



GRAND DUCHY OF LUXEMBOURG  
Ministry of Foreign Affairs

Directorate for Development Cooperation



European Union Africa  
Infrastructure Trust Fund

# PeeringDB and Role of Peering Coordinators



# **The PeeringDB**

# PeeringDB Background

- PeeringDB is a 100% volunteer-driven system.
- Database written by Richard Steenbergen.
- System runs off donated hardware.
- Network connectivity provided by Server Central.
- Incorporate as an organization in 2011.

# What is PeeringDB?

- A peering database
  - Every network should have access and an entry
  - Every network should keep their information maintained
- Created by and for peering coordinators
- A common place to publish information
  - Lets other networks know about your network
  - Lets other networks know how to contact you
  - First stop when deciding where and whom to peer with
- A reference database for:
  - Network Access Points (NAPs) / Internet eXchange (IX) points
  - Colocation facilities

# What the PeeringDB is NOT

- PeeringDB is not your own sales funnel:
  - Do not mine data looking for sales opportunities.
  - Do not send UCE to contacts in PeeringDB.
  - Will lead to public embarrassment and a ban of your company

# PeeringDB Tips

- Interaction:
  - Based on a simple web interface.
  - PeeringDB team will create an account on your behalf.
  - Account can be read-only or read-write in nature.
  - Use your work e-mail address; validated much faster.
- Use:
  - Has become the default location for peering data.
  - Peering requests will almost always lead to a search.
  - Keep your records up-to-date including NOC phone numbers

# PeeringDB Tips

- Searching PeeringDB:
  - Finger:  
**finger as37100.peeringdb.com**
  - Whois:  
**whois -h peeringdb.com as37100**
  - MySQL:  
**mysql -u peeringdb -ppeeringdb -h peeringdb.com Peering**
  - Open URL's:  
**<http://as37100.peeringdb.com>**

# Getting started with peeringDB

- Navigate to [www.peeringdb.com](http://www.peeringdb.com) and register a user account. Use your work email address.
- You will then be prompted to attach your user record to a network record. If one already exists for your company, you will need to be verified by the creator of the account. If one doesn't exist, you can create your company record.
- Putting more information into your company record will ensure more people will know about you and contact you!



# PeeringDB homepage

Home Page

www.peeringdb.com

Apple Marc Liyana...on Mac OS X Apple Yahoo! aggregate.html Amazon Google Maps YouTube eBay Wikipedia News Popular

Home Page

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**Global System Statistics**

Total Peering Networks	4449
Total Public Exchange Points	382
Total Unique Public Exchange Presences	14259
Total Private Facilities	1116
Total Unique Private Facility Presences	8823

**Your User Account Status**

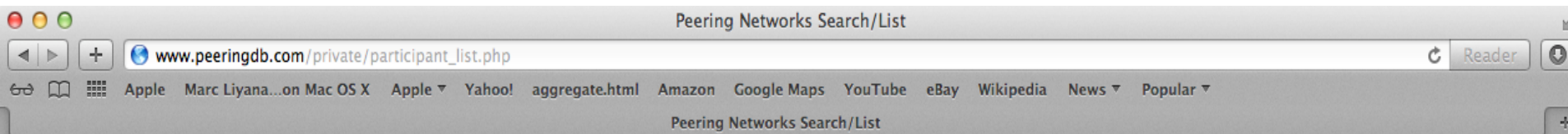
Account Login	guest
Access Level	Level 1 (Read-Only Access)
Peering Record	BTnet (BT's UK IP Network - AS2856)

