We
Make
Interconnection Easy.
Anywhere.

Indian DC Ecosystem
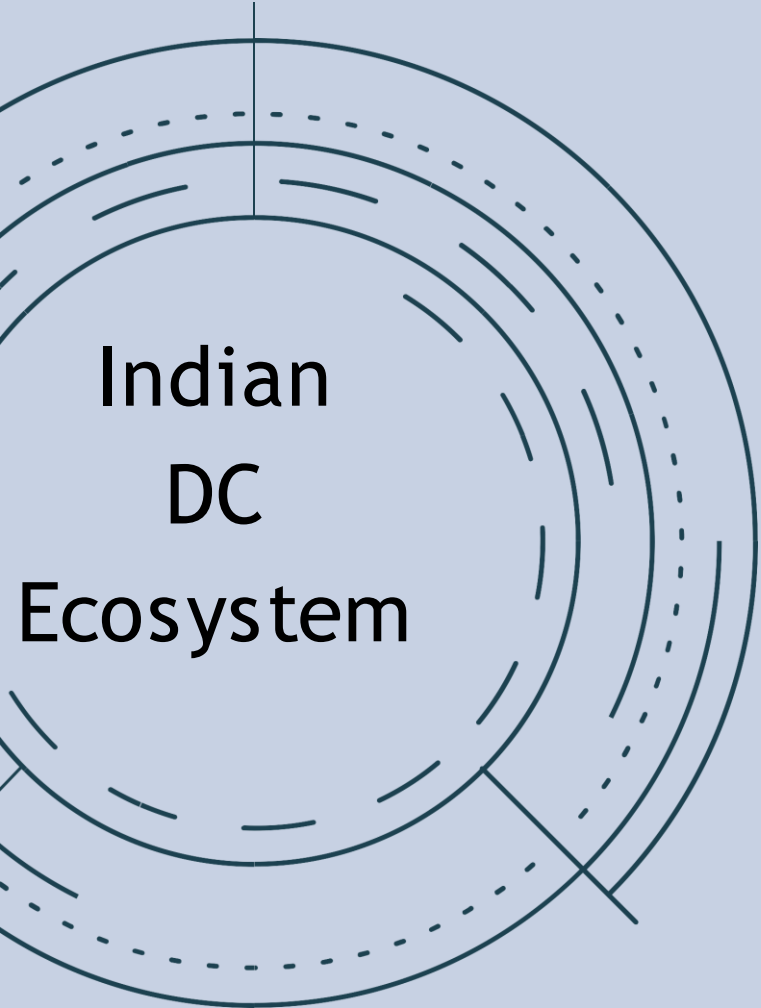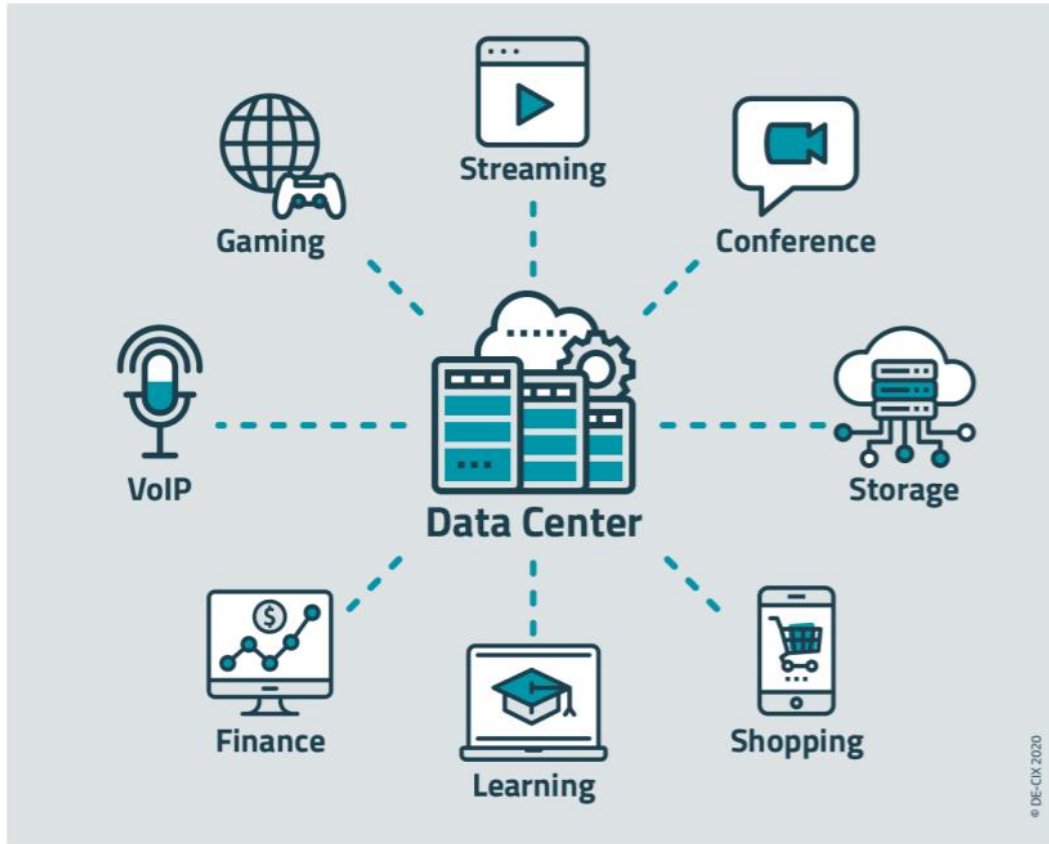
162 Colo Data Centers

