



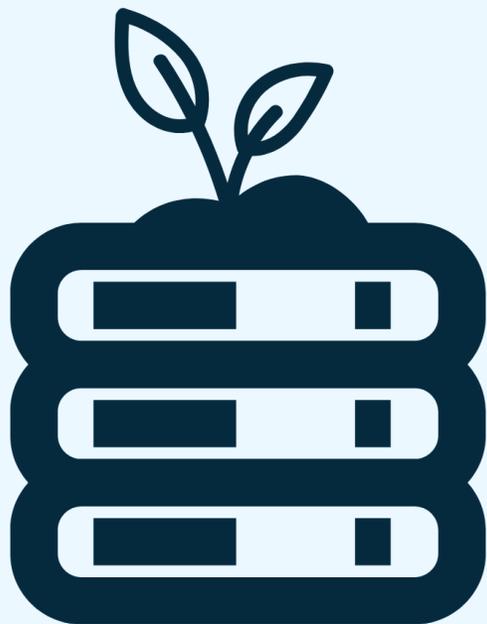
connecting the now.  
innovating the next.

# **From Startup to Standout: Strategies for Growing and Engaging Your IXP Community**

Yolandi Cloete, Community & Academy Manager

DE-CIX

# The Struggle is Real



## For New IXPs:

- Getting new connections is tough
- Finding the right pricing model is challenging
- Building an engaged community from scratch
- Competing with existing IXPs
- Overcoming lack of understanding about the value of an IXP

# The Struggle is Real

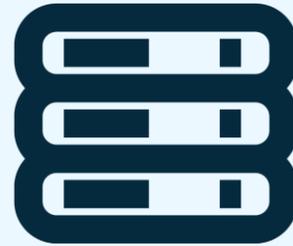
For Mature IXPs:

- What's next? How to keep growing
- Finding new innovations and services
- Expanding reach and infrastructure
- Keeping the community engaged and energized

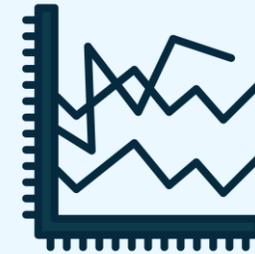
# Building a Strong Business Foundation



Membership Fees



Port Fees



Traffic-Based Fees

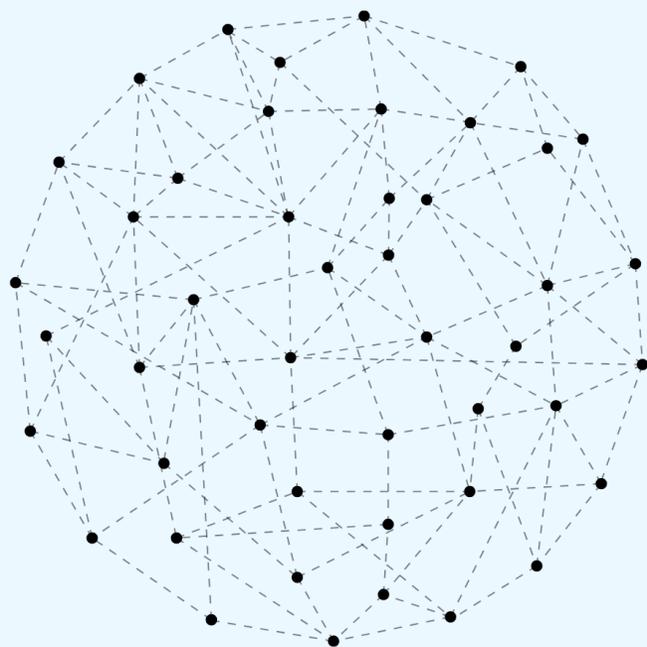
Treat all members equally to prevent future conflicts and ensure long-term viability!

# Fee Summary Table

Fee Type	Description	Example/Notes
Membership Fee	Recurring fee for organizational membership and governance participation	LINX: £100/month
Port Fee	Recurring fee based on port speed/capacity	LONAP: £70–£2,950/month
Traffic-Based Fee	Fee based on traffic volume or congestion	HKGIX: Congestion charge
Setup/Install Fee	One-time fee for initial connection	NZIX: NZD \$2,500 for 40G
Service Fee	Additional services (VLANs, closed groups, remote peering, etc.)	Netnod: separate service fee
Cross-Connect Fee	Fee for physical cabling from participant to IXP switch	Paid to data center

Sources: (*NSF Public Access*, n.d.); (Netnod.se, 2025); (Internet Society, 2014); (Ix.nz, 2024); (Linx.net, 2025)

# Attracting New Peers and Connections



## Outreach:

Approach **local ISPs, content providers, public entities, and cloud service providers** to drive participation.

Leverage tools such as PeeringDB, WhoIs, and BGP.HE Looking Glass to locate relevant local and international ASNs.

# Attracting New Peers and Connections



## Communicating the Benefits:

Communicate in the **local language** and ensure clarity in messaging to highlight your IXP's value proposition.