**Last 15 Updated Participants**

Company Name	ASN	Date Last Updated
<a href="#">Serverel</a>	50245	1/31/13, 11:58:11 AM GMT
<a href="#">Core-Backbone GmbH</a>	33891	1/31/13, 09:33:37 AM GMT
<a href="#">Arvig</a>	16904	1/31/13, 09:13:11 AM GMT
<a href="#">EDPNET</a>	9031	1/31/13, 07:44:35 AM GMT
<a href="#">W-IX LTD</a>	50384	1/31/13, 05:58:24 AM GMT
<a href="#">Dataline LLC</a>	35297	1/31/13, 05:04:36 AM GMT
<a href="#">Convergence Group (Networks) Limited</a>	41811	1/31/13, 04:37:24 AM GMT
<a href="#">RASCOM</a>	20764	1/31/13, 01:37:14 AM GMT
<a href="#">GoDaddy.com</a>	26496	1/30/13, 09:49:41 PM GMT
<a href="#">JumpTV</a>	40064	1/30/13, 09:16:48 PM GMT
<a href="#">Microsoft MSN</a>	8075	1/30/13, 04:43:22 PM GMT
<a href="#">Optimum West</a>	33588	1/30/13, 03:48:09 PM GMT
<a href="#">Oxilion</a>	48539	1/30/13, 03:48:01 PM GMT
<a href="#">Atrato IP Networks</a>	5580	1/30/13, 02:13:08 PM GMT
<a href="#">Kabel Baden-Wuerttemberg GmbH &amp; Co. KG</a>	29562	1/30/13, 02:11:45 PM GMT

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# Networks Page (All)



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## Search Peering Networks

Company Name	<input type="text"/>	Primary ASN	<input type="text"/>
Network Type	<input type="text" value="Select Value"/>	IRR Macro	<input type="text"/>
Traffic Levels	<input type="text" value="Select Value"/>	General Peering Policy	<input type="text" value="Select Value"/>
Traffic Ratio	<input type="text" value="Select Value"/>	Geographic Scope	<input type="text" value="Select Value"/>

Search

## Peering Networks Search Results

Company Name	ASN	General Policy	Traffic Levels	Network Type	Network Scope	Public Count	Private Count
<a href="#">012 Smile Telecom</a>	9116	Selective	Not Disclosed	Cable/DSL/ISP	Regional	3	3
<a href="#">013 Netvision</a>	1680	Restrictive	Not Disclosed	Cable/DSL/ISP	Regional	2	0
<a href="#">1&amp;1 Internet</a>	8560	Open	100+ Gbps	NSP	Global	12	14
<a href="#">100 Percent IT</a>	20915	Open	Not Disclosed	Cable/DSL/ISP	Europe	1	0
<a href="#">123.net</a>	12129	Open	1-5Gbps	NSP	North America	2	2
<a href="#">1Asia Alliance Communication Ltd</a>	10102	Open	Not Disclosed	NSP	Global	0	3
<a href="#">2 connect a.s.</a>	35236	Open	5-10Gbps	NSP	Europe	1	1
<a href="#">23Media GmbH</a>	47447	Open	Not Disclosed	NSP	Europe	1	3
<a href="#">24/7 Real Media</a>	36805	Open	1-5Gbps	Content	Global	2	0
<a href="#">2Connect UK</a>	51406	Selective	Not Disclosed	NSP	Regional	2	1
<a href="#">34SP.com Ltd.</a>	41357	Open	100-1000Mbps	Content	Europe	1	2
<a href="#">3Crowd Technologies</a>	22730	Selective	100-1000Mbps	Content	Global	0	0

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# Networks Page (Africa)

Peering Networks Search/List

www.peeringdb.com/private/participant\_list.php?s\_name=&s\_asn=&s\_info\_type=&s\_irr\_as\_set=&s\_info\_traffic=&s\_policy\_general=&s\_info\_ratio=&s\_info\_scope=Africa

Peering Networks Search/List

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[New Facility](#)

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**Search Peering Networks**

Company Name	<input type="text"/>	Primary ASN	<input type="text"/>
Network Type	Select Value ▾	IRR Macro	<input type="text"/>
Traffic Levels	Select Value ▾	General Peering Policy	Select Value ▾
Traffic Ratio	Select Value ▾	Geographic Scope	Africa ▾

Search

**Peering Networks Search Results**

Company Name	ASN	General Policy	Traffic Levels	Network Type	Network Scope	Public Count	Private Count
<a href="#">Neology</a>	37105	Open	100-1000Mbps	NSP	Africa	2	6
<a href="#">SEACOM Limited</a>	37100	Selective	Not Disclosed	NSP	Africa	0	3

Only 2 African Networks are visible. Most African networks list themselves as Regional

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# PeeringDB Network Info ..