26 Cities DC Presence

20 Internet Exchange Point

DE-CIX
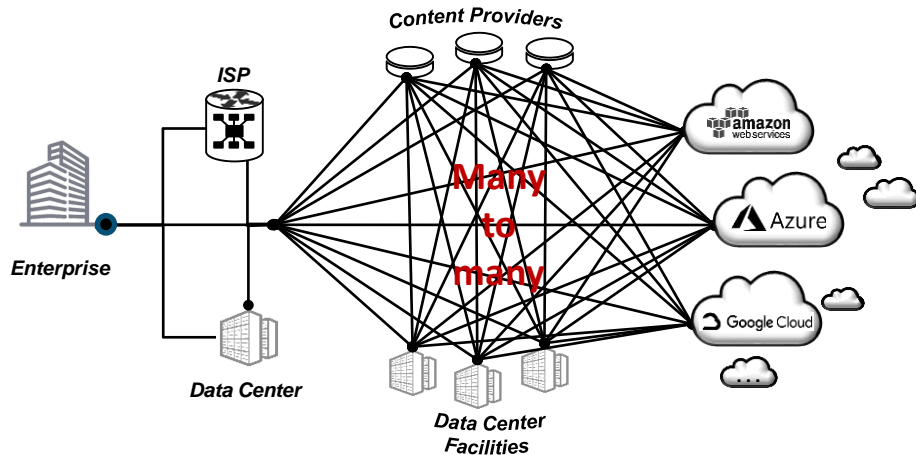
Data Center in a nutshell

Data Center Interconnection Fabric

to increase performance, security, flexibility, cost efficiency

What and How?

DE-CIX

Solving Interconnection challenges and needs – Controllability of their Infrastructure and Data flows

Conventional Approach*: **many to many**

Many to many

Enterprise

ISP

Content Providers

Data Center

Data Center Facilities

amazon webservices

Azure

Google Cloud

Performance

High latency

Security

DDOS Attacks

IP-Hijacking

Instability of network

Controllability!?

Compliance

Vendor lock-in

Legal and Regulatory

Market participants

Company strategy

Complexity

Complexity issues

(*): Corporations create an MPLS network, use an IP upstream provider, and have a (multi-) cloud strategy

DE-CIX

Solving Interconnection challenges and needs – Controllability of their Infrastructure and Data flows

