

## A 'benchmarking' activity for APIX

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# Proposal: Lets explore benchmarking in 2022

- APNIC wishes to invite the APIX membership to consider adopting the Euro-IX 'benchmarking' survey model
- Toyama-San has graciously allowed me five minutes to discuss the idea with you and requested:
  - Let's frame this as a proposal to the membership
  - How about we form a working party to explore the idea
    - ... and conduct a trial to be released for APRICOT 2022

# Benchmarking in Euro-IX

- A 15+ year exercise, surveying the Euro-IX membership
  - Questions formulated by Euro-IX membership
    - Individual responses private
    - Aggregate data shared among the community
- Helps inform the industry participants
  - What's best practice?
  - How can we improve?

# An example

- Let us say APIX membership decide they're interested in reliability:
  - What is the industry currently experiencing across asia for reliability?
  - Whats the spread worst – best & typical?
  - Lets model this as uptime, outage count and the SLA

# An example

- 4 IX are participating
- Benchmarking survey includes a question to “uptime”
  - “enter here the longest period you went without a power outage this last year” \_\_\_\_\_
  - “how many outages a year have you experienced” \_\_\_\_\_
  - “do you aim for 99.9 [ ] 99.99[ ] or 99.999 [ ] uptime

# An example: the answers for this IX

- Benchmarking survey goes to 4 IX
- Benchmarking survey includes a question to “uptime”
  - “enter here the longest period you went without a power outage this last year” \_\_ **3 months** \_\_
  - “how many outages a year have you experienced” \_ **4** \_
  - “do you aim for 99.9 [ ] 99.99[**X**] or 99.999 [ ] uptime

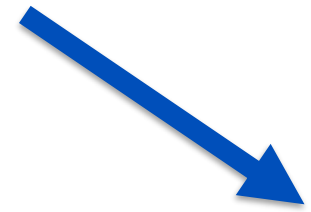
# An example: the answers for all IX

- All 4 IX respond individually
  - Individual responses remain private to the IX
- Benchmarking survey includes a question to “uptime”

Measure	IX 1	IX 2	IX 3	IX 4
Longest period without Power Outage	3 months	6 months	2 years	1 month
How many outages	4	1	0	12
SLA Aimed for	99.99	99.9	99.9	99.999

# An example: published report

- All 4 IX respond individually
  - Individual responses remain private to the IX
- Benchmarking report shows industry trends

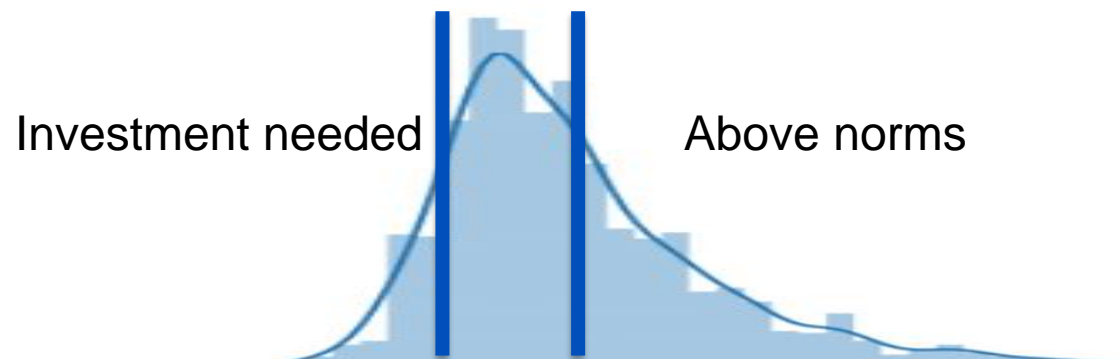


Measure	Average	Best	Worst	(IX 1)
Longest period without Power Outage	8.5 months	24 months	1 month	(3 months)
How many outages	4.25	0	12	(4)
SLA Aimed for	99.94	99.999	99.9	(99.99)



# The Benchmark helps each IX

- Each individual IX can now understand how they perform compared to the normal levels inside the APIX community
  - *Or, compared to Euro-IX, for related questions*
  - The IX can decide if they want to invest in improvements or if they have potential for marketing “above norms”



# The Benchmark helps the community

- IX participants now understand “industry norms”
- The IX industry understands itself better
- Establishes current industry best practice
- Sets goals for the future
- Opportunities for systematic improvement

# How does it work?

- Euro-IX uses ‘Surveymonkey’ as the web engine to run a multi-question engagement
  - Responses are collated by Euro-IX, digested and aggregated
  - A report is circulated to the participants and published to them online (behind the member portal)
  - Abstracts may be used to inform the wider industry
- Each survey informs the next year’s survey
  - What questions do we want to ask ‘ourselves’?
  - What questions just don’t make sense and should be dropped?

# Why do this in APIX?

- APIX is the peer body for IX in the Asia-Pacific region
  - Members across diverse (56) economies
- The IX Federation is interested in helping AP IX understand the worldwide landscape, and equalize service delivery worldwide; the survey would complement Euro-IX deliverable
  - This can help with transit, DC, CDN and other IX participation issues in our region
    - ‘grow the market’ qualities

# Not so fast...

- This is Asia; we need to consider how the Euro-IX model 'fits' patterns of working, organization here
  - Questions need to be reviewed, understood for the local context
- APIX membership and leadership should 'own' this deliverable
  - The idea has been floated in APIX before, but has been held over 'lets look at this later'
  - But this has costs and needs investment?

# APNIC offers the Secretariat function

- APNIC would like to facilitate this model, help explore
  - Euro-IX ‘model’ as a framework — don’t reinvent the wheel
  - APNIC will provide Secretariat support to APIX to implement the survey function
    - Help with constructing/choosing the questions you want
    - We’ll do the legwork running the survey and compiling the results
- Your questions, your report, your deliverable
  - We’d like to explore the model for the DC and ISP community in the future; we benefit from learning how to help do this in the APIX community. We would like to do s/w development in this area

# Can we run a 'field trial' or 'pilot' ?

- Toyama suggests we form an APIX 'ad hoc' group
  - Invite participation from membership, small steering party
  - Examine Euro-IX questions, make a suitable selection
- Propose a 2022 benchmarking survey as a trial run
  - Reflect on outcomes, decide if this is working, repeatable
- APNIC offers Secretariat function to carry this out
  - Euro-IX happy to help with technical/design/process questions

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**Thank you for letting me  
present**





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# Discussion

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**ONLINE**  
13 - 16 September 2021