Peering Networks Detailed View

www.peeringdb.com/private/participant\_view.php?id=3900

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Peering Networks Detailed View

<b>Navigation</b> <a href="#">Home Page</a> <a href="#">Logout</a>  <b>Your Records</b> <a href="#">Peering Record</a> <a href="#">User Account</a>  <b>Search Records</b> <a href="#">Networks</a> <a href="#">Exchange Points</a> <a href="#">Facilities</a> <a href="#">Common Points</a>  <b>Suggestions</b> <a href="#">Comments</a> <a href="#">New Exchange</a> <a href="#">New Facility</a>  <b>Help</b> <a href="#">FAQ</a> <a href="#">Statistics</a>	<b>Company Information</b> <table><tr><td>Company Name</td><td>SEACOM Limited</td></tr><tr><td>Also Known As</td><td>SEACOM</td></tr><tr><td>Company Website</td><td><a href="http://www.seacom.mu">http://www.seacom.mu</a></td></tr><tr><td>Primary ASN</td><td>37100</td></tr><tr><td>IRR Record</td><td></td></tr><tr><td>Network Type</td><td>NSP</td></tr><tr><td>Approx Prefixes</td><td>220</td></tr><tr><td>Traffic Levels</td><td>Not Disclosed</td></tr><tr><td>Traffic Ratios</td><td>Mostly Inbound</td></tr><tr><td>Geographic Scope</td><td>Africa</td></tr><tr><td>Looking Glass URL</td><td></td></tr><tr><td>Route Server URL</td><td></td></tr><tr><td>Notes</td><td></td></tr><tr><td>Protocols Supported</td><td>Unicast IPv4 <input checked="" type="checkbox"/> Multicast <input type="checkbox"/> IPv6 <input checked="" type="checkbox"/></td></tr><tr><td>Date Last Updated</td><td>2012-10-11 16:30:12 UTC</td></tr></table> <b>Peering Policy Information</b> <table><tr><td>Peering Policy URL</td><td></td></tr><tr><td>General Policy</td><td>Selective</td></tr><tr><td>Multiple Locations</td><td>Preferred</td></tr><tr><td>Ratio Requirement</td><td>No</td></tr><tr><td>Contract Requirement</td><td>Not Required</td></tr></table> <b>Contact Information</b> <table><thead><tr><th>Role</th><th>Contact Name</th><th>Telephone</th><th>E-Mail</th></tr></thead><tbody><tr><td>Policy</td><td>Mark Tinka</td><td></td><td>mark.tinka@seacom.mu</td></tr><tr><td>Technical</td><td>Peering Team</td><td></td><td>peering@seacom.mu</td></tr><tr><td>Technical</td><td>Simon Mayoye</td><td></td><td>mayoye@seacom.mu</td></tr><tr><td>NOC</td><td>SEACOM NOC</td><td></td><td>snoc@seacom.mu</td></tr></tbody></table>	Company Name	SEACOM Limited	Also Known As	SEACOM	Company Website	<a href="http://www.seacom.mu">http://www.seacom.mu</a>	Primary ASN	37100	IRR Record		Network Type	NSP	Approx Prefixes	220	Traffic Levels	Not Disclosed	Traffic Ratios	Mostly Inbound	Geographic Scope	Africa	Looking Glass URL		Route Server URL		Notes		Protocols Supported	Unicast IPv4 <input checked="" type="checkbox"/> Multicast <input type="checkbox"/> IPv6 <input checked="" type="checkbox"/>	Date Last Updated	2012-10-11 16:30:12 UTC	Peering Policy URL		General Policy	Selective	Multiple Locations	Preferred	Ratio Requirement	No	Contract Requirement	Not Required	Role	Contact Name	Telephone	E-Mail	Policy	Mark Tinka		mark.tinka@seacom.mu	Technical	Peering Team		peering@seacom.mu	Technical	Simon Mayoye		mayoye@seacom.mu	NOC	SEACOM NOC		snoc@seacom.mu	<b>Public Peering Exchange Points</b> <table><thead><tr><th>Exchange Point Name</th><th>ASN</th><th>IP Address</th><th>Mbit/sec</th></tr></thead><tbody><tr><td colspan="4">No records</td></tr></tbody></table> <b>Private Peering Facilities</b> <table><thead><tr><th>Facility Name</th><th>ASN</th><th>City</th><th>Country</th><th>SONET</th><th>Ethr</th><th>ATM</th></tr></thead><tbody><tr><td><a href="#">SFR Netcenter Marseille</a></td><td>37100</td><td>Marseille</td><td>FR</td><td><input type="checkbox"/></td><td><input checked="" type="checkbox"/></td><td><input type="checkbox"/></td></tr><tr><td><a href="#">Telehouse London (Docklands North)</a></td><td>37100</td><td>London</td><td>UK</td><td><input type="checkbox"/></td><td><input checked="" type="checkbox"/></td><td><input type="checkbox"/></td></tr><tr><td><a href="#">Teraco House Johannesburg JB1</a></td><td>37100</td><td>Johannesburg</td><td>ZA</td><td><input type="checkbox"/></td><td><input checked="" type="checkbox"/></td><td><input type="checkbox"/></td></tr></tbody></table>	Exchange Point Name	ASN	IP Address	Mbit/sec	No records				Facility Name	ASN	City	Country	SONET	Ethr	ATM	<a href="#">SFR Netcenter Marseille</a>	37100	Marseille	FR	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<a href="#">Telehouse London (Docklands North)</a>	37100	London	UK	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<a href="#">Teraco House Johannesburg JB1</a>	37100	Johannesburg	ZA	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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# PeeringDB IXPs view