Multi-services interconnection fabric (DE-CIX approach)
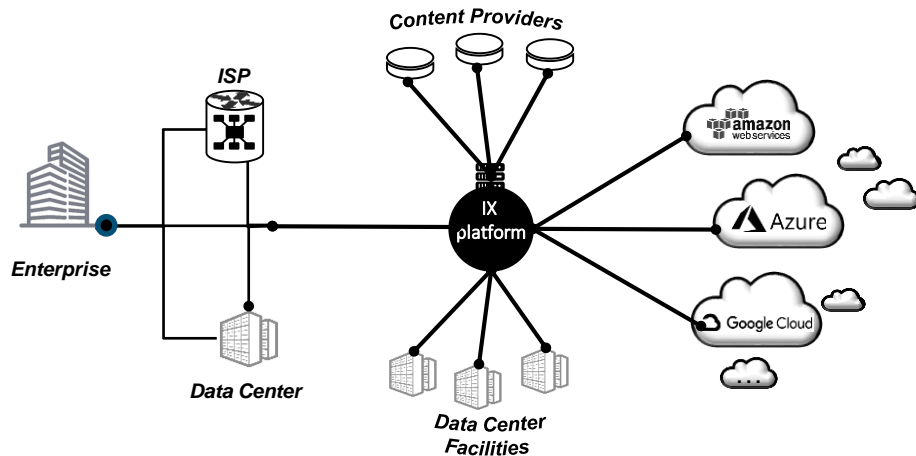
Content Providers

ISP

Enterprise

Data Center

Data Center Facilities

IX platform

amazon webservices

Azure

Google Cloud

Performance

Optimized latency

Security

Blackholing

Filtering at the route server

Reduction of routing instability

☑ **Controlled**

Compliance

Vendor-independent

Legal and Regulatory

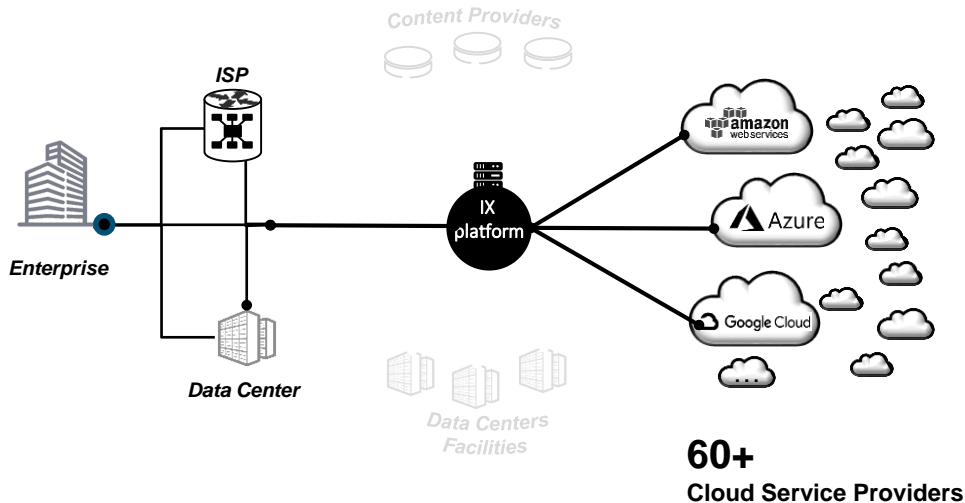Market participants

Company strategy

Complexity

Simplified set-up

Increasing Data Center's attractiveness with **Interconnection Services for Enterprises**

One access, many Cloud service providers

DE-CIX DirectCLOUD

Content Providers

ISP

Enterprise

Data Center

IX platform

amazon web services

Azure

Google Cloud

Data Centers Facilities

60+
Cloud Service Providers

Performance

Optimized latency

Security

Blackholing

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Compliance

Vendor-independent
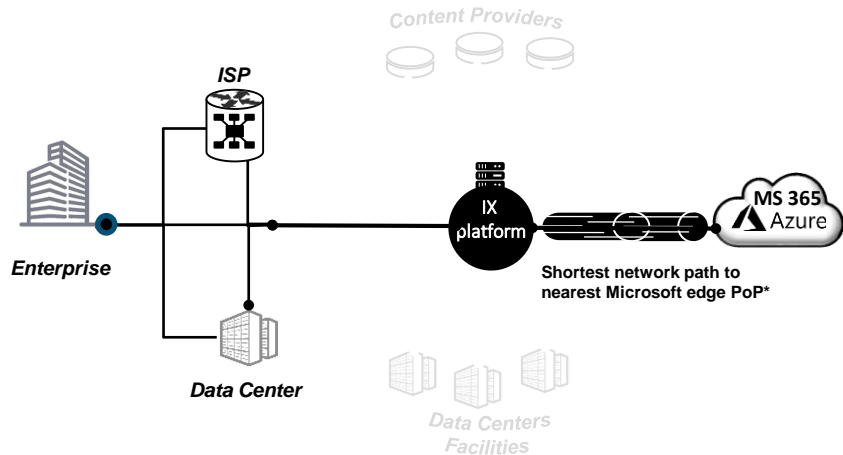
Legal and Regulatory

Market participants

Company strategy

Complexity

Simplified set-up

DE-CIX

Increasing Data Center's attractiveness with Interconnection Services for Enterprises

