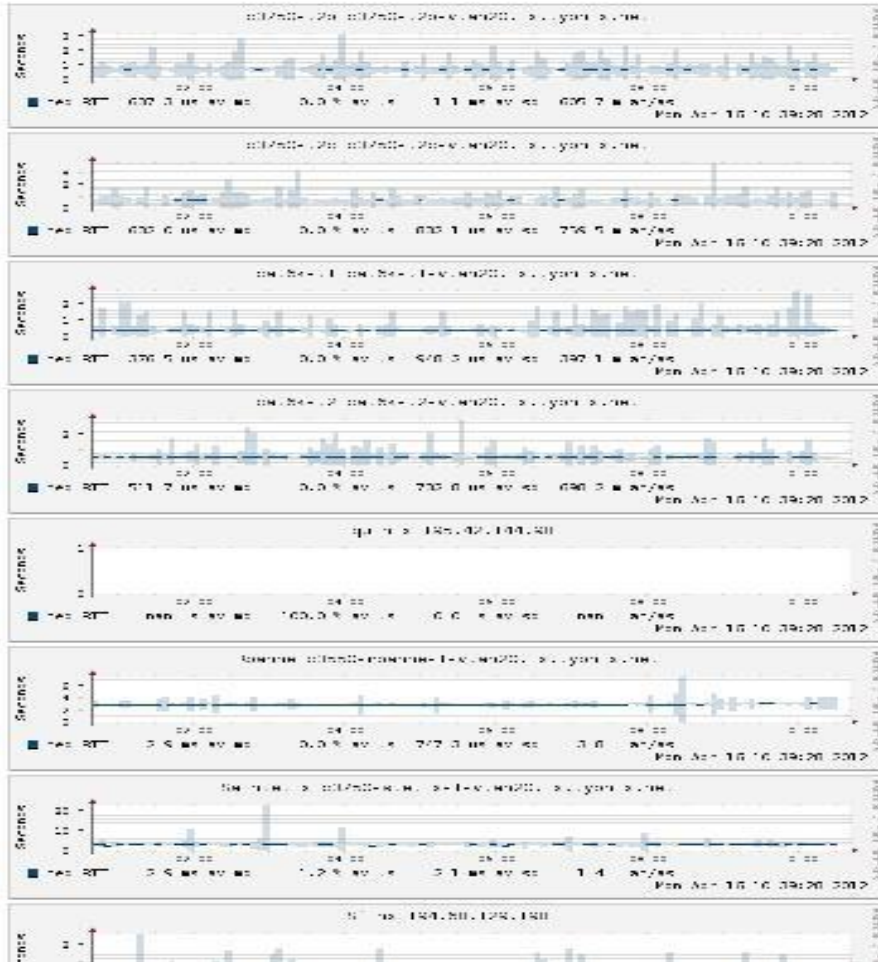
SmokePing Targets:

Filter:

- Charts
- Local
- Local Machine
- internal
 - c3750-0b
 - c3750-0c
 - cat6a-01
 - cat6a-02
 - Equinix
 - France01
 - Rome
 - Seattle
 - Grenob01
 - SInx
 - Tokyo
- members
- tier1
- tier2

Maintained by
Vincent HAGES

internal



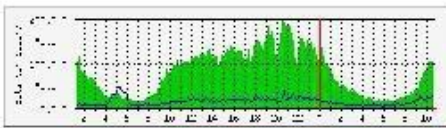
Port Statistics for members (Day, Week, Month ...)

GigabitEthernet1/18 PEERING/Topix via

System: cat6k-l2.ix.lyonix.net in
Maintainer:
Description: GigabitEthernet1/18 PEERING/Topix via Level3/DEPLOIEMENT
ifType: ethernetCsmacd (6)
ifName: Gi1/18
Max Speed: 1000.0 Mbits/s

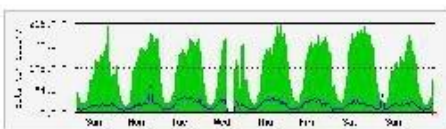
The statistics were last updated **Monday, 16 April 2012 at 10:35**,
at which time 'cat6k-l2.ix.lyonix.net' had been up for **242 days, 23:08:21**.

'Daily' Graph (5 Minute Average)



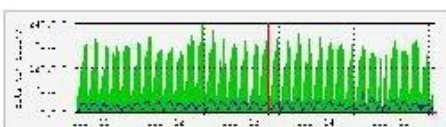
	Max	Average	Current
In	199.5 Mbits (19.9%)	77.9 Mbits (7.8%)	103.4 Mbits (10.3%)
Out	46.2 Mbits (4.6%)	13.9 Mbits (1.4%)	23.0 Mbits (2.3%)

'Weekly' Graph (30 Minute Average)



	Max	Average	Current
In	212.1 Mbits (21.2%)	99.3 Mbits (9.9%)	77.1 Mbits (7.7%)
Out	61.3 Mbits (6.1%)	16.1 Mbits (1.6%)	18.8 Mbits (1.9%)