Public Exchange Points Search/List

www.peeringdb.com/private/exchange\_list.php

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Public Exchange Points Search/List

**Navigation**  
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**Search Public Exchange Points**  

<b>Exchange Name</b>	<input type="text"/>	<b>City</b>	<input type="text"/>
<b>IP Block</b>	<input type="text"/>	<b>Country</b>	<input type="text"/>
<b>Media Type</b>	<input type="text" value="Select Value"/>	<b>Continental Region</b>	<input type="text" value="Select Value"/>

Search

**Search Records**  
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**Suggestions**  
[Comments](#)  
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[New Facility](#)  
  
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**List of Public Exchange Points**

Exchange Name	Long Name	City/Region	Country	Continental Region	Media Type	Participants
<a href="#">AAIX</a>	Alpes Adria Internet eXchange	Klagenfurt	AT	Europe	Ethernet	3
<a href="#">ACTIX</a>	ACT Internet Exchange	Canberra, ACT	AU	Asia Pacific	Ethernet	11
<a href="#">ALP-IX</a>	DE-CIX, the Munich Internet Exchange	Munich	DE	Europe	Ethernet	44
<a href="#">AMPATH</a>	AMPATH - Florida International University/CIARA	Miami	US	North America	Multiple	0
<a href="#">AMS-IX</a>	Amsterdam Internet Exchange	Amsterdam	NL	Europe	Ethernet	980
<a href="#">AMS-IX HK</a>	Amsterdam Internet Exchange Hong Kong	Hong Kong	HK	Asia Pacific	Ethernet	0
<a href="#">Angola-IXP / ANG-IXP</a>	Angola Internet Exchange point	Luanda	AO	Africa	Ethernet	3
<a href="#">APE</a>	Auckland Peering Exchange	Auckland	NZ	Asia Pacific	Ethernet	50
<a href="#">ASIX6</a>	Academia Sinica Internet Exchange 6	Taipei	TW	Asia Pacific	Multiple	1
<a href="#">ASSOCIO</a>	mpls ASSOCIO	Tokyo, Nation wide	JP	Asia Pacific	Multiple	0
<a href="#">AZIX</a>	Arizona Internet Exchange	Phoenix, Arizona	US	North America	Ethernet	9
<a href="#">B-CIX</a>	Berlin Commercial Internet Exchange	Berlin	DE	Europe	Ethernet	69
<a href="#">B-IX</a>	Balkan Internet Exchange	Sofia	BG	Europe	Ethernet	7
<a href="#">Balcan-IX</a>	Balcan-IX	Romania	RO	Europe	Ethernet	15
<a href="#">BAYANTEL</a>	Bayan Telecommunications Internet and Gaming Exchange	Quezon City	PH	Asia Pacific	Ethernet	3
<a href="#">BBIX</a>	BroadBand Internet eXchange	Tokyo	JP	Asia Pacific	Ethernet	12
<a href="#">BDIX</a>	Bangladesh Internet Exchange	Dhaka	BD	Asia Pacific	Ethernet	6
<a href="#">BigApe</a>	The Big Apple Peering Exchange	New York	US	North America	Ethernet	27