One access, shortest network path to nearest edge PoP in Microsoft network, SLA-backed, DDoS-free*

Microsoft Azure Peering Services – MS Office 365 and MS Dynamics

Content Providers

ISP

Enterprise

IX platform

MS 365 Azure

Shortest network path to nearest Microsoft edge PoP*

Data Center

Data Centers Facilities

Performance*

Optimized latency

Security

Blackholing

Filtering at the route server

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☑ **Controlled**

Compliance

Vendor-independent

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Complexity

Simplified set-up

DE CIX

example HOCHTIEF

(*): reduction in latency from HOCHTIEF headquarters in Germany to Microsoft Teams within the 365 cloud **went down from 53 to 5 milliseconds – a decrease of 90%.**

Key take-away

New Enterprise demand for Interconnection:

- **Digital everywhere for everything and everyone – Latency is the new currency**
- **Controllability** of their interconnection infrastructure and data flows

New Interconnection fabric for Data Center:

Interconnection services for the digital transformation of Enterprises

Service rich – scalable and customizable services for the digitalization of the enterprises' business models and processes

Network density
(Interconnection or IX platform)

**Network rich** – stimulate interconnection and data traffic, gain efficiency and control.

Neutrality is paramount

Diverse and neutral – avoid vendor-lock-in, increases control and resiliency
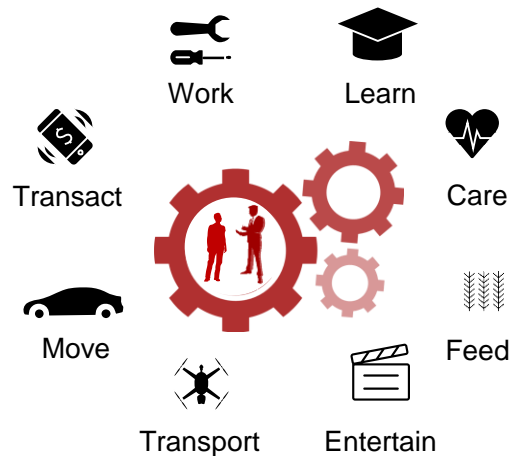
DE CIX

Impact – Enterprises need New Interconnection model bringing them closer to their Customers and Partners

Geographical densification of interconnection infrastructure
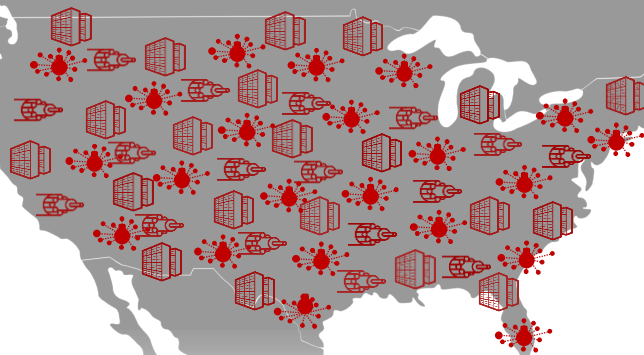
Enterprise specific interconnection services

Work

Learn

Transact

Care

Move

Feed

Transport

Entertain

It's all about the edge

It's all about performance, security, flexibility and cost efficiency

DE-CIX

Enterprises' top Needs and Challenges?

Enterprises' top needs and challenges

Increase Performance

High latency

Strenghten security

DDOS Attacks

IP-Hijacking

Instability of network

Enhance compliance

Vendor lock-in

Legal and Regulatory

Market participants

Company strategy

Reduce complexity

Complexity issues

Controllability of their infrastructures and data flows

New decision-making criteria and Competitive Differentiator for an attractive Data Center Ecosystem

Interconnection services for the digital transformation of Enterprises

Service rich – scalable and customizable services for the digitalization of the enterprises' business models and processes

Every company requires multiple and flexible connectivity options.
e.g. Bloomberg wants to connect to cloud providers, multiple ISPs and access networks.