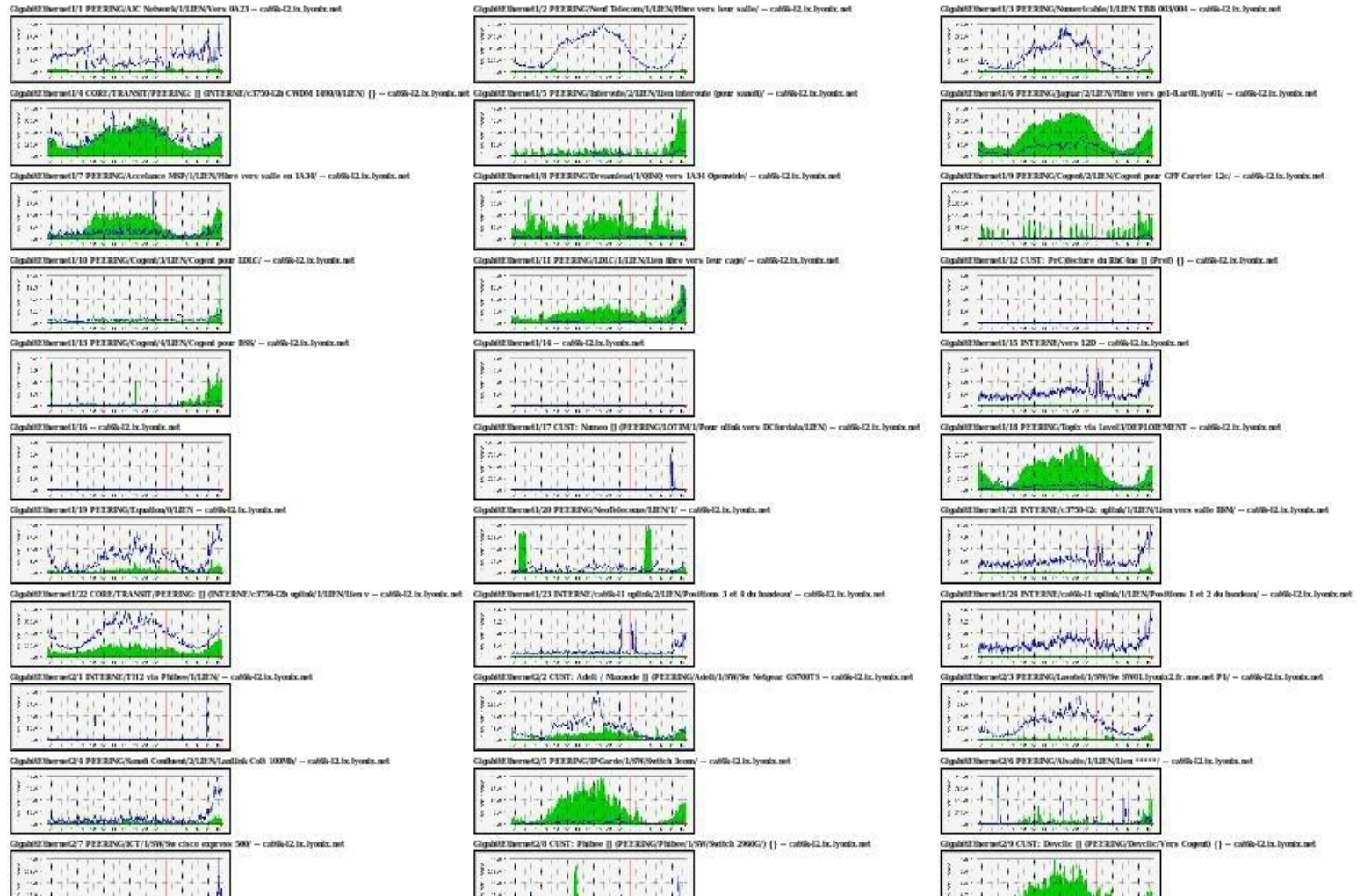
'Monthly' Graph (2 Hour Average)



	Max	Average	Current
In	234.2 Mbits (23.4%)	109.0 Mbits (10.9%)	46.5 Mbits (4.6%)
Out	49.5 Mbits (4.9%)	15.9 Mbits (1.6%)	13.9 Mbits (1.4%)

'Yearly' Graph (1 Day Average)

MRTG for internal use



Are your services available? Nagios

Host	% Time Up
bdcom-grenoble-1	100.000% (100.000%)
bdcom-grenoble-2	99.999% (99.999%)
bdcom-l2	100.000% (100.000%)
bdcom-paris-1	99.613% (99.613%)
blade-q8264-l1	100.000% (100.000%)
blade-q8264-l2	100.000% (100.000%)
c3550-adtim-1	100.000% (100.000%)
c3550-roanne-1	99.809% (99.809%)
c3750-adtim	0.000% (0.000%)
c3750-euroqix-1	99.884% (99.884%)
c3750-grenoble-1	100.000% (100.000%)
c3750-grenoble-2	100.000% (100.000%)
c3750-l1	100.000% (100.000%)
c3750-l2b	100.000% (100.000%)
c3750-l2b-2	100.000% (100.000%)
c3750-l2c-1	100.000% (100.000%)
c3750-paris-1	99.614% (99.614%)
c3750-stetix-1	100.000% (100.000%)
cat6k-l1	100.000% (100.000%)
cat6k-l2	100.000% (100.000%)
cisco-4924-l2d	0.000% (0.000%)
serialhub-l1	100.000% (100.000%)
serialhub-l2-1	100.000% (100.000%)
Average	91.257% (91.257%)

Are your services available? Ex : 2013 ...