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# PeeringDB IXPs view (Africa)

Public Exchange Points Search/List

www.peeringdb.com/private/exchange\_list.php?s\_name=&s\_city=&s\_ipaddr=&s\_country=&s\_media=&s\_region\_continent=Africa

Navigation: Home Page, Logout

Your Records: Peering Record, User Account

Search Public Exchange Points

Exchange Name:  City:

IP Block:  Country:

Media Type: Select Value Continental Region: Africa

Search

Search Records: Networks, Exchange Points, Facilities, Common Points

Suggestions: Comments, New Exchange, New Facility

Help: FAQ, Statistics

List of Public Exchange Points

Exchange Name	Long Name	City/Region	Country	Continental Region	Media Type	Participants
<a href="#">Angola-IXP / ANG-IXP</a>	Angola Internet Exchange point	Luanda	AO	Africa	Ethernet	3
<a href="#">CINX</a>	Cape Town Internet Exchange	Cape Town	ZA	Africa	Ethernet	27
<a href="#">DINX</a>	Durban Internet Exchange	Durban	ZA	Africa	Ethernet	1
<a href="#">IXPN Lagos</a>	Internet Exchange Point of Nigeria	Lagos	NG	Africa	Ethernet	3
<a href="#">JINX</a>	Johannesburg Internet Exchange	Johannesburg	ZA	Africa	Ethernet	60
<a href="#">KIXP</a>	Kenya Internet Exchange Point	Nairobi	KE	Africa	Ethernet	10
<a href="#">LIXP</a>	Lesotho Internet Exchange	Maseru	LS	Africa	Ethernet	0
<a href="#">LuIXP</a>	Lusaka Internet Exchange Point	Lusaka	ZM	Africa	Ethernet	1
<a href="#">MOZIX</a>	Mozambique Internet Exchange	Maputo	MZ	Africa	Ethernet	0
<a href="#">NAP Africa</a>	NAP Africa	Johannesburg	ZA	Africa	Multiple	16
<a href="#">NAP Africa Cape Town</a>	NAP Africa	Cape Town	ZA	Africa	Multiple	6
<a href="#">RDC-IX Kinshasa</a>	Kinix	Kinshasa	CD	Africa	Ethernet	1
<a href="#">REUNIX</a>	REUNIX	Saint-Denis, La Reunion	RE	Africa	Ethernet	2
<a href="#">SISPA</a>	Swaziland Peering Point	Swaziland	SZ	Africa	Ethernet	1
<a href="#">TIX - Tanzania</a>	Tanzania Internet eXchange	Dar es Salaam	TZ	Africa	Ethernet	7
<a href="#">UIXP</a>	Uganda Internet Exchange Point	Kampala	UG	Africa	Ethernet	2

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No of participants is inaccurate  
for most African IXPs

# Peering Coordinator

# What a Peering Coordinator is not...

- Salesman
- Product manager
- BGP expert
- Network architect



# Peering Coordinator Skill Sets

- **Technical**
  - Ability to understand the technical aspects of peering and Interconnection.
  - Interpret peering and flow information
- **Social**
  - Ability to build and maintain relationships within the peering community
  - The “go to guy”
- **Business**
  - Peering is more about the business case
  - Peering coordinators should be able to develop peering business opportunities
  - Ability to calculate peering costs and identify peering locations and opportunities
- **Legal**
  - Some peering agreements involve peering contracts and negotiations. Therefore an ability to review and negotiate contractual agreements is a useful skill

# Conferences to attend

- Africa Peering and Interconnection Forum (AfPIF)
  - Best concentration of African network operators, IXP Operators, and peering coordinators from around the world.
- Africa Network Operators Group (AfNOG)
  - Held annually with a good mix of operators, NRENs, etc
- European Peering Forum
  - Good mix of North American, European, and Asian peering coordinators.

