

Notes:

- I'm still trying to refine the title, I don't like the one below
- As a courtesy, an individual associated with "Colo C" should be made aware of this presentation before it's given. I would prefer to be the one to do that.

Working Title: Encroaching on the Incumbents: Lessons Learned

Approximate run time: 20 minutes

Abstract: Brief history of how IXs have evolved over the years, and not always in a good way. In this presentation, we'll review my attempt at modernizing the interconnection landscape in Los Angeles, while embracing the open ideology of the industry's past.

Outline:

1. Quick background on me
 - a. Peering fanboy @ MorePeering
2. History on how IXs operate
 - a. Years ago: "Hey friend, can I grab a port?" "Sure!"
 - b. Today: 38 step process that involves lawyers and statisticians
 - c. We probably want more of the former, less of the latter
3. How and why did I end up in LA?
 - a. Beer
 - b. Lobby bar conversation at NANOG
 - c. Lacking a colo neutral IX (that was a pure play IX, or had reasonable and non-discriminatory pricing)
4. What was all of this supposed to look like?
 - a. Flat rate pricing
 - b. 95th pricing
 - c. Redundancy/diversity model
 - d. Buy IX like you buy transit
5. Startup Style
 - a. Self funded
 - b. Keep things lean, but have plans for how to grow intelligently
 - c. Colo (per-U) with friendly operators in each site
6. Site selection
 - a. "Colo C"
 - i. Has several third party IXs already in their space, many are listed on PDB
 - ii. I foolishly assume they're IX friendly
 - b. "Colo E"
 - i. Has an established history of "disliking" third party IXs in their space
 - ii. I foolishly assume they're not IX friendly
 - c. Turns out, I'm foolish, and got both assumptions wrong
7. Where things go wrong
 - a. "Colo C" asks PDB staff to remove us from their colo

8. Pivot
 - a. Dark fiber build! ("Fiber Co")
 - i. Fun story involving third party dark tails and street-meets
 - b. Colo operators don't want to lose their fiber providers
 - c. Get dedicated space in "Colo E"
 - d. Profusely apologize to friend who offered space in "Colo C"
9. Where things go wrong (again) -> Lessons learned
 - a. Verbal commits are easy
 - b. Getting networks to order the cross connect is hard
 - c. Getting those cross connects plugged in is even more difficult
 - d. Being in the business of selling your customers to other customers sounds great, but without customers, there's nothing to sell
 - e. The dark fiber we were "forced" to build is what saved my wallet
 - i. 100% leased
 - ii. Asset (with leases) sold to institutional investor
10. MorePeering is now LessPeering
 - a. Questions?