



Successfully presenting your Peering personals

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Introduction to Introductions

- The premise ...
 - Networks that connect to peering points (or want to connect to peering points) want to increase their peering
- The conversation ...
 - During any peering forum (such as the Middle East Peering Forum) there's a need to introduce yourself
 - Independent of face-to-face meetings; there's a need to make sure a network can be found and can acquire peering
- The solution ...
 - Peering personals
 - PeeringDB entries

What are peering personals?

- A 60 second introduction to your network and your peering information
 - Make sure your network name and ASN is out there
 - Make sure your peering locations and policy is presented
 - Make sure your contact information is seen
- Who should present?
 - Every network; if you are in the room!
- Do you still have time to build a presentation?
 - YES! Email a PowerPoint to peering-personals@menog.org

Network Name:	CloudFlare
• AS number:	AS13335
• #prefixes:	~250
• Traffic levels:	~1Tbps
• Traffic profile:	Content
• Ratio:	Mostly outbound
• Peering Policy:	Open
• PeeringDB:	http://as13335.peeringdb.com/
• Peering Locations:	LINX, AMSIX, ...
• Contact:	Tom Paseka tom@cloudflare.com peering@cloudflare.com

<http://www.menog.org/presentations/menog-14/273-peering-personal-template.pptx>



Components of a peering personal presentation

Network Name: CloudFlare

- AS number: AS13335
- #prefixes: ~250
- Traffic levels: ~1Tbps
- Traffic profile: Content
- Ratio: Mostly outbound
- Peering Policy: Open
- PeeringDB: <http://as13335.peeringdb.com/>
- Peering Locations: LINX, AMSIX, DECIX, Equinix, HKIX, BBIX ...
- Contact: Tom Paseka
tom@cloudflare.com
peering@cloudflare.com

PeeringDB entry

Network name

ASN

Contact information

What is PeeringDB ?

- A database created by the peering community as a common place to publish information
 - Information about networks, Internet exchanges (IXPs), datacenter facilities
- Search tools to find out about networks, IXPs, etc.
 - It should be the first stop when considering enabling peering on a network.
- Using PeeringDB has a proven track record for both networks and IXPs
- Minimal effort required to add your data to PeeringDB with a proven solid return

Example showing an IXP information page

Classic Menu Navigation

Public Exchange Point Detailed View

Common Name: UAE-IX
Long Name: UAE Internet Exchange
City: Dubai, UAE
Country: AE
Continental Region: Middle East
Media Type: Ethernet
Protocols Supported: Unicast IPv4 Multicast IPv6

Contact Information

Company Website: <http://www.uae-ix.net>
Traffic Statistics Website
Technical E-Mail: support@uae-ix.net
Technical Phone: +49 69 1730 902 91
Policy E-Mail: sales@uae-ix.net
Policy Phone: +49 69 1730 902 92

IP Address Blocks

Type	Address Block	Reverse DNS Scan
IPv4 Unicast	185.1.8.0/24	Link
IPv6 Unicast	2001:7f8:73::/64	Unsupported

List of Peers at this Exchange Point (Total: 17)

Peer Name	Local ASN	IP Address	IPs	Policy
Alkamal Technologies	20940	185.1.8.16	2	Open
ANEXIA	42473	185.1.8.11	2	Selective
Cable & Wireless Seychelles	36958	185.1.8.18	1	Open
CDNetworks Inc.	36408	185.1.8.17	1	Open
Datamena	57187	185.1.8.20	2	Open
Emirates Integrated Telecommunication Company PJSC	15802	185.1.8.1	2	Open
Google Inc.	15169	2001:7f8:73::3B41:0:1/64	2	Selective
Gulfnet Communications Co	3225	185.1.8.7	2	Open
Integrated Telecom (ITC) - Saudi Arabia	35753	185.1.8.10	1	Open
IX Reach	43531	185.1.8.13	1	Selective
Netnod	8674	185.1.8.24	2	Open
Orixcom	60924	185.1.8.23	2	Open
Packet Clearing House	42	185.1.8.14	4	Open
Sify Technologies Limited	9583	185.1.8.5	1	Open
UAE-IX powered by DE-CIX	61374	2001:7f8:73::efbe:fc:1	6	Open
Vodafone Qatar	48728	185.1.8.26	1	Open
Zajil International Telecom Company K.S.C.C	6412	185.1.8.6	1	Open

