



FUNCTIONAL LEARNING DEMOS

Internet Exchange Expanded Configurations

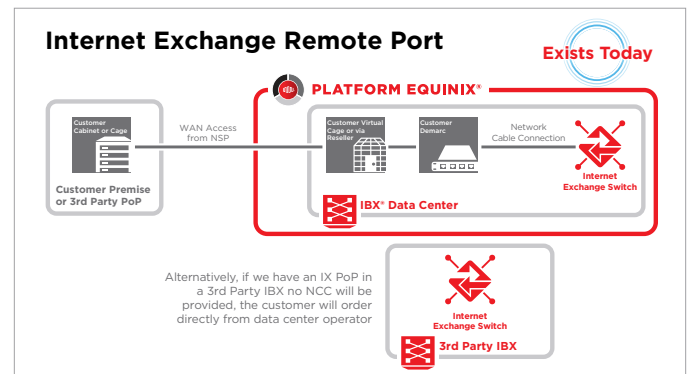
RUPINDER RANDHAWA, Principal Product Manager, Interconnection

Hello! I'm Rupinder Randhawa, Principal Product Manager at Equinix.

This presentation will describe the updates made to the Equinix Internet Exchange product in the August 2019 release.

Equinix Internet Exchange, or IX, is accessible to more customers within a metro. We now have options if the customer's equipment is located in a Building Meet Me Room, or if connecting via a third party.

The most basic configuration, where the customer is collocated in the same data center as the IX switch, remains as it does today. This is simply referred to as **Internet Exchange**.



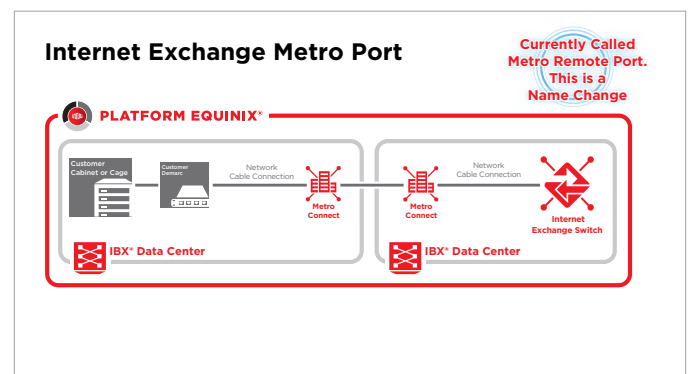
IX and ECX Configurations Comparisons

New choices and nomenclature are consistent with ECX giving customers a coherent Equinix experience

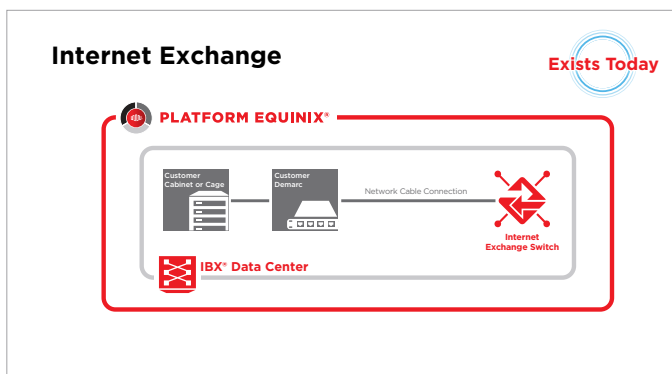
Current Status	Internet Exchange	Cloud Exchange
Exists Today	Internet Exchange	Cloud Exchange
Exists Today	Internet Exchange Remote Port	Cloud Exchange Remote Port
Name Change	Internet Exchange Metro Port	Cloud Exchange Metro Port
New Proposal Old Name	Internet Exchange Metro Remote Port	Cloud Exchange Metro Remote Port
New Proposal	Internet Exchange Extended Port	Cloud Exchange Extended Port
New Proposal	Internet Exchange Extended Metro Port	Cloud Exchange Extended Metro Port
Exists Today	Internet Exchange Private VLAN	

An **IX Remote Port** is also unchanged. This is when a customer connects remotely from the customer site, 3rd party POP or IX POP, via a virtual cage or reseller.

