



GRAND DUCHY OF LUXEMBOURG
Ministry of Foreign Affairs

Directorate for Development Cooperation



European Union Africa
Infrastructure Trust Fund

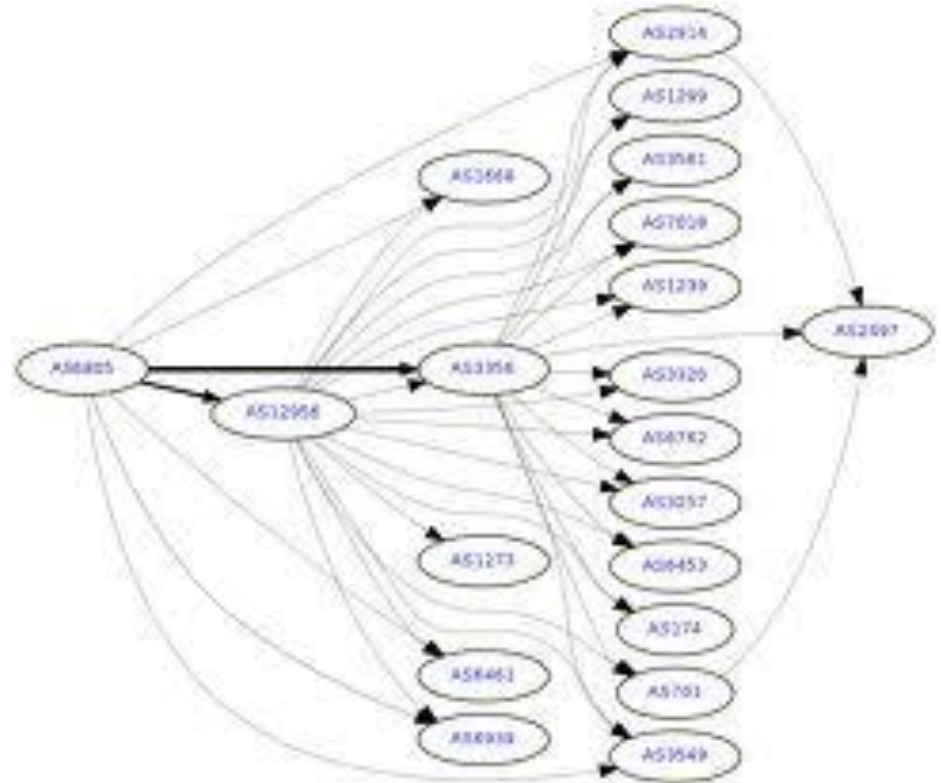
Peering Strategies for Operators

Building critical mass of peers



Peering Essentials

- Peer where you can –
Transit where you must
 - Aim to peer more and transit less
- Peer locally, regionally and internationally
- Strategic peering is informed by traffic data



Peering Strategies

The 6 Steps to grow peering to the
next level

Step 1: Appoint a Peering Coordinator

- Many networks in Africa lack a defined role or position for a peering coordinator
- The peering coordinator role is critical to developing a peering strategy for any operator
- Peering coordinators are also responsible for most of the peering decisions and establishing new peering relationships
- The peering coordinator will also need to implement the tools that provide the data for the peering decisions