Host	% Time Up
TopIX	100.000% (100.000%)
TopIX RS 1	99.876% (99.876%)
TopIX RS 2	99.923% (99.923%)
ToulX	99.928% (99.928%)
asr1002f-1	100.000% (100.000%)
bdcom-grenoble-1	99.982% (99.982%)
bdcom-grenoble-2	99.966% (99.966%)
bdcom-l2a	100.000% (100.000%)
bdcom-l2b	100.000% (100.000%)
bdcom-l2d	99.982% (99.982%)
bdcom-l2e	99.982% (99.982%)
bdcom-l2f	69.594% (99.979%)
bdcom-paris-1	99.947% (99.947%)
bureau	98.192% (98.192%)
bureau-voip	99.218% (99.218%)
bureautique	99.808% (99.808%)
c2821-l1	92.748% (100.000%)
c2821-l2b	100.000% (100.000%)
c3550-roanne-1	99.783% (99.783%)
c3750-adtim	99.944% (99.944%)
c3750-grenoble-1	99.982% (99.982%)
c3750-grenoble-2	99.966% (99.966%)
c3750-l1	100.000% (100.000%)
c3750-l2b	100.000% (100.000%)
c3750-l2c-1	100.000% (100.000%)
c3750-paris-1	99.997% (99.997%)
c3750-stetix-1	99.983% (99.983%)
c4924-l2f	69.609% (100.000%)
cat6k-l1	100.000% (100.000%)
cat6k-l2	100.000% (100.000%)
cisco-4924-l2d	99.982% (99.982%)
cisco-4924-l2e	100.000% (100.000%)
crm-dev	100.000% (100.000%)

Servers availability ...2013

Host	% Time Up
dell-l1	100.000% (100.000%)
hp-l1	100.000% (100.000%)
hp-l2b	100.000% (100.000%)
rr-l2	100.000% (100.000%)
srv-grenoble-1	100.000% (100.000%)
srv-grenoble-2	100.000% (100.000%)
srv-l1b	100.000% (100.000%)
srv-l1c	100.000% (100.000%)
srv-l1d	100.000% (100.000%)
srv-l1e	100.000% (100.000%)
srv-l1f	100.000% (100.000%)
srv-l2b	100.000% (100.000%)
Average	100.000% (100.000%)

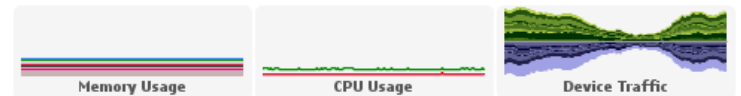
Observium



Devices	101	(93 up	8 down	0 ignored	0 disabled)
Ports	1475	(630 up	117 down	0 ignored	694 shutdown)

Overview
Devices
Locations
Ports
Health
Routing
System

cat6k-l2.ix.lyonix.net

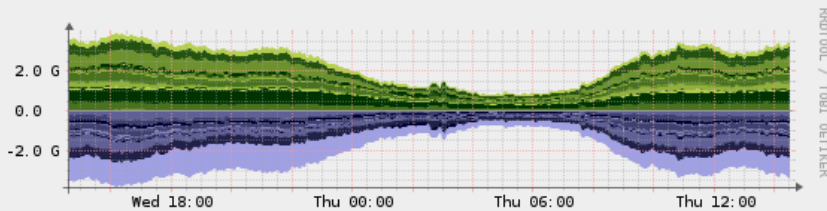


Overview
Graphs
Health
Ports
VLANs
Map
Inventory
Logs
Alerts

```

Cisco Internetwork Operating System Software IOS (tm) s72033_rp
Software (s72033_rp-ADVIPSERVICESK9_WAN-M), Version 12.2(18)SXF13,
RELEASE SOFTWARE (fc1) Technical Support: http://www.cisco.com
/techsupport Copyright (c) 1986-2008 by cisco Systems, Inc
    
```

Hardware cat6506
Operating System Cisco IOS 12.2(18)SXF13 (ADVIPSERVICESK9_WAN)
Uptime 295 days, 35m 22s



111
56
8
47

Gi1/1, Gi1/2, Gi1/3, Gi1/4, Gi1/5, Gi1/6, Gi1/7, Gi1/8, Gi1/9, Gi1/10, Gi1/11,
 Gi1/12, Gi1/13, Gi1/14, Gi1/15, Gi1/16, Gi1/17, Gi1/18, Gi1/19, Gi1/20, Gi1/21

Processors

CPU of RP 5	5%
CPU of SP 5	12%
CPU of Module 1 CFC Card	0%
CPU of Module 2 CFC Card	1%
CPU of Module 6 DFC	5%

Memory Pools

CPU of Module 1 CFC Card - Processor	24%
CPU of Module 2 CFC Card - Processor	25%
CPU of SP 5 - Processor	26%
CPU of SP 5 - I/O	16%

Can you describe your technical offer in a VERY simple way ?

● IXP/NAP ports

- ▶ 10/100/1000 M Copper
- ▶ 1/10 G Fibre

● Hosting

- ▶ 1 to n U (no servers)
- ▶ With or without power
- ▶ Or no space

● Network services

- ▶ Back to back cables
- ▶ VLANs
- ▶ Waves
- ▶ Intra-pop dark fibre

● Goodies

- ▶ Remote power reboot
- ▶ Remote Serial control port

YES ? OK, let's see what to do : marketing and SALES !

Have a look at other Regional IXPs

- In Europe : what do AMS-IX, DE-CIX, LINX, NetNod have in common ?
 - ▶ They were national IXPs ; strong ; good team...
 - ▶ Located in capital cities (not true for DE-CIX and AMS-IX)
 - ▶ They now have a lot of foreign members
 - ▶ They have an intensive marketing plan and are very active in their sales department
- Why did they succeed ?
- Have a look on the map : Amsterdam London Frankfurt and Stockholm are not so far from the others ! Could there be many Regional IXP in the same region ?

Marketing strategy for Regional IXPs

- Have a marketing department or team!
 - ▶ Techy guys are not really able to market things...
 - ▶ Coming on an IXP is not only a technical matter
 - ▶ Re think the way you speak about your IXP!
 - ▶ Rewrite all your content (web, documentation, slides...)
- You can have a large national IXP and not be successful in developing a regional one
 - ▶ There are plenty of technical and legal issues (licences etc.). But the way your IXP is seen is at least as important!
- It means : have a marketing budget!