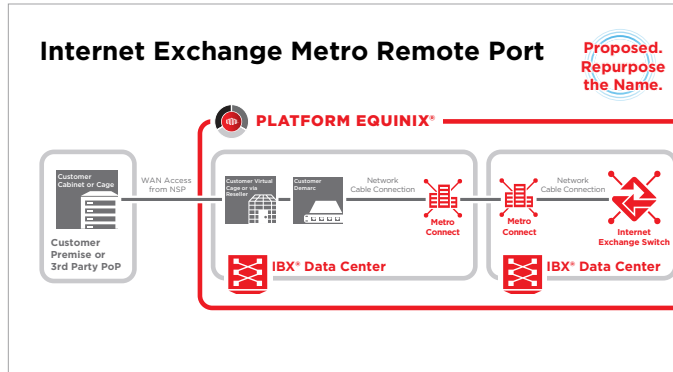
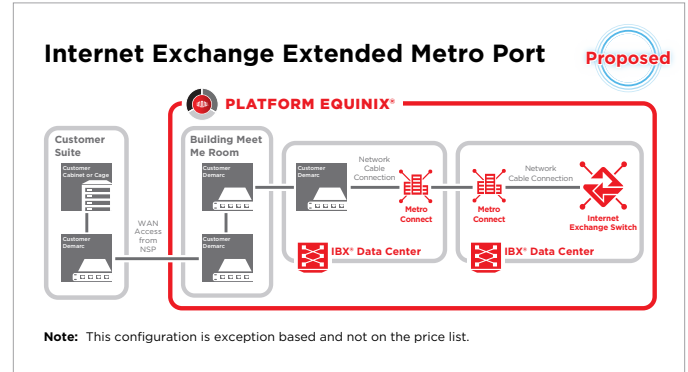
The options and naming convention matches what we have done with the Equinix Cloud Exchange or ECX product. Although still separate services, they can now be accessed in very much the same way.



This **IX Metro Port** configuration exists today but was called Metro Remote Port. The name has been changed to make it clear that a non-Equinix location is not used on the A-side,

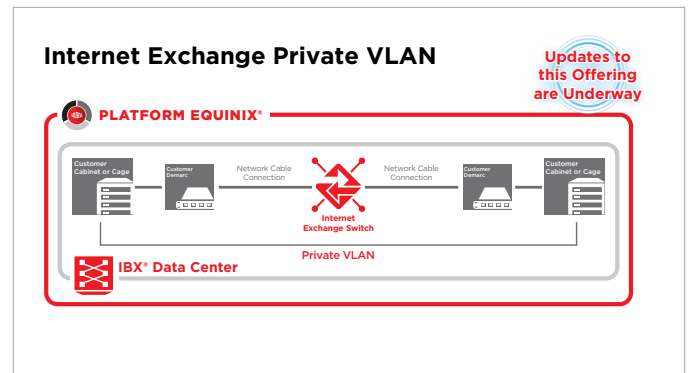


and to match the naming convention used by ECX. Here the customer is in an Equinix data center, but has to connect to the IX switch via a Metro Connect, or MC circuit. Note that the need for an MC circuit is taken care of by the ordering tools, so the customer or Sales person doesn't have to know where it is needed.

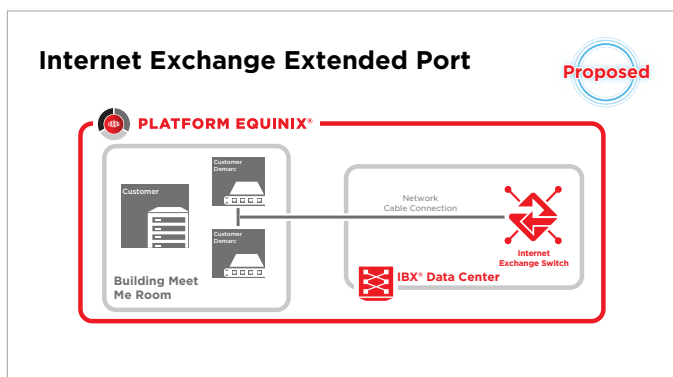


IX Extended Metro Port is also new. In order to reach the IX switch, we use an MC circuit, Building Meet Me Room and remote location options. Note that this configuration is exception based and may not be on the price list.