Step 2: Implement Traffic Flow Analysis

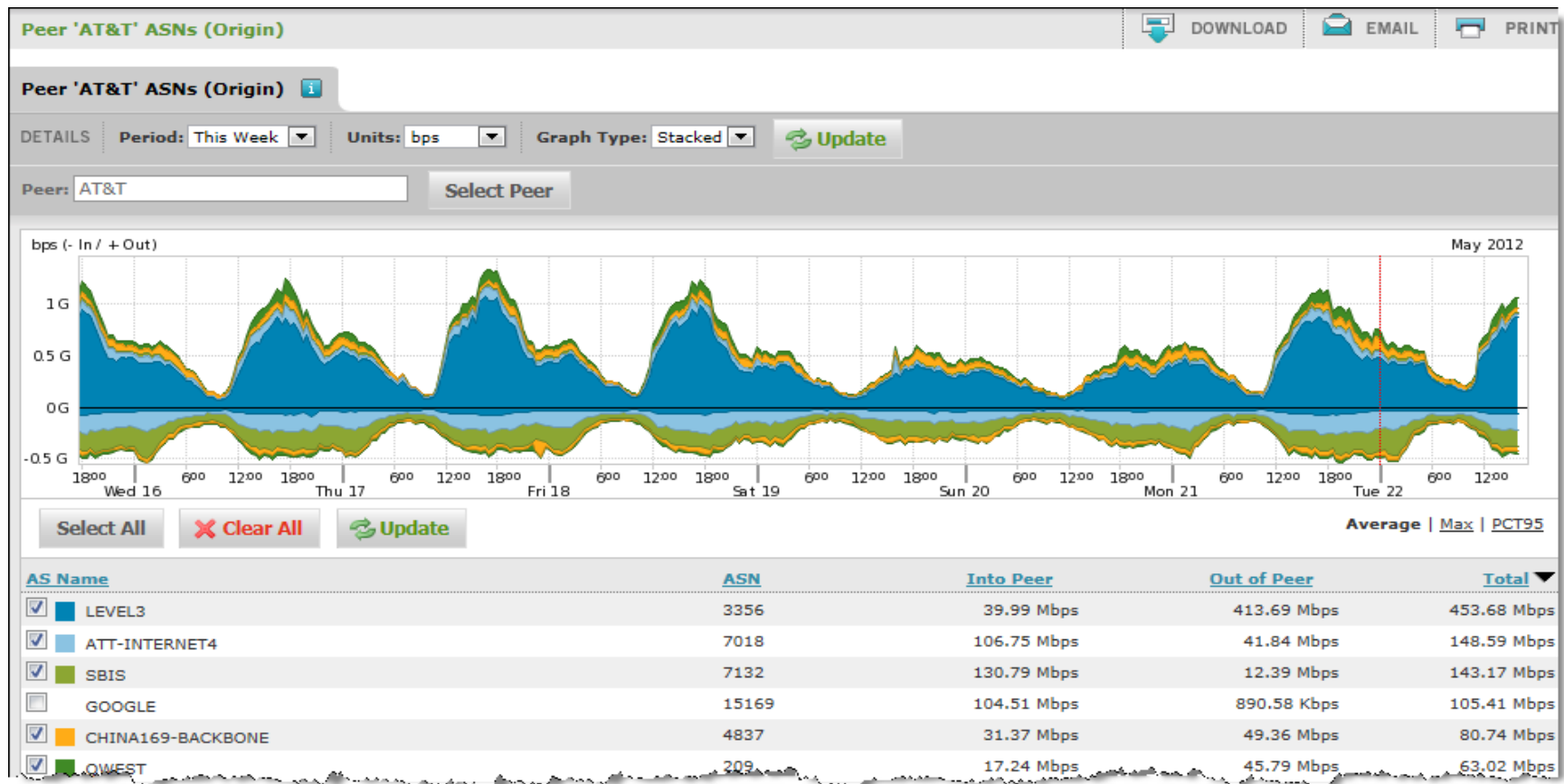


Image Source: Arbor Networks Presentation – www.arbornetworks.com

- Traffic flow analysis is important to understand where most of your traffic goes or comes from
- The flow information is useful to develop a peering strategy of where to peer and the regions

Step 3: Enhance Network Visibility

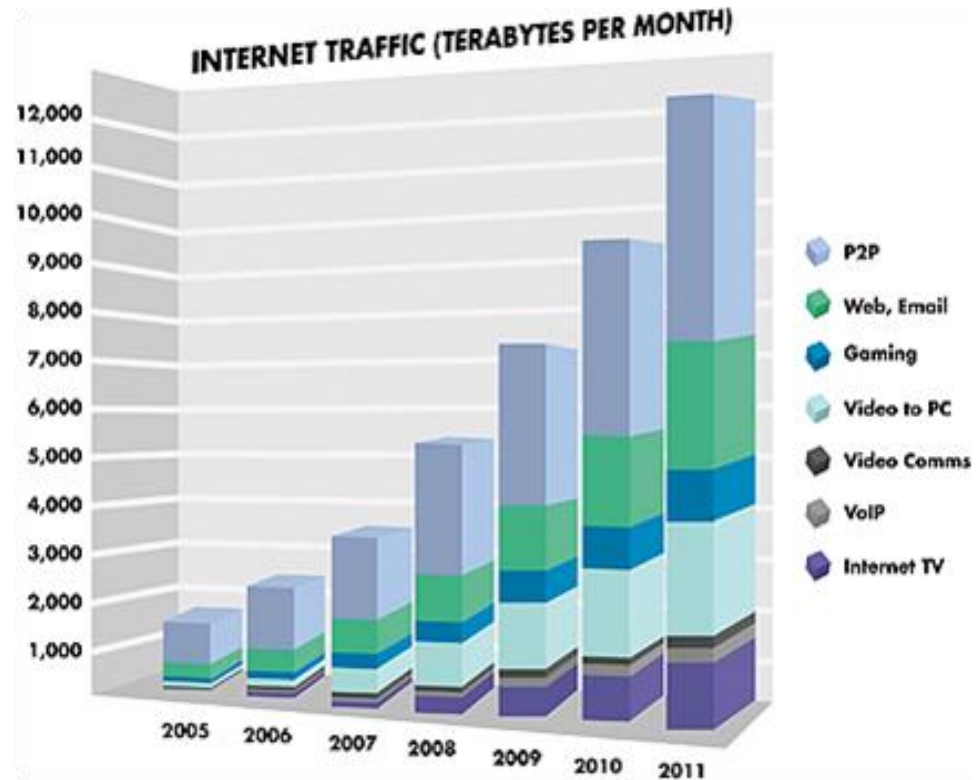
- Most networks will agree to peer with a network that publishes basic information such as;
 - The networks **Peering policy**
 - Network information on the **Peering Database** (PeeringDB)
 - Updates **Routing Registry Information**
- 99% of peering agreements are informal. Therefore, peering coordinators should attend various peering and Internet meetings in their region and globally.

Step 4: Build into other Regions

- The decision to build into other regions is informed by the traffic flow analysis
- Networks should consider building into other regions where they can get peering and lower transit costs
- Building (acquiring IPLC or IRU capacity) into regions with large IXPs such as Europe has medium to long-term benefits
 - At large IXPs in Europe 40% – 60% of the network traffic can be peered away.
- Building (acquiring IPLC or IRU capacity) into neighboring IXPs in the region has medium to long-term benefits.
 - Network can offer cross-border transit or paid peering services
- This also improves the network visibility and attractiveness for peering

Step 5: Hosting CDN Content

- A significant amount of the Internet traffic consumed by networks is carried by Content Delivery Networks (CDNs)
 - Peering with CDNs is key to better customer experience
- Hosting CDN content through various options such as CDN Edge Caches and proxies makes a network attractive to peer with
- Hosting other content such as Open source file downloads like Sourceforge, Unix/Linux Operating system downloads, also increase network traffic and attractiveness



Step 6: Evangelize Peering

- Not all understand the benefits of peering.
- Therefore creating awareness increases the potential number of peers in a region



Acknowledgement and Attribution

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



<http://www.internetsociety.org>



<http://www.drpeering.net>



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