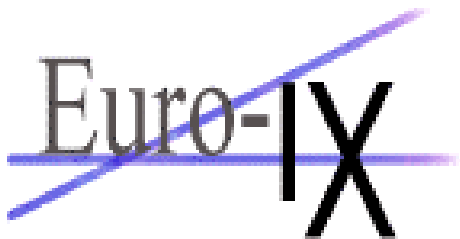


# IXP Customer View Workshop



# Introductions

- Company
- Role within Company

~~Euro-IX~~

# General

- What does the ideal IX look like ?
- What are the (minimal) requirements for an IX ?
- What are the definite no-go's ?
- Can you tell us your peering policy ? or is this this off limits ?

~~Euro-IX~~

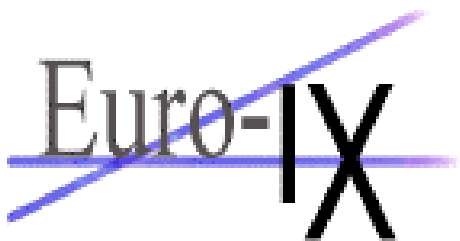
# Commercial/Financial

- Is commercial vs. non-profit really an issue ?
- Is pricing an issue ?
- Do you consider flat fee more useful than volume based charging (or the contrary) ?
- Do you look at ROI ?
- Do you make break-even calculations, or is being at an IX also important marketing-wise ?

~~Euro-IX~~

# Operational

- Are SLA's at IXes useful ?
  - How would you like to see that ?
- What operational criteria do you use for/if comparing IXPs
- What are the top 3 operational criteria an IXP must meet?



# Promotional / Marketing

- Do you tell your customers/prospects about your presence at IXes ?
- Does presence at an IX add value to your service/company ?
- Do you ever call an IX to discuss your wishes with an IX rep ?
- Do you take IXes for granted ?

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# Organisational

- Do you believe that having a vote in the IX GM is useful ? (where applicable)
- What do you think it's important for you to be able to influence at an IXP
  - In what ways?
- How often do you approach fellow members/customers on technical issues at the IX ?
- How often do you approach fellow members/customers on non-technical issues at the IX ?

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# Conclusive

- How do you see the future for IXes ?
- What should we be concerned about ?

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Questions ?

Answers ?

~~Euro-IX~~