Network density
(Interconnection or IX platform)

Network rich – stimulate interconnection and data traffic, gain efficiency and control.

Reaching more networks in an interconnection ecosystem creates more opportunities for DC customers to connect with other networks and increase data traffic (reducing complexities and costs while improving latency).

Neutrality is paramount

the new must-have

Diverse and neutral – avoid vendor-lock-in, increases control and resiliency

Enterprise policies and strategic initiatives require redundant and resiliant infrastructure and solutions enabled by multiplicity and diversity of partners.

| Set-up and design | Power | Security | Uptime | Pricing and commercials | *standards* |

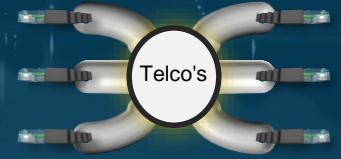# IX's Importance for the Data Centre Ecosystem

Saving Bandwidth Cost

Lowest Latency

Scalable and Secure cloud-based infrastructure services

Telco's

Dynamic Bandwidth on demand

Resilient Network

Attract Colo and Cross connect needs

Single Access Port Services
Peering Service + DirectCLOUD Providers

Access to Multiple Networks

DE-CIX at a glance

DE-CIX Global:

30
Exchanges

2,300+
Connected Networks

500+
Data Centers

DE-CIX India:
World's Fastest Growing Interconnection Platform

4
Exchanges

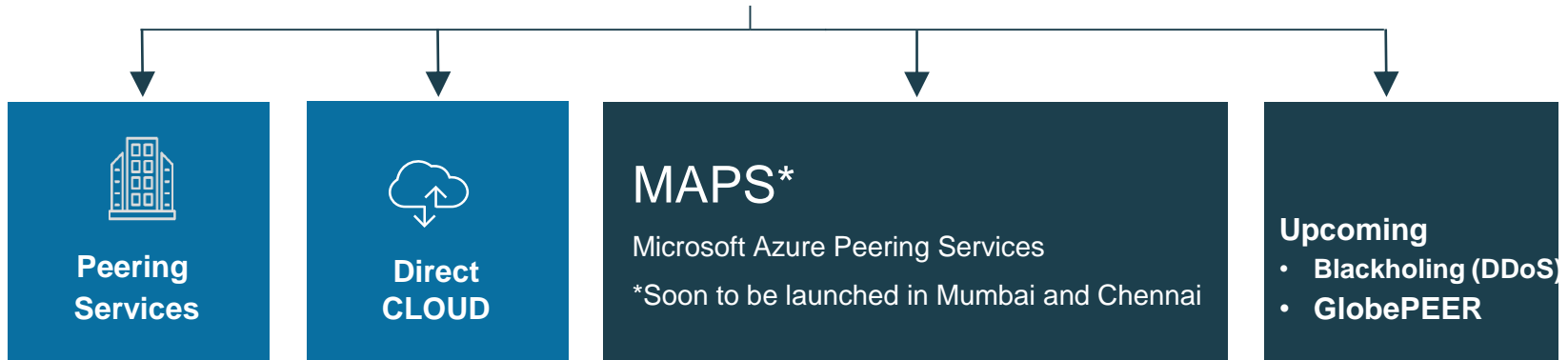**460+**
Connected Networks

15
Data Centers

DE-CIX Mumbai:
Asia Pacific's Largest Internet Exchange Point
amongst 153 Exchanges in 29 Countries.