The **IX Metro Remote Port** is a new configuration but uses the old name. Here we show that the customer A-side location starts from either the customer site or third party PoP to a virtual cage or reseller.



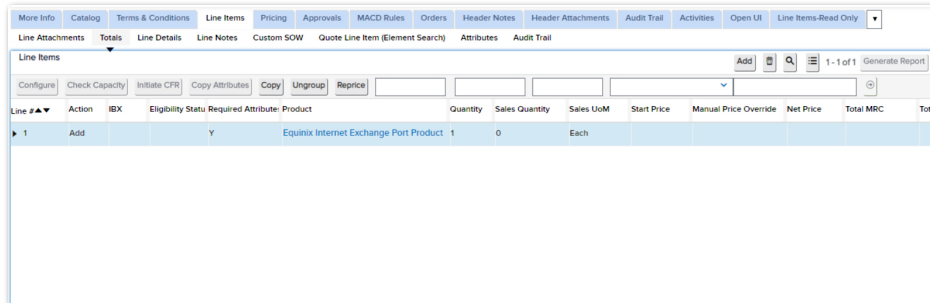
Lastly, **IX with Private VLAN** is shown as informational only. This has not changed and is here to complete all the configuration options available to a customer.



The **IX Extended Port** is new and comes into play when the customer uses a Building Meet Me Room.

Siebel entry for Internet Exchange Flavors

Start by selecting the “Equinix Internet Exchange Port Product” POF.



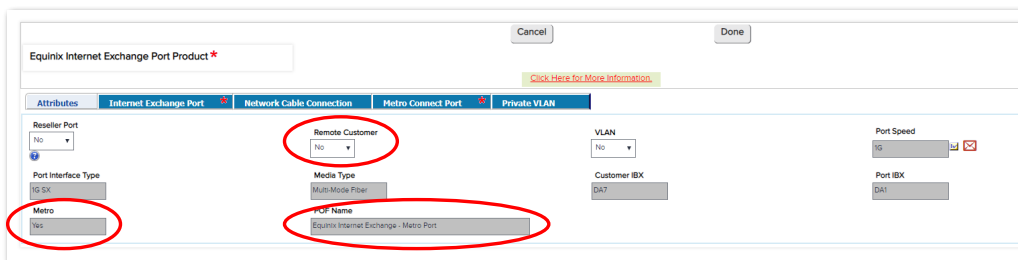
This section will show the Siebel Quoting and Ordering flow.

Start by selecting the Equinix Internet Exchange Port Product POF.

Siebel entry for Internet Exchange Flavors

Internet Exchange Metro Port:

- IBX selected will indicate if Metro is Yes or No. All Metro regional rules still apply.
- Remote Customer = No

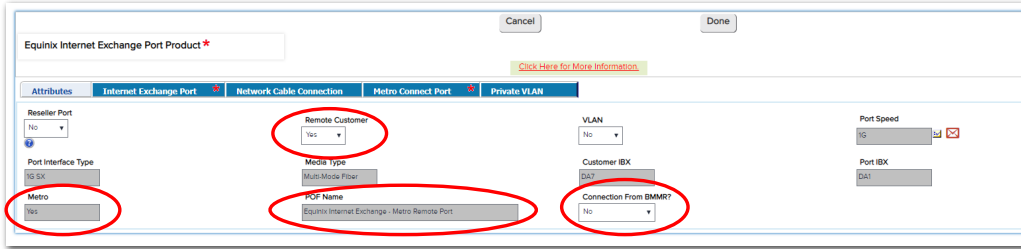


When selecting the IBX, the tool will automatically indicate if a metro connection is required or not. All the standard metro regional rules still apply. To show an example of an IX Metro port, we have selected an IBX where Metro is indicated as YES. Since it's a standard IX Metro, we have Remote Customer selected as NO.