Members

Internet Exchange Information

A typical network page

Network

Contact information

Navigation: Home Page, Logout, Your Records, Peering Record, User Account, Search Records, Networks, Exchange Points, Facilities, Common Points, Suggestions, Comments, New Exchange, New Facility, Help, FAQ, Statistics

Company Information

Company Name: CloudFlare
 Also Known As: 13335
 Company Website: <http://www.cloudflare.com>
 Primary ASN: 13335
 IRR Record: Content
 Network Type: Content
 Approx Prefixes: 200
 Traffic Levels: Not Disclosed
 Traffic Ratios: Mostly Outbound
 Geographic Scope: Global
 Looking Glass URL: Global
 Route Server URL: Global

CloudFlare makes websites faster and more secure. When you put your website on CloudFlare, we distribute the content globally in a CDN like fashion. Security comes in the form of a Web Application Firewall; CloudFlare is able to filter out "bad" traffic leaving you with a more secure website.

Our network is a global anycast network. We announce several global /24s which serve CDN traffic. We determine the scope of our points to send you based upon your network's scope and footprint in relation to our point of interconnect.

Protocols Supported: Unicast IPv4 Multicast IPv6

Date Last Updated: 2014-03-21 00:08:18 UTC

Peering Policy Information

Peering Policy URL: Open
 General Policy: Not Required
 Multiple Locations: No
 Ratio Requirement: Not Required
 Contract Requirement: Not Required

Contact Information

Role	Contact Name	Telephone	E-Mail
NOC	NOC	+16503198930	noc@cloudflare.com
Policy	Peering	+16503198930	peering@cloudflare.com
Policy	Tom Paseka	+14155196860	tom@cloudflare.com
Policy	Jerome Fleury	+14158026064	jf@cloudflare.com
Policy			

Public Peering Exchange Points

Exchange Point Name	ASN	IP Address	Mbit/sec
AMS-IX	13335	195.69.147.140	20000
AMS-IX	13335	2001:7f8:1::a501:3335:1	20000
AMS-IX Hong Kong	13335	103.247.139.18	1000
AMS-IX Hong Kong	13335	2001:d0:296::a501:3335:1	1000
BBIX Tokyo	13335	2001:0DE8:000C::1:3335:1	10000
BBIX Tokyo	13335	218.100.6.62	10000
DE-CIX Frankfurt	13335	80.81.194.180	10000
DE-CIX Frankfurt	13335	2001:7f8::3417:0:1	10000
Equinix Ashburn	13335	206.126.237.30	10000
Equinix Ashburn	13335	2001:504:0:2:0:1:3335:1	10000
Equinix Chicago	13335	206.223.119.180	10000
Equinix Chicago	13335	2001:504:0:4:0:1:3335:1	10000

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Private Peering Facilities

Facility Name	ASN	City	Country	SONET	Ethr	ATM
Equinix Amsterdam (AM1)	13335	Amsterdam	NL	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Equinix Ashburn (DC1-DC11)	13335	Ashburn	US	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Equinix Chicago (CH1/CH2)	13335	Chicago	US	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Equinix Dallas (DA1)	13335	Dallas	US	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Equinix Frankfurt North (FR2)	13335	Frankfurt	DE	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Equinix Hong Kong (HK1)	13335	Hong Kong	HK	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Equinix Los Angeles (LA1)	13335	Los Angeles	US	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Equinix Newark (NY1)	13335	Newark	US	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Equinix Paris Saint-Denis (PA2)	13335	Paris	FR	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Equinix San Jose (SV1/5)	13335	San Jose	US	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Equinix Seattle (SE2/3)	13335	Seattle	US	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Equinix Singapore (SG2)	13335	Singapore	SG	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

1 2 of 2 Next > Last >>

Contact Information

NOTE: Sending Unsolicited Commercial Emails to contacts mined from PeeringDB will result in a ban and public embarrassment.
 (c) 2004-2013 PeeringDB, All Rights Reserved. Please contact support@peeringdb.com with questions/problems.