DE-CIX Service Offering

ONE Access

MANY Interconnection Services

Peering Services

Direct CLOUD

MAPS*

Microsoft Azure Peering Services

*Soon to be launched in Mumbai and Chennai

Upcoming
- **Blackholing (DDoS)**
- **GlobePEER**

DE·CIX

Our Presence

DECIX MUMBAI

Sify Rabale

Web Werks DC2

Netmagic DC5

Netmgaic DC6

GPX Mumbai

ST Telemedia DC

Netmagic DC7

GPX Mumbai 2

DE-CIX DELHI

ST Telemedia Banglasahib

ST Telemedia G K1

Sify Greenfort - Noida

Web Werks - Noida

DE-CIX CHENNAI

Bharti Airtel Santhome

ST Telemedia Chennai

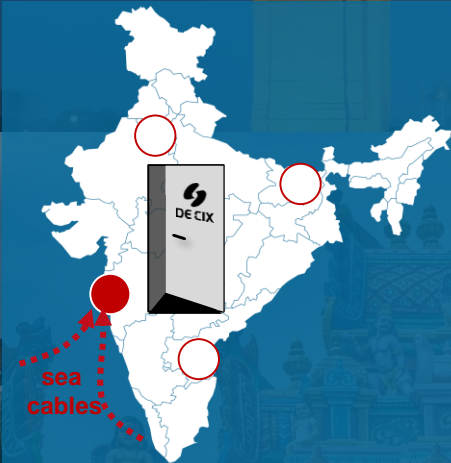## DE-CIX KOLKATA

ST Telemedia Kolkata

Strategic Advantage

India

DE-CIX Mumbai – the biggest IX in APAC and a "must-have" IX to enter the Indian market

sea cables

460+ ASN, 15 carrier neutral data centers

Interconnecting with DE-CIX guarantees compliance with the Indian rules and regulation

APPROVED

Easy and trouble-free partnership

Serve the huge eyeball local demand of the biggest country in the world (1.3+ billion inhabitants)

1.3

Billion inhabitants

Closer to the edge, reduced latency

India's 1st Fully cloud-enabled IXs to best serve enterprises' demand – reach 4 cloud service providers with only 1 access

60+

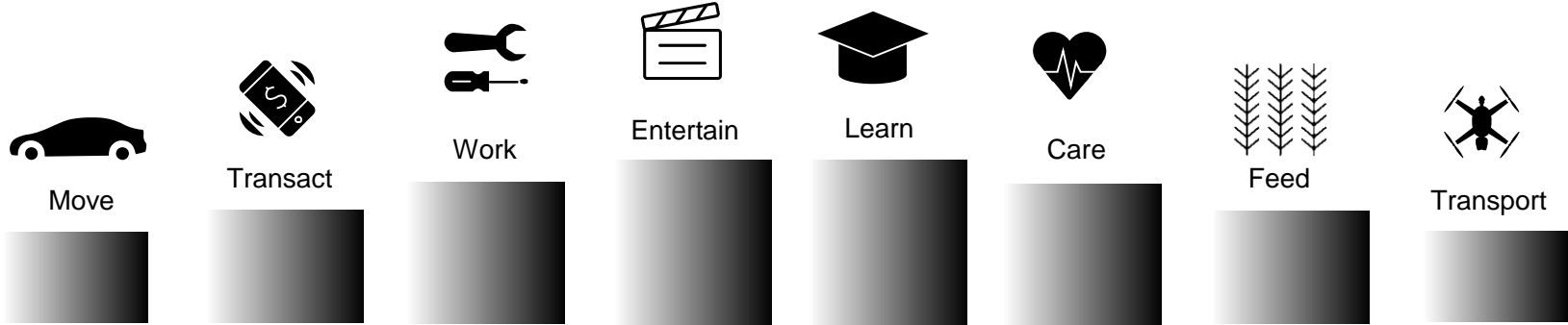Microsoft 365 via DirectCLOUD

DE-CIX

DECIX Interconnection relevance across Verticals in Industries

Move Transact Work Entertain Learn Care Feed Transport

Digital for Everywhere, for Everything and Everyone

Segment Wise Growth (Feb'20 v/s Aug'21)

Segment	Growth
OTT & VOD	1676%
Gaming	1324%
CDN	546%
Social & Online Media	517%
ISP	489%
Hosting	219%

DE CIX

Awards

SUCCESS

DE-CIX

6th time Global Carrier Awards Winner
DE-CIX
honored as
Best Internet Exchange Operator