Enhanced local content delivery, keeping traffic within the region

Significant cost savings (20–60% on bandwidth) through efficient routing

Improved redundancy, ensuring better network reliability.

# Attracting New Peers and Connections

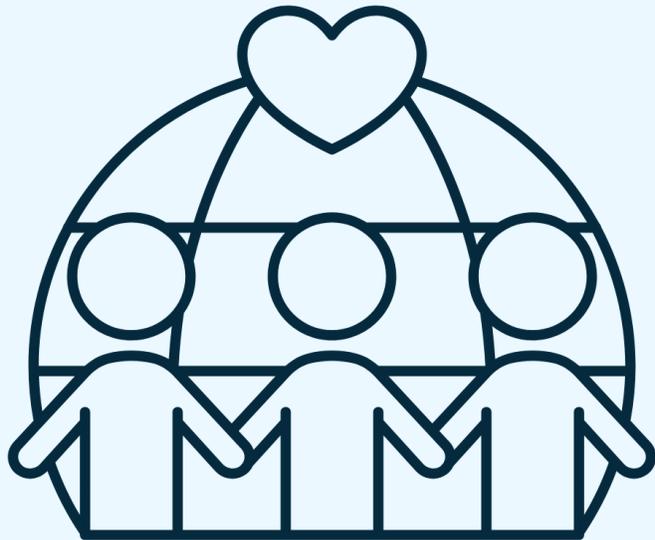
## Community Building & Engagement

Cultivate ownership and trust by involving members in governance and decision-making.

Host annual or bi-annual roundtables for open discussions, feedback sharing, and updates.

Organize engaging events such as:

- Lunch & Learns – educational networking
- Beers with Peers – casual relationship-building sessions.
- Dinner Meetups – informal networking in a relaxed setting.
- Hackathons – collaborative innovation for technical development.



# Engagement: Online and In-Person

## Online and In-Person Strategies



Maintain an informative, up-to-date website with:

- Clear connection policies, pricing, and technical documents
- Real-time statistics (traffic graphs, interconnection matrices)

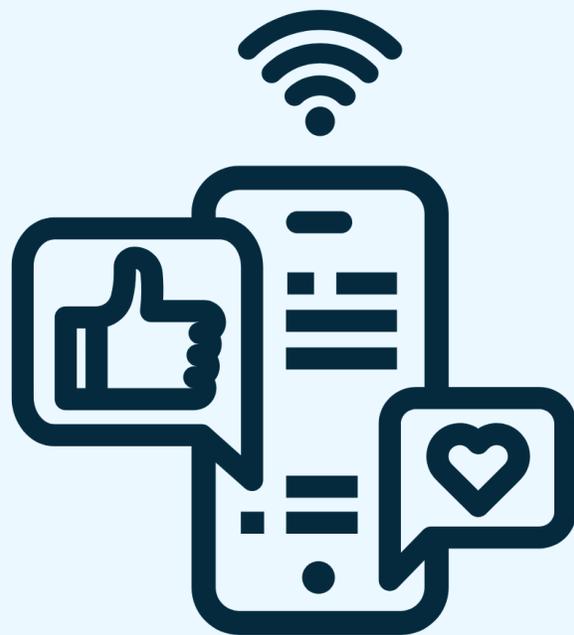
Provide a self-service member portal for easy access to **traffic data, billing, and support.**

Leverage social media to:

- Share news, technical updates, success stories, and upcoming events.
- Expand reach and visibility among potential partners.

# Engagement: Online and In-Person

## In-Person Events & Community Interaction



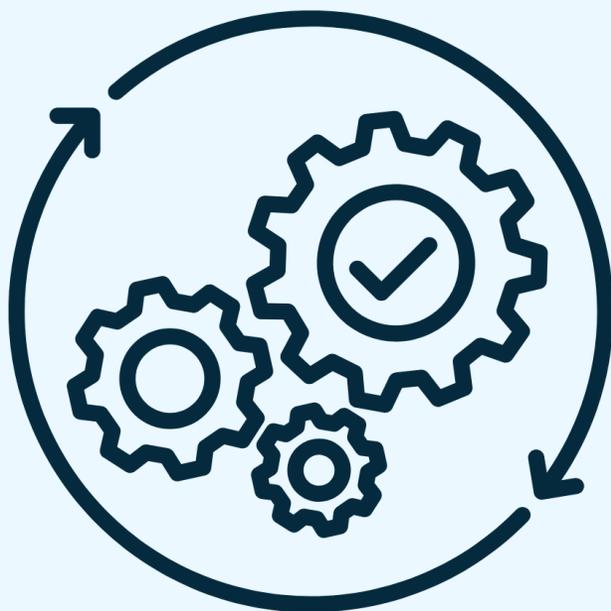
Organize regular roundtables, workshops, and technical forums to encourage knowledge sharing and community-driven discussions.

Host creative networking events such as:

- Storytelling sessions – personal insights from industry professionals
- Seat switch-ups – dynamic networking with rotating discussions.
- Scavenger hunts – fun, interactive ways to build relationships.