# Tips for successful conferences

- Know who is attending
  - Check the attendee list and make a list of people that work at networks that you work or want to work with. Ask the meeting coordinators to help with introductions if necessary.
- Schedule meetings before you arrive
  - The best way to ensure you speak to everyone you want to is to email them and fill up your appointment calendar.
- Send out-going, friendly, English speaking people
  - A lot can get done at the actual meetings, but a good company representative can make the initial contacts and pass along contact information as well.

# Peering negotiations

# First and foremost, know your network

- Who are your marquee customers?
  - Your customers make you interesting. It's OK if you don't have transit customers, traffic sourced or destined to your network can many times be interesting enough.
  - Singly-homed traffic gives you power. There is only one place to get that traffic from, YOU!
- What markets and networks does your traffic come from? Where is it going?
- Does your network architecture/hardware allow you to expand into many or few sites?
- Have facts and figures of your network profile.

# I know who am I, who are you?

- How do you know where your traffic is coming from/going to? You may have a gut feeling, but is your company going to spend millions of dollars on a feeling?
- Use flow-based tools to find out for sure, you may be surprised.
- Create a list of top networks that you exchange traffic with that you are not currently peering with, and rank them by amount of traffic.

# Know your target peer's network

- Now you know who you want to peer with, what next?
- Before you contact them, find out where they have network POPs.
  - Check company website for network maps.
  - Check peering.db for a list of facilities and IXs.
- If possible, find out what size the network is
  - You may only be exchanging 1Gbps of traffic, but that may be 10% of their traffic. Most networks would welcome peering off that percentage of traffic.
- What type of peering strategy do they have?

# The actual negotiation (part 1)

- Most networks have open peering policies, so if you're both connected to an IX, peering can begin within hours or days of initial contact.
- What if someone has a selective policy?  
Chances are if you have an interesting enough network or if they don't sell transit in your home market, you'll be able to peer.
  - Many selective networks have peering policies that they expect you to meet.



# The actual negotiation (part 2)

- The most difficult network to get peering from is the restrictive network.
  - Timing is everything.
  - Some restrictive networks are forced to maintain a certain number of peered networks due to merger regulations. In these cases, smaller traffic flows are in your favor.
  - Depending on who your upstream is, there may be congestion or ratio issues with their peering partner, so to help alleviate those concerns, you may qualify for peering.
- You can't get what you don't ask for. To the bold goes the spoils!

Network expansion?

# Expanding your network for peering

- Theoretically, you now know that if you expand into a new POP, you could pick up X amount of peering, time to start making introductions. But who do you talk to?
- Contact the colocation provider and IXP operators in the target city. They usually have contacts at all the networks they provide services to. Plus, more peering for you means more business for them, so they have business reasons to want you to join and exchange traffic.
- Many networks use generic mailing lists for common tasks, such as peering@ or noc@

# Expanding your network for peering

- Email either the contacts you gather or as a worst case scenario, the peering@ list alias.
- Include a description of your network is and why they should want to peer with you. This is your opportunity to brag about your network.
- Create a list of favorable responses and how much traffic that represents.
- Now the important part, find out whether it makes sense for you to expand your network in order to peer!

# Building a business case

- Get quotes from colocation providers and transport providers and compute how much it's going to cost to build a new POP.
- Divide that cost by how much traffic you believe you will be able to peer.
- If that cost is lower than how much you pay for transit, you have a good case to expand your network.
- Transit may cost less. It's not always cheaper to peer.
- Consider other factors like performance, redundancy, ability to meet previously unattainable peering policies.

In summary

# Summary

- Devote one person to peering at your company, it's a full time job!
- Design your network so that you are flexible enough to achieve your traffic engineering goals.
- Create a viable peering strategy that fits your network.
- The more visible you are, the more successful your peering will be. This includes using industry standard mailing list aliases and joining peering.db!
- Know as much about your target network as you can.
- Send the right people to the right meetings.
- Remember that in the end, it's all dollars and sense.

# **Acknowledgement and Attribution**

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# PeeringDB and Role of Peering Coordinators