GLOBAL
ACHIEVERS'
AWARD
2021 India's Most Coveted Award
Recognising Achievements Since 2000
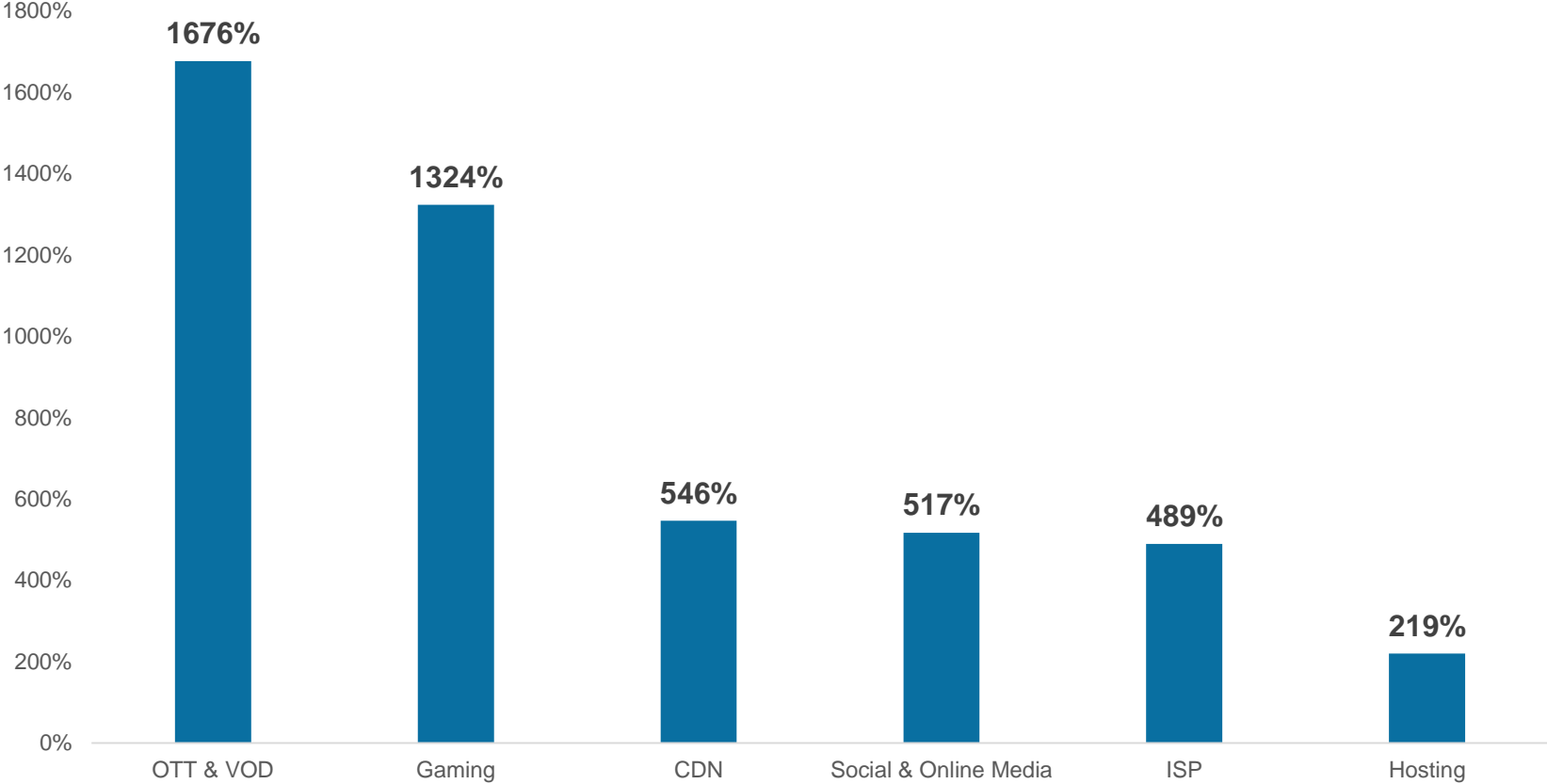
The Fastest Growing Interconnection Platform

presented to

DE-CIX INDIA
Sudhir K Kunder
Country Director

In Recognition of Outstanding Professional Achievement &
Contribution in Nation Building

Harish Chandra
President

S. Ravi Shankar
Hon. Secretary

INDIAN ACHIEVERS' FORUM
Promoting Achievements which Inspire Businesses & Communities

🌐 iafindia.com

Solve your Interconnection Requirements For Tomorrow Today.

DE-CIX India offers a comprehensive interconnection solution. As a comprehensive solution for Peering, Cloud Connectivity, and Private Network Interconnects with a Single Contract and Complete Flexibility.

INTERCONNECT with Us

Mr. Sudhir Kunder, Country Director, DE-CIX India

Mobile No: 9867591722

email id: sudhir@de-cix.in

DE CIX