Your IXP's first international members

- They might come on their own because they really need you. (Lucky you!)
- Take care of them. Look at any difficulties they have. Try to solve them as future international members may have similar issues.
- Constantly communicate with them to try and understand and learn from them
- What seems logical to you is in fact VERY strange for someone who does not know your IXP.

Make your communication simple

- Try to meet international standards and best technical practices.
- Your prices in at least 2 currencies ; yours +\$/€.
- Make all your documentation in English (+French... you are in Africa). Including your contract information (It takes time...)
- Have two languages for your web site (and for your news)

Events : Be visible, be present

- You've been to some local events to get your IXP known on a national scale.
- Now it's another story :
 - ▶ You should attend :
 - Other IXPs events
 - Regional Peering Forums
 - AfriNIC and other regulators events
 - Some European events (Euro-IX, European Peering Forum)
 - ▶ This is a lot of time & money

Events : what about yours...

- You should have your own set of events
 - ▶ For your already connected members
 - ▶ For the new commers
 - ▶ For the 4 different types of public you'll have to reach at your members / future members
 - Technical (peering manager if any)
 - Marketing and communication
 - Finance
 - GMs
 - ▶ Events are difficult to create, make them regular and have participants attending !
 - ▶ Event managing is a FULL TIME job !

Typical slide for Social events ; with pics

- IT and telecom local industry events

- ▶ Teldej
- ▶ Aperezo
- ▶ RUGs
- ▶ RezoGirls

- Trainings :

- ▶ BGP Workshops
- ▶ Legal : buying dark fibre



The big secret ? CRM !

- Is it a secret ? Without a Customer Relationship Management tool, you can not be successful in marketing and sales. No, Don't try it with Excel!
- With your CRM, you'll manage in a single DB :
 - ▶ Accounts, people, proposals, and maybe billing
 - ▶ Mailing lists,
 - ▶ Events (who am I inviting to this event?), subscription lists, etc.
- Tip : A good (and free) CRM : Vtiger, open source and Web based
- Don't let each department create its own database!

Documentation sales tools

- You rewrote it!
- The three main tools (it is obvious but...)
 - ▶ The web
 - ▶ Slides
 - ▶ PDF or printed documentation

Your website Information

- It needs to be mobile device and tablet friendly
- So it has to be a CMS for ease of updating content;
 - ▶ Go for open source CMS platforms such as Joomla, WordPress and Drupal, etc.
- The current website (if any) may suffice. However, there is a lot to be done to update the site ...

Your online content

- It is maintained and updated in at least 2 languages
- It has some news
 - ▶ Make a plan of your news
 - ▶ Have all your departments sending you the content
- An updated member list, some technical statistics...
- Links to your FB, LinkedIn, etc.
- Will you need a Community Manager ?

Lyonix Website (bi-lingual feature)

Menu des applications | sam | (sa... | Ab... | reg... | Re... | cpu | mem | swap | 1:33 Net | 21:23 | Capteurs | 11,57 Go

List of Internet exchange poi... x | About LyonIX

www.lyonix.net/en

best cms

LYONIX
Le GIX NAP de Lyon- Rhône-Alpes

About | What is an IXP | Services | Join LyonIX | Members area | Agenda | Media | Toolbox | Sitemap | Contact

Home

About LyonIX

LyonIX - The Lyon Internet Exchange Point

LyonIX is the Internet traffic eXchange Point of Lyon managed by Rezopole, a non-profit organization.

IXP LyonIX users can improve the quality of their Internet traffic and can benefit from lower bandwidth prices.

LyonIX is also a [NAP](#) (Network Access Point) which allows users to buy or sell Internet transit and/or any layer 2 or [IP](#) services.

The Lyon IXP is open to all users who want to connect – operators, ISPs, carriers, large companies and municipalities.

Some key figures:

- 81 users (liste available [here](#))
- 2 POPs (LyonIX 1, LyonIX 2)

search...

News LyonIX

SFR optimise son réseau en 10Gb/s sur l'infrastructure LyonIX

SFR a upgradé ses équipements en 10Gb/s sur l'infrastructure Internet LyonIX, afin de gérer le trafic en forte croissance qui passe par Lyon.

SFR, connecté depuis 2006 sur l'infrastructure de Rezopole en 1Gb/s, est passé à l'étape suivante, et a configuré son réseau en 10Gb/s. Cela lui permettra de bénéficier d'un [débit](#) 10 fois plus important, ce qui aura un impact positif sur la connexion Internet des utilisateurs et clients.

[Read more](#)

The Internet Peering Playbook by William B. Norton is now available in French

● BAD : Last news was not translated !:(

Grenoblix web site

The screenshot shows a web browser window displaying the Grenoblix website. The browser's address bar shows the URL www.grenoblix.net. The website header features the **GRENOBLIX** logo and the text "GIX NAP - Rhône-Alpes". Below the logo is a navigation menu with links: "A propos", "GIX", "S'interconnecter", "Espace Membres", "Agenda", "Média", "Boite à outils", "Plan site", and "Contact". The main content area is titled "Accueil - Grenoblix" and contains a search bar and a "News Grenoblix" section. The news section includes two articles: "Le Manuel du Peering de William B. Norton est sorti en français" and "Rezopole met en place une sonde border 6". The website also features a large image of a cable car over a cityscape and a smaller image of server racks.

GRENOBLIX
GIX NAP - Rhône-Alpes

A propos | GIX | S'interconnecter | Espace Membres | Agenda | Média | Boite à outils | Plan site | Contact

Accueil

recherche...

News Grenoblix

Grenoblix - Le GIX NAP de Grenoble

Grenoblix est le nœud d'échange de [trafic Internet](#) (GIX- Global Internet eXchange) de Grenoble, géré par [Rezopole](#).