List of IXPs

List of locations



Some important points ...

Lots of very useful peering information

The screenshot shows the PeeringDB help/stats.php page. It features a navigation menu on the left, a 'Global System Statistics' table, and two 'Top 10' tables for Facility and Exchange counts by country. A note at the bottom states: 'NOTE: Sending Unsolicited Commercial Emails to contacts mined from PeeringDB will result in a ban and public embarrassment. (c) 2004-2013 PeeringDB, All Rights Reserved. Please contact support@peeringdb.com with questions/problems.'

Global System Statistics	
Total User Accounts	10644
Total Peering Networks	5793
Total Public Exchange Points	437
Total Unique Public Exchange Presences	17965
Total Private Facilities	1352
Total Unique Private Facility Presences	10778

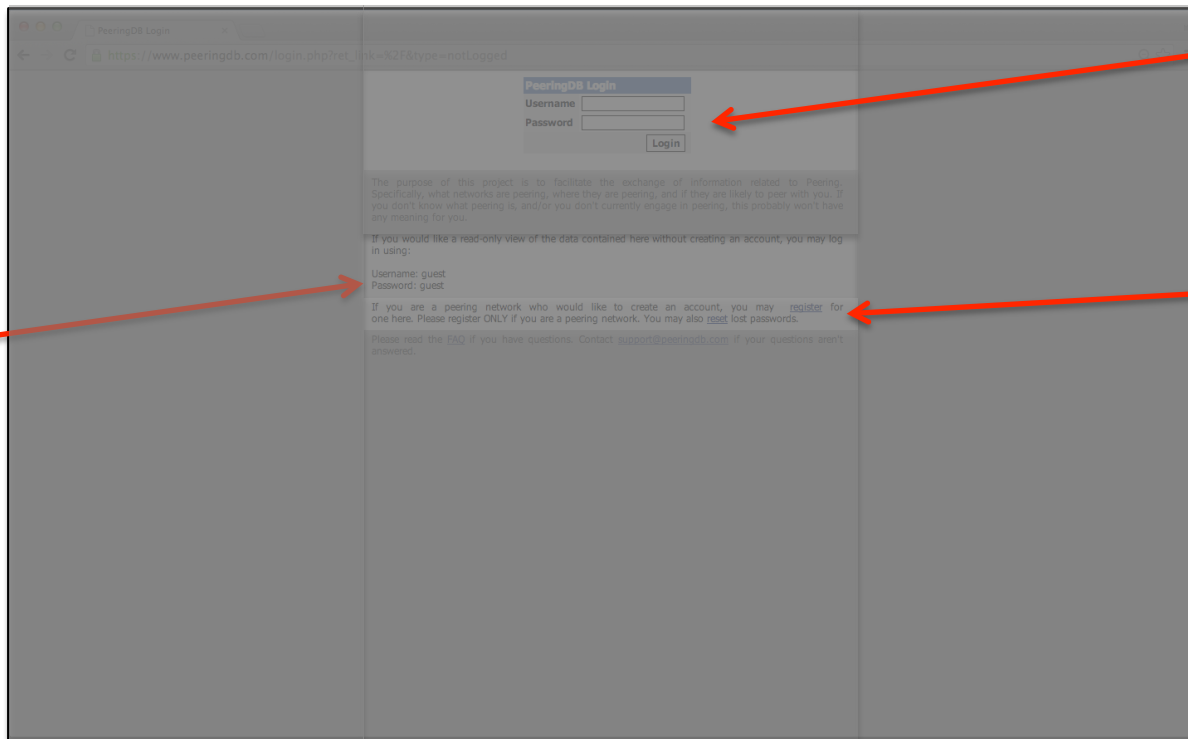
Top 10 Facility Count by Country		
Country	Count	
US	349	
BR	123	
UK	88	
AU	85	
NL	83	
AU	50	
SE	36	
CA	33	
RU	33	
CH	32	

Top 10 Exchange Count by Country		
Country	Count	
US	86	
BR	31	
UK	21	
AU	20	
RU	20	
FR	16	
DE	16	
JP	14	
CA	14	
PL	12	

Don't abuse this information

Getting started with PeeringDB – three easy steps

Guest access with
“guest” “guest”



Try it!