Siebel entry for IX Metro Remote Port

Internet Exchange Metro Remote Port:

- IBX selected will indicate if Metro is Yes or No. All Metro regional rules still apply.
- Remote Customer = Yes
- Connection to BMMR = No



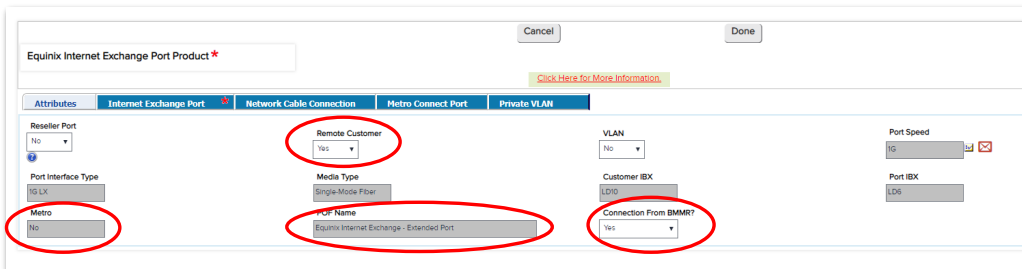
The screenshot shows the Siebel configuration interface for 'Equinix Internet Exchange Port Product'. The 'Internet Exchange Port' tab is active. Key fields are circled in red: 'Metro' is set to 'Yes', 'Remote Customer' is set to 'Yes', 'Media Type' is 'Multi-Mode Fiber', 'POF Name' is 'Equinix Internet Exchange - Metro Remote Port', and 'Connection From BMMR?' is set to 'No'. Other fields include 'Reseller Port' (No), 'Port Interface Type' (IG SX), 'VLAN' (No), 'Customer IBX' (D37), 'Port Speed' (1G), and 'Port IBX' (D31).

In this second example, if the Remote Customer is YES, and BMMR is NO, we therefore have the example of an IX Metro Remote Port option.

Siebel entry for IX Extended Port

Internet Exchange Extended Port:

- IBX selected will indicate if Metro is Yes or No. All Metro regional rules still apply.
- Remote Customer = Yes
- Connection to BMMR = Yes



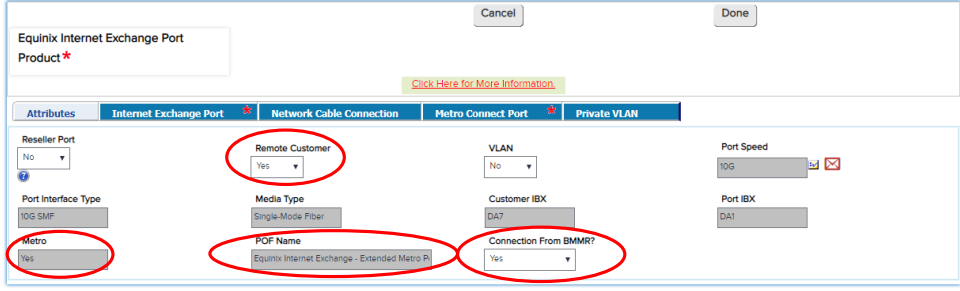
The screenshot shows the Siebel configuration interface for 'Equinix Internet Exchange Port Product'. The 'Internet Exchange Port' tab is active. Key fields are circled in red: 'Metro' is set to 'No', 'Remote Customer' is set to 'Yes', 'Media Type' is 'Single-Mode Fiber', 'POF Name' is 'Equinix Internet Exchange - Extended Port', and 'Connection From BMMR?' is set to 'Yes'. Other fields include 'Reseller Port' (No), 'Port Interface Type' (IG LX), 'VLAN' (No), 'Customer IBX' (LD10), 'Port Speed' (1G), and 'Port IBX' (LD6).

Here we have Metro as NO, Remote as YES and BMMR as YES. Hence, it is an IX Extended Port configuration.

Siebel entry for IX Extended Metro Port

Internet Exchange Extended Metro Port:

- IBX selected will indicate if Metro is Yes or No. All Metro regional rules still apply.
- Remote Customer = Yes
- Connection From BMMR = Yes



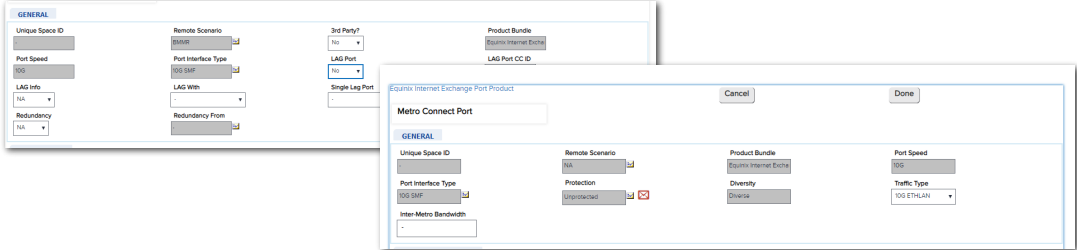
This IX Extended Metro Port option shows Metro as YES, Remote as YES and BMMR as YES.