Les acteurs interconnectés sur le GIX de Grenoble peuvent améliorer la qualité de leur [débit](#) Internet et faire baisser leurs coûts de bande passante Internet. Le GIX contribue ainsi au développement du Très Haut Débit à Grenoble.

Grenoblix est également un [NAP](#) (Network Access Point), c'est à dire une place de marché pour vendre et acheter du transit Internet et/ou tous types de services livrables en [IP](#) ou en niveau 2.

Le GIX NAP de Grenoble est ouvert à tous les acteurs qui souhaitent se connecter (opérateurs, FAI, sociétés de services, grands comptes, collectivités locales ...).

Le Manuel du Peering de William B. Norton est sorti en français

La version française du livre référence sur le [peering](#) : The Internet Peering Playbook est disponible chez Rezopole pour ses membres et pour la communauté francophone. Le manuel a été traduit par Irina Trentea, la Responsable communication de Rezopole ; les membres de l'équipe, Samuel Triolet et Arnaud Fenioux, ont apporté leurs connaissances techniques et remarques afin de rendre ce manuel le plus précis possible.

[lire la suite](#)

Rezopole met en place une sonde border 6

En plus de ses activités d'IXP, Rezopole a également mis en place de nombreux [services](#) destinés à la communauté internet.

► Done with a CMS. FR version. Same database, other look

Your IXP Sales and Marketing Slides

- Created only to be presented live by your team
- A lot of images, charts, pictures, logos of your members (sorted by categories)...
- There can be a lot of pages but you don't have to show them all
- Tip : Try to maintain a single set of slides

Sample Slide templates (Lyon-IX)

Menu des applications | sam | (sa... | reg... | Re... | fic... | cpu | mem | swap | 1:32 Net | 21:21 | Captours | 11,57 Go

Fichier Edition Affichage Insertion Format Outils Diaporama Fenêtre Aide

5 Diapos

Normal Plan Notes Prospectus Trieuse de diapositives

1 Overall plan

- Rezopole (NPO created under the law of 1901)
 - 1. General presentation
 - 2. IXP/NAP infrastructure presentation
 - 3. IT and telecom events
 - 4. Rezopole services
 - 5. Rezopole's members
- Rhône-Alpes Region's digital context
 - 1. General context
 - 2. Rezopole activities impact on the regional digital sector
 - 3. Very high speed networks – general notions
 - 4. Advisory board

2 Overview of Rezopole

- Objectives
- Type of structure
- Rezopole team
- Rezopole in figures

3 Presentation of Rezopole

- Rezopole is a professional NPO founded in 2001
 - By professionals
 - For professionals
- Sponsored by municipalities since 2006:

rhôneAlpes GRANDLYON

4 Neutrality

- We are neutral in our field of work:
 - Neutrality towards future and current members
- Type of Structure :
 - NPO
 - Neutral Board
- Sites :
 - IXP was created, at the beginning, in a public DataCenter
 - And is present on other different sites that can be considered as neutrals
- Our policy:
 - No competition towards our members

5 Goals

- Goals
 - Aims to improve the Internet traffic in Lyon and in Rhône-Alpes Region by the developing and running the Internet infrastructures
 - Organising events for the Internet & Telecommunications sectors
 - ICT services
- In order to
 - Gain a real local Internet
 - Locally take advantage of the Internet economic dynamic.

6 Structure

- Independent NPO under the law of 1901
- 100 % volunteers board
 - 8 employees
 - Annual subsidies and own revenues
- Achievements
 - Rezopole manages the only non commercial IXPs in France (excluding Paris) ; sitting a model for other cities and regions
 - The territory's competitiveness is regained
 - Businesses can develop with and thanks to the Internet in the Rhône-Alpes region

7 Partner associations

8 The board

 Philippe Duly Chairman SIRE - AFPI	 Christine Gulloume Treasurer Comitel	 Hervé Robert Vice president Services
 Christophe Demont Vice-Secretary Fabrice	 Christian Jurland Secretary Digital Team	 Mathieu Charbonnet Vice-Treasurer AREA - AFPI

9 Rezopole team

 Samuel Tard Director	 Lionel Abert Development IP-IXP	 Jérémy Tard Development Network manager	 Arnaud Fournier Technical manager	 Olivier Sirey ICB
 Stéphane Lavoie Network and operator	 Sébastien Lutz Communications secretary	 David Joubert Development	 Benoît Lopez Network and operator	

10 Rezopole in figures: employees

11 Rezopole in figures: members

Nb of ports used : 103
Average nb of ports/member : 1.4

12 Rezopole in figures: managed hardware

13 Rezopole in figures: Number of racks

14 Rezopole in figures: events

Special events

15 Evolution of Rezopole's revenues

Since 2001

Rechercher | Respecter la casse

Diapo 4 / 149 Standard

Your printed/PDF documentation

- Print materials in 2 languages
- Very detailed presentation
 - ▶ Your organisation, founders, management
 - ▶ Your IXP : standard services, POPs, additional services
 - ▶ Price list
 - ▶ Members list (with logos)
 - ▶ Technical description (very technical)
 - ▶ Your events
 - ▶ Your contract and an order form to fill out

To do list for Marketing Department

- Day :

- ▶ Google alerts ?

- Week :

- ▶ Post something on your SN (FB, Linked-IN...)

