



THE OIX VALUE PROPOSITION

OIX has created best-of-breed, ANSI certified standards for Internet Exchange Providers (IXP OIX-1), Data Center Providers (DC OIX-2), and Edge Data Center Providers (Edge OIX-3). In conjunction with network carriers, cloud service providers, data center operators, hyperscalers and IXPs, OIX enables an ecosystem that is mutually beneficial to each of these providers and operators, as well as customers of the services.

OIX standards and Certifications are available to all organizations that strive to adopt industry leading engineering and operating best practices across the globe. Becoming certified signifies that you are not only adopting the standards, but that the global and authoritative Internet user and operator community of OIX has jointly certified your operations and provides you with the right to utilize its certification marks so that the public can easily identify a certified OIX IXP or OIX Data Center and enjoy the benefits that it brings.

In addition to maintaining standards, OIX provides actionable information and intelligence about the interconnection landscape. Our first product is the Interconnection Navigator, which provides an interface for researching and visualizing interconnection and IXP data from PeeringDB. OIX will continue to respond to community requirements with additional products and services offered free of charge.

Specific value is offered to the entire global interconnection ecosystem:

Customer

OIX certification signifies to the end customer that the facility or IXP is offering fair and non-discriminatory access to interconnection and is therefore likely to have a greater selection of peers, carriers, content, and cloud service providers that previously might not have been available. This creates significant benefits for customers from latency gains and efficiency in routing to cost savings on backhaul. Additionally, the availability of many peers offers flexibility in network design which can result in greater network resiliency and security.

Internet Exchange Provider (IXP)

OIX certification encourages IXPs to penetrate new markets or geographies, as well as expand partnerships amongst multiple data centers. Many IXPs are not-for-profit and seek expansion for altruistic reasons, such as expansion of Internet services and reach, as well as for improved latency for new services. OIX standards offer a clear technical and operating framework that is developed by the Internet community, thereby offering emerging IXPs the necessary information to develop international network ecosystems.



Data Center Provider

OIX certification allows traditional and edge data centers to attract a new ecosystem centered around interconnection. This ecosystem consists of the IXP, carriers, hyperscalers, and content providers. OIX certification signifies that a data center is designed and operated to our community-developed standard, and offers access to interconnection on a fair and reasonable basis. Adoption of the OIX standards will often attract IXPs, who enable existing customers and new networks to exchange traffic locally. There may also be an increase in the availability of carrier options in the data center given networks will gain added benefit from colocating there.

Carrier

OIX certification empowers carriers to provide interconnectivity between IXP locations to the IXP, data center, and end customer. Carriers can also benefit from early adoption of new IXP locations as many of the incumbent locations provide a much greater degree of competition. Both transit and transport services can be offered through the IXP.

Cloud Service Provider

OIX certified entities can benefit a cloud service provider by offering a platform for easy distribution of services. Separate network-to-network interface (NNI) or cross connects for each customer are no longer needed. Additionally, the customer should benefit from a more direct connection than would otherwise be available by accessing the provider over the Internet.

About OIX

Originally created to enhance transparency in pricing physical infrastructure safety, the OIX association is a self-regulated Internet community effort that aims to improve the landscape of Internet peering and interconnection globally. Since 2014, OIX has encouraged the development of neutral and distributed interconnection ecosystems via IXPs by promoting uniform, cost-efficient standards of performance for interconnections backed by the Internet community.