Siebel entry for Internet Exchange Parameters

Other Internet Exchange parameters do NOT change:

- Redundancy
- LAG
- Protection

Remain as before.



The follow-on options do not change. This is where selections for Redundancy, LAG and Protection can be made.

Siebel entry for IX Extended Metro Port

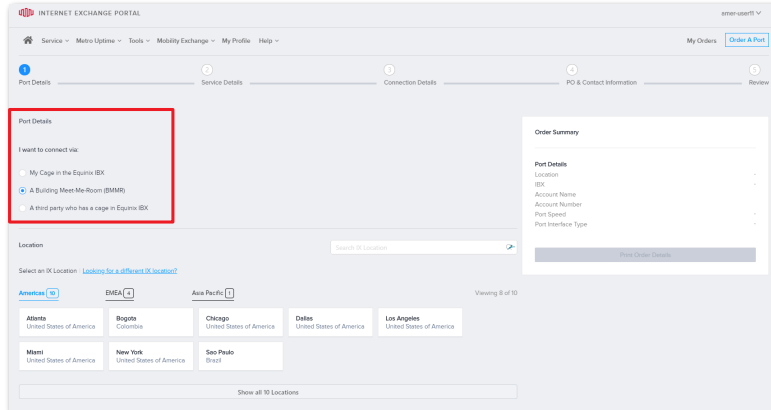
Quote Print Example

IBX: DA7								
Address: 6653 Pinecrest Dr, Plano, United States, 75024								
Product Code	Product Description	Qty	UoM	Unit Pricing		Total Charges		
				NRC	MRC	NRC	MRC	
IX00008	Equinix Internet Exchange - Extended Metro Port	1	Each	-	\$0.00	\$0.00	\$0.00	
IX00008	Equinix Internet Exchange - Extended Metro Port- Installation Fee - 10G	1	Each	\$0.00	-	\$0.00	-	
IX00001	Internet Exchange Port- 10G	1	Each	-	\$0.00	-	\$0.00	
CC00001	Network Cable Connection	1	Each	-	\$0.00	-	\$0.00	
MC00001	Metro Connect Port	1	Each	-	\$0.00	-	\$0.00	
EXT00001	Building Meet Me Room Extension	1	Each	-	\$0.00	-	\$0.00	
Section Total						\$0.00	\$0.00	

Once complete, the Quote Print will show the configuration selected in the top row.

Internet Exchange Ordering via Portal

For the **Extended** flavors, start from “A Building Meet-Me-Room”.

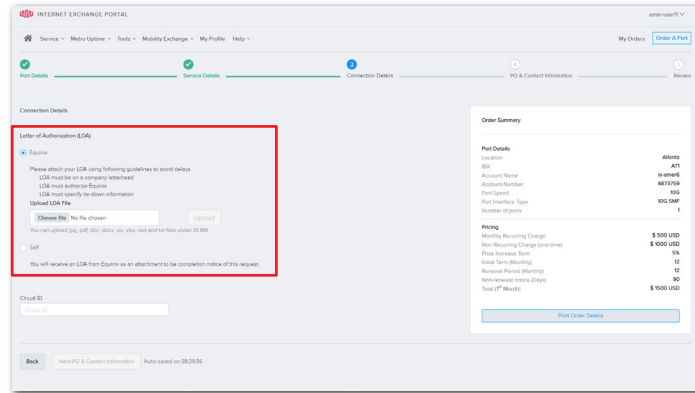


When ordering through the portal, the flow is unchanged from before. The key here is the starting point for ordering an IX port. As you can see, you immediately select between my cage, BMMR or 3rd party. The tool will therefore select the appropriate configuration steps as the user goes through the port ordering flow.