- Month :

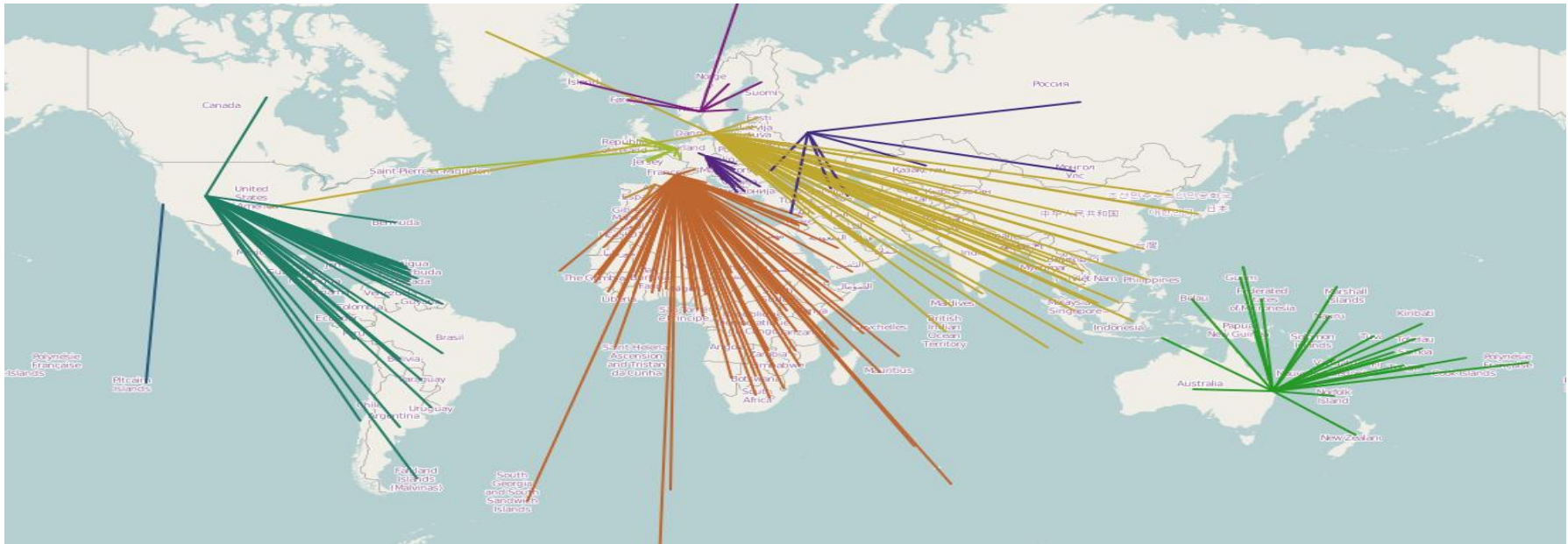
- ▶ Newsletter
- ▶ Press release, press review
- ▶ Events

- Year :

- ▶ Annual report

You always have something to say

- Ask your technical team to create some news (and rewrite them :))
- Broadcast any information, especially if it's not produce by you.
 - Ex : LyonIX advertised a lot this map produce by Open Street Map. It represents the map of the OSM servers delivering content to all the country in the world.



Find your targets

- Peering managers/coordinators but not only
 - ▶ Of course, finding the peering manager/coordinator of a potential member is the best way, but some other key people have to be convinced i.e.;
 - ▶ Financial leader
 - ▶ GM
 - ▶ Communication/marketing
- For each kind of target, you'll have to have different arguments.
- Remember;
 - those people don't know you,
 - they don't think like you!,
 - They don't have the same culture, language...

Sales department

- Same story as for marketing !
- You'll need a dedicated team for sales
- Technical teams are not able to sell !
- You'll need a CRM
- You'll need to meet the potential customer in events, etc.
- Work closely with the marketing team...
- Tip : sales guys should know what they talk about ! They should have read (and understand) the « Peering play book » ! Now also available in French !

If you want to compete with other countries

- Selling ports in your country was easy.
 - ▶ You were (probably) the only IXP
 - ▶ Everybody knew you
- What about selling...
 - ▶ On an Regional/International scale
 - ▶ To people that don't know you ?
- The first extra national members will be hard to convince ! Then it might get easier if you already have 10 of them...

OK ! You are willing to do it !

- You are sure about your technical services
- You now know about marketing and sales departments...
- What else should be done ?
- Create some new services/features...

New services to be created.

● In order to become a Regional IXP you might have to create some new services :