Participate in or co-host regional internet governance and technical events to strengthen **visibility and credibility** within the broader community.

# Technical and Operational Excellence



## **Infrastructure and Services**

**Robust Infrastructure** – Ensure a neutral, accessible data center with scalability and strong power/fiber capabilities

**Essential Services** – Provide route servers, DNS anycast nodes, and traffic monitoring tools.

**Clear Technical Support** – Offer detailed documentation and assistance for new members.

**Transparency & Neutrality** – Maintain open policies and strict neutrality to build trust and encourage participation.

# Measuring Success and Planning for Growth



## Metrics to Track

- Number of connected peers and growth rate.
- Total traffic exchanged and peak usage.
- Member satisfaction and engagement levels.
- Participation in events and online platforms.

# Measuring Success and Planning for Growth



## Advanced Metrics

**Annual Innovation Projects** – Track completed R&D, automation, and technical upgrades (e.g., SDN deployments, security features, analytics tools).

**Innovation Adoption Rate** – Measure the percentage of members utilizing new services (e.g., blackholing, DDoS mitigation, SDN-based routing).

**Workshops & Training Participation** – Track member involvement and qualitative feedback on knowledge-sharing sessions.

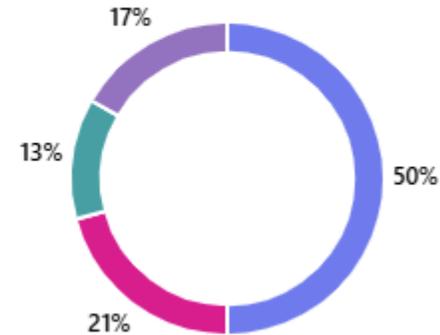
**Collaboration & Research** – Measure engagement in joint research, pilot programs, and contributions to standards bodies.

**Member Improvement Proposals** – Measure suggestions submitted and the percentage implemented annually.

# Results from AF-IX

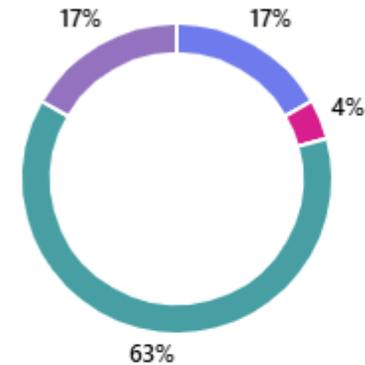
1. What is the biggest barrier you've faced (or anticipate facing) when launching an IXP? (0 point)

● Attracting initial peers	12
● Finding the right pricing model	5
● Building community trust	3
● Competing with existing IXPs	4
● Explaining the value of an IXP	0



3. What should be the top priority for a mature IXP? (0 point)

● Expanding infrastructure	4
● Launching new services	1
● Deepening community engagement	15
● Improving operational efficiency	4
● Exploring new markets	0



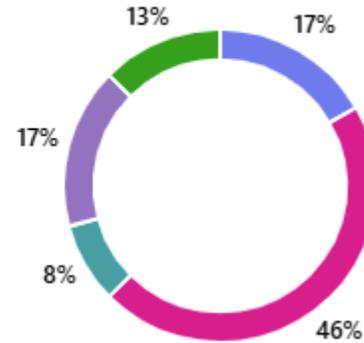
**This presentation was first delivered at the AF-IX meeting in August 2025.**

**Here are some of the key results from the survey.**

# Results from AF-IX

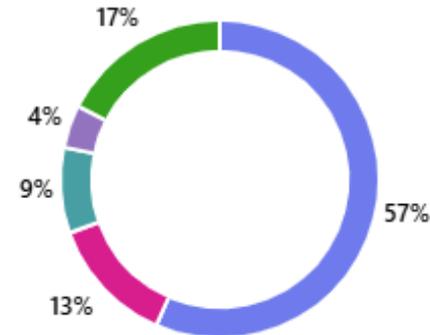
7. What online channel has been most effective for your IXP outreach? (0 point)

● Website	4
● Social media (LinkedIn, Twitter, etc.)	11
● Email newsletters	2
● Member portal	4
● None / Not sure	3



10. What's your biggest operational concern today? (0 point)

● Infrastructure scalability	13
● Service reliability	3
● Technical support availability	2
● Vendor lock-in	1
● Maintaining neutrality	4



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**Here are some of the key results from the survey.**

# Time for a Survey & Discussion

## Categories

For New IXPs – Question 1 & 2

For Mature IXPs – Question 3 & 4

Community & Engagement – Question 5 & 6

Online & In-Person Engagement – Questions 7 & 8

Technical & Operational Excellence – Questions 9, 10, 11



# Conclusion Slide

**Let's keep building, connecting, and scaling  
because the success of IXPs is the success of  
the internet itself.**



# Thank You!

**Contact Info: [Yolandi.Cloete@de-cix.net](mailto:Yolandi.Cloete@de-cix.net)**