Internet Exchange Ordering via Portal

Continue with Port Details.

When on Service Details, select the appropriate “Letter of Authorization (LOA) option”.



INTERNET EXCHANGE PORTAL

Service - Metro Update - Tools - Mobility Exchange - My Profile - Help

My Orders [Order a Port](#)

Port Details Service Details **Connection Details** PO & Contact Information Review

Connection Details

Letter of Authorization (LOA)

Equip

Please attach your LOA using following guidelines to avoid delays
 LOA must be for a company internet
 LOA must authorize Equinix
 LOA must specify service information

Upload LOA File

No file chosen

You can upload jpg, gif, doc, docx, xls, xlsx, tsv and csv files under 10 MB.

Self

You will receive an LOA from Equinix as an attachment to be completion notice of this request.

Circuit ID

Auto-saved on 08/20/16

Order Summary

Port Details

Location	Atlanta
ASN	AS7
Account Name	In-amed
Account Number	4827019
Port Speed	10G
Port Interface Type	10G SFP
Number of Ports	1

Pricing

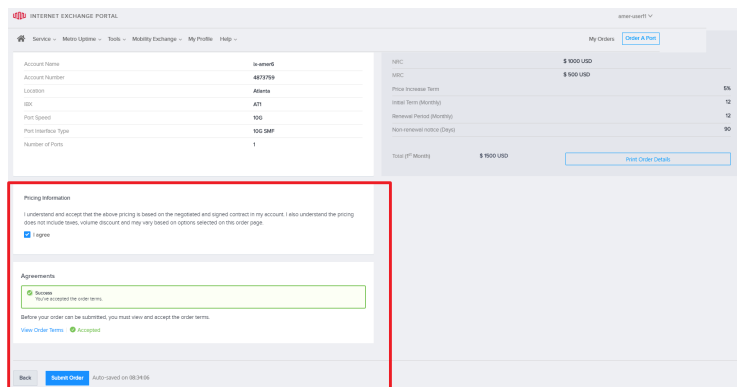
Monthly Recurring Charge	\$ 500 USD
Non-Recurring Charge (one-time)	\$ 500 USD
Price Increase Term	12
Initial Term (Months)	12
Renewal Period (Months)	12
Non-renewal notice (Days)	90
Total (1 st Month)	\$ 1000 USD

When starting from a BMMR, the LOA or Letter of Authorization becomes a requirement. Upload the LOA then proceed.

Internet Exchange Ordering via Portal

Continue with Connection Details.

Review your order, accept the pricing and terms, then Submit.



INTERNET EXCHANGE PORTAL

Service - Metro Update - Tools - Mobility Exchange - My Profile - Help

My Orders [Order a Port](#)

Account Name In-amed
 Account Number 4827019
 Location Atlanta
 ASN AS7
 Port Speed 10G
 Port Interface Type 10G SFP
 Number of Ports 1

NYC \$ 500 USD
 LAX \$ 500 USD
 Price Increase Term 12
 Initial Term (Months) 12
 Renewal Period (Months) 12
 Non-renewal notice (Days) 90
 Total (1st Month) \$ 1000 USD

Pricing Information

I understand and accept that the above pricing is based on the registered and signed contract in my account. I also understand the pricing does not include taxes, volume discount and may vary based on credits entered on the order page.

I agree

Agreements

Review

I agree

Before your order can be submitted, you must view and accept the order terms.

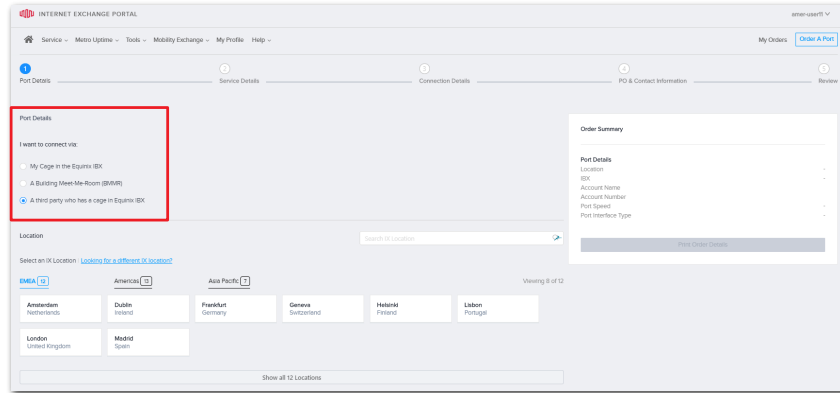
[View Order Terms](#) Accepted

Auto-saved on 08/24/16

As before, you can review, accept and submit.