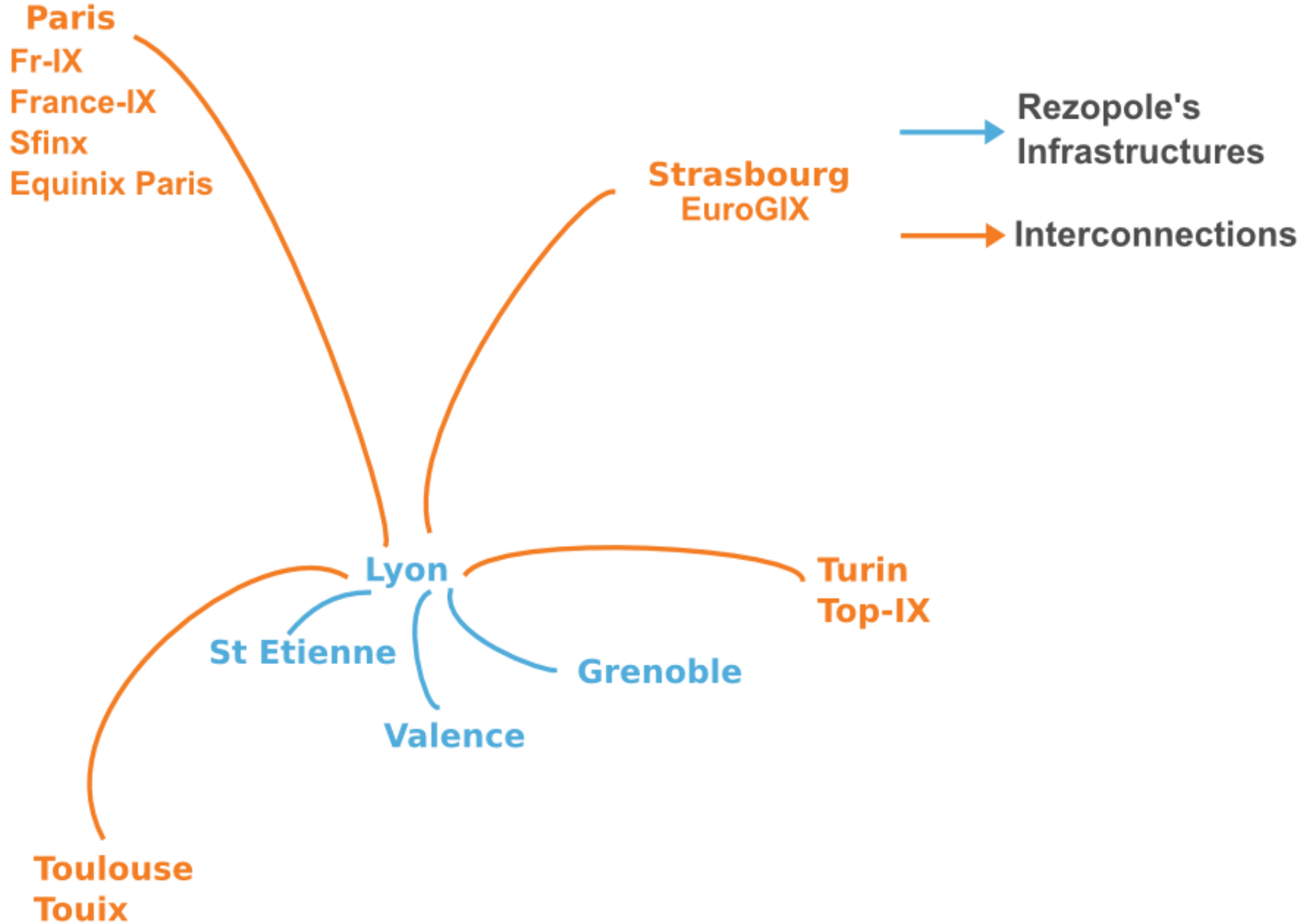
- ▶ Multi site IXP
- ▶ Remote peering
- ▶ Reseller program

Multi site IXP

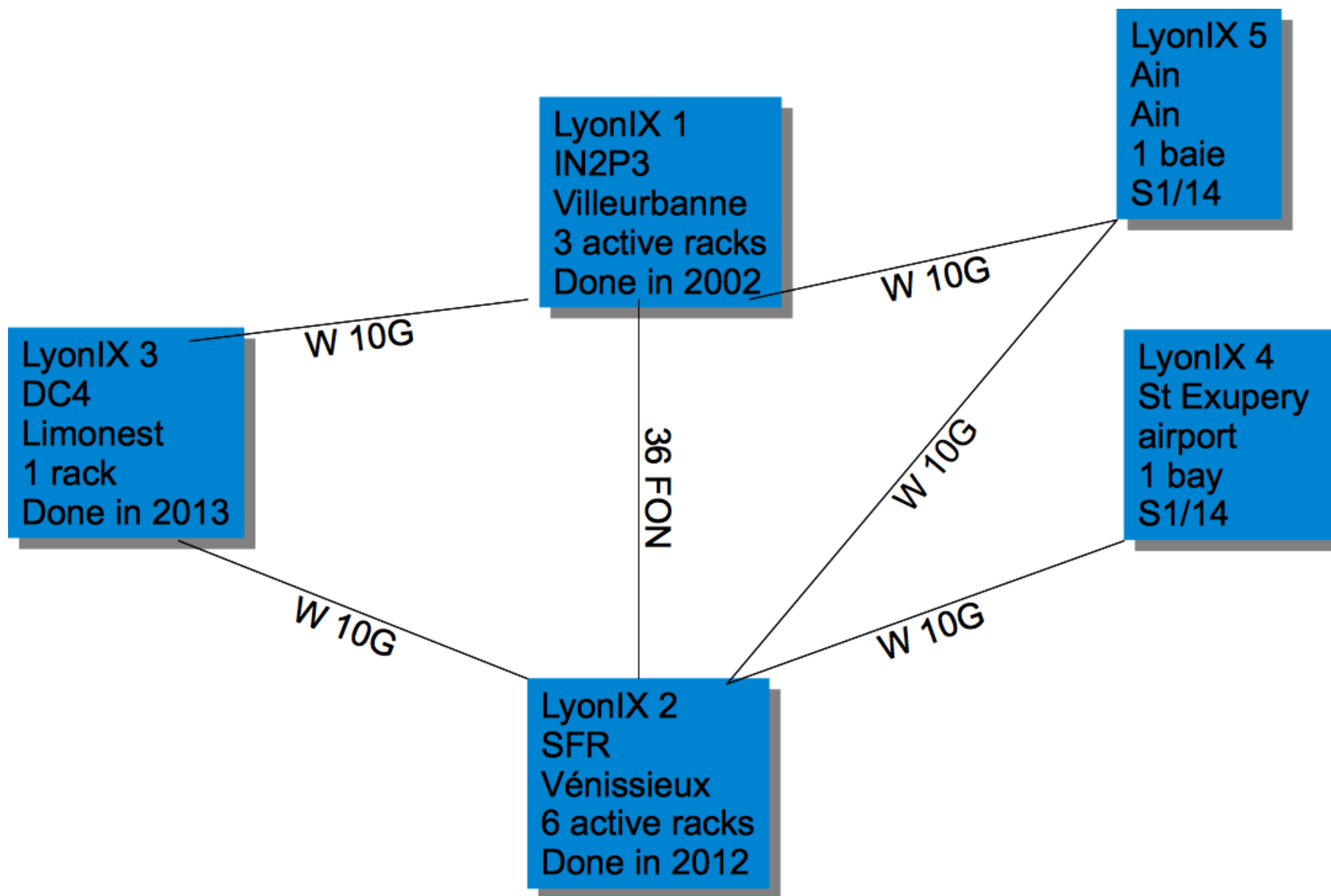
- A serious IXP should have 3 POPs
- All the major IXPs in the world have many POPs
- With only one POP many potential peers will simply not consider you
- Try to have at least 2 locations and 3 if possible
- This is also available within the original city (capital)
- Try to expand to other cities within the country!