Apply for access here

Getting started with PeeringDB

- Navigate to <http://www.peeringdb.com/>
 - Register a user account
 - Use email address associated with ASN
- Who should register?
 - Peering coordinators, network engineers, others
- Attach user account to 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

Using PeeringDB

- Add contact information
 - Who to contact to ask for peering
 - Who to contact to address network issues
 - What kind of network do you run
- Where you peer
 - The most important part!
- Now start searching
 - ... and receiving peering requests!
 - Peering is all about communications



PeeringDB – example Network page

Basic company information
Contact information

The screenshot shows the PeeringDB participant maintenance page for Cloudflare. The page is divided into several sections:

- Company Information:** Contains fields for Company Name (CloudFlare), Primary ASN / IRR Record (13335), Also Known As (Aliases), Company Website URL (www.cloudflare.com), Approx. Prefixes Announced (200), Network Type (Content Host), Approx Traffic Levels (Not Disclosed), Approx Traffic Ratios (Mostly Outbound), Geographic Scope (Global), Looking Glass URL (http), and Route Server URL (telnet).
- Public Peering Locations:** A table listing public peering locations with columns for Exchange Point, ASN, IP Address, and Mbit/sec. Locations include AMS-IX, AMS-IX Hong Kong, BBIX Tokyo, DE-CIX Frankfurt, Equinix Ashburn, Equinix Chicago, and Equinix Singapore.
- Private Peering Locations:** A table listing private peering locations with columns for Facility Name, ASN, SONET, Ethr, and ATM. Locations include Equinix Amsterdam (AM1), Equinix Ashburn (DC1-DC11), Equinix Chicago (CH1/CH2), Equinix Dallas (DA1), Equinix Frankfurt North (FR2), Equinix Hong Kong (HK1), Equinix Los Angeles (LA1), Equinix Newark (NY1), Equinix Paris Saint-Denis (PA2), Equinix San Jose (SV1/SJ), Equinix Seattle (SE2/SJ), and Equinix Singapore (SG2).
- Peering Policy Information:** Contains fields for Peering Policy URL, General Peering Policy (Open), Multiple Locations (Not Required), Ratio Requirements (No), and Contract Requirements (Not Required).
- Peering Contacts:** A table listing peering contacts with columns for Role, Contact Name, Telephone, and E-Mail Address. Contacts include NOC, Tom Paseka, and Jerome Fleury.

Internet Exchange Point
IP information
Facility information



PeeringDB – who controls the data?

- PeeringDB is maintained by the peering users
 - It's not maintained by the IXs
 - Some IXs have good data; some don't
- A network's PeeringDB entry can't be added by the IXs
 - Your data is your data
- PeeringDB is maintained by its users
 - Administrators and developers are from peering community

One final note ... how to send a peering email

- The Subject line

- Make it informative (and include ASNs)

- The correct people

- Check PeeringDB. Check your business cards from events like today
- Try to avoid sending peering requests to sales people

- The contents

- Remember that the network you are sending too will configure their routes with your information
- Try to be complete so that your request can be processed without needing more information

Subject: peering
Subject: New York
Subject: peering request in New York
Subject: Peering with AS65001

Subject: AS65001 and AS65002
Subject: AS65001/TelecomA and AS65002/TelecomB peering at DECIX

Summary

- It's always worth “marketing” your network
 - Speaking at a peering personals is 60 seconds of your time
 - Using PeeringDB is free
- Peering is about relationships (people and packets)



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AS13335