Internet Exchange Ordering via Portal

For access from Remote or Third Party flavors, start from “A third party who has a cage in Equinix IBX”.

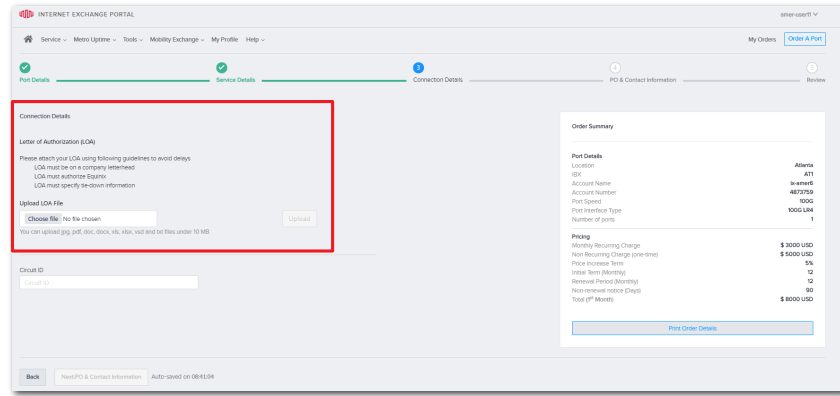


When starting from a 3rd party, the flow is very much the same as with the BMMR example.

Internet Exchange Ordering via Portal

Continue with Port Details.

When on Service Details, upload the “Letter of Authorization (LOA)”.

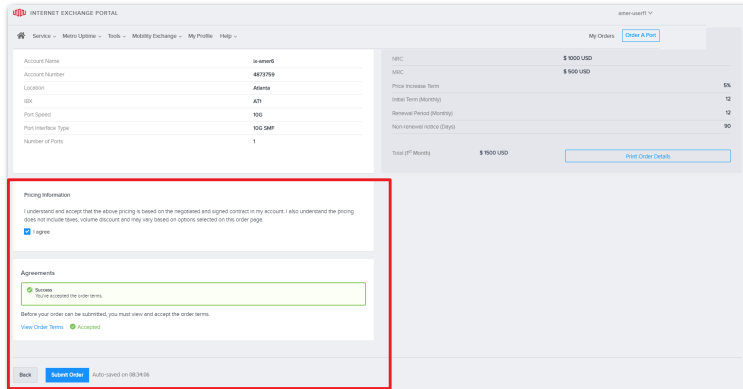


Upload the LOA.

Internet Exchange Ordering via Portal

Continue with Connection Details.

Review your order, accept the pricing and terms, then Submit.



The screenshot displays the 'INTERNET EXCHANGE PORTAL' interface. On the left, there is a form with fields for Account Name (to-amer), Account Number (487559), Location (Atlanta), ISP (AT&T), Port Speed (10G), Port Interface Type (10G SMP), and Number of Ports (1). On the right, a summary table shows: NDC (\$ 9200 USD), WDC (\$ 900 USD), Price Increase Term (5%), Order Term (Monthly) (12), Renewal Period (Priority) (12), and Non-renewal Notice (Days) (90). The total for 12 months is \$ 9000 USD. Below the summary, a 'Pricing Information' section contains a checkbox for 'I agree' which is checked. An 'Agreements' section shows a green box with 'Success' and 'You've accepted the order terms.' A 'View Order Terms' link is also present. At the bottom, there are 'Back' and 'Submit Order' buttons, with a note 'Auto saved on 08/14/16'.

Review, accept and Submit. That completes the ordering flow through the portal.

Internet Exchange Pricing

Pricing Information can be retrieved from the Sales Intelligence site as before:

Sales Intelligence

- Deal Structuring & Pricing
- Now by Region: - AMER or - EMEA or - APAC

<https://salesintelligence.gosavo.com>

Thanks for watching.