Infrastructures & interconnections

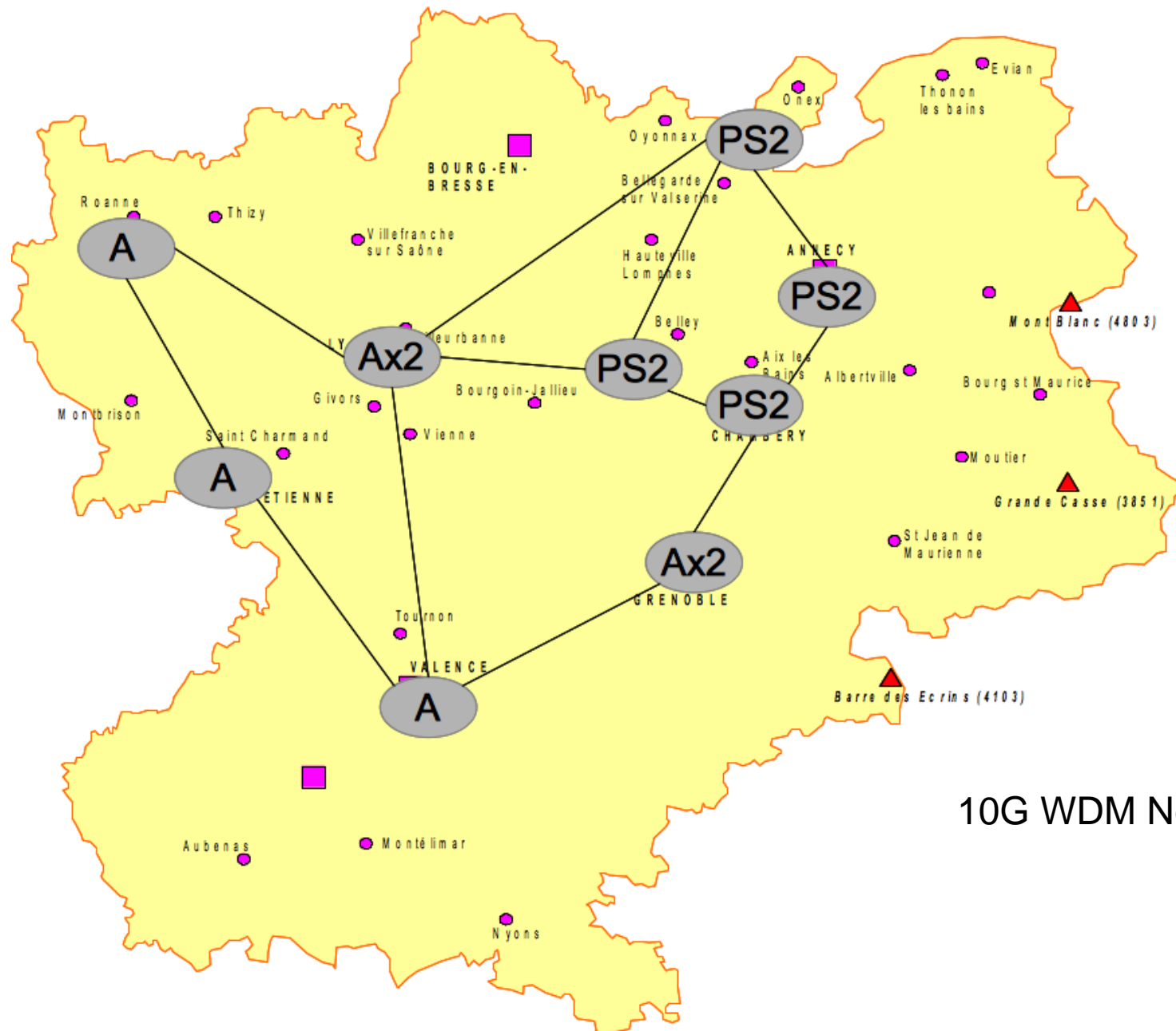
Internet connection.



Lyon-IX Extended Infrastructure



Lyon-IX Regional Network Perspective



10G WDM Network

Remote peering

- You could have agreements with other IXPs
- Benefits :
 - ▶ Sharing your members
 - ▶ Only one link to pay
 - ▶ No competition between IXPs
 - ▶ Can be done in Layer 2 or 3 (using Route servers)
 - ▶ Good example : LyonIX – Top-IX.
- Downside :
 - ▶ You don't get to charge the other IXs members

Reseller program

- Some members (carriers, who do not sell IP transit on their own) could bring you members from abroad
- You give one port to the reseller and you allow him to bring many ASNs delivered on a single port.
- You charge the final ASN (or not)
- Each Reseller program is different
- And each reseller will probably ask for special features (VLANs, MPLS, better prices)
- You lose revenue but you have more members

Acknowledgement and Attribution

This presentation contains content and information originally developed and maintained by the following organisation(s)/individual(s) and provided for the African Union AXIS Project

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GRAND DUCHY OF LUXEMBOURG
Ministry of Foreign Affairs

Directorate for Development Cooperation



European Union Africa
Infrastructure Trust Fund

END

