

DISTRIBUTION OF NIXI CONNECTIVITY THROUGH ISPS

In an inter-connected internet world, it is common for larger telcos and ISPs to sell bandwidth to smaller ISPs, who also compete with the larger telco/ ISP for retail customers. At a larger level, the larger telcos/ ISPs are effectively selling the point-to-point connectivity between the smaller ISP and international gateways.

Today, content traffic and local inter-operator traffic accounts for as much as 75-80% of all internet traffic, and the general internet traffic (through international gateways) accounts for the balance 20-25%. Thus, today the importance of content traffic & local traffic aggregators, which are the Internet Exchanges (IXPs), is lot more than that of international gateways.

Internet Exchanges need to look at distribution strategies similar to that of general internet. The conventional approach of customer coming to a handful of your exchange points would not be adequate. As for general internet, one needs to deliver connectivity near to the ISPs place of operation.

Until now, NIXI was offering connectivity to cater to regional (not national) inter-operator traffic. This traffic is perhaps under 10% of an ISP's traffic, and mostly an ISP would not be able to assess this portion of the traffic and hence would not find merit in connecting with NIXI. As NIXI ventures deep into distributing the content traffic, which accounts for 65-70% of the traffic, and also potentially enable handling of national (and not just regional) inter-operator traffic by inter-connecting its nodes, the attractiveness of connecting with NIXI would increase manifold for an ISP.

Larger ISP's Responsibility:

- Co-location space in a well-connected data centre of the target state/ city
- Point to Point (P2P) link between NIXI's main node to the target mini node
- Deployment and management of all hardware required at target mini node location, including L2/ L3 switch
- Marketing & Support to customer ISPs in target locations

NIXI's Responsibility:

- Formally authorize larger ISP to act as NIXI's partner for bringing ISP's to connect to the mini Node
- Compensate the larger ISP for its cost of operations through revenue share and/ or fixed payouts

NIXI is now expanding from existing 19 IXPs to approx. 75 IXPs during current financial year.
(List enclosed)

NIXI is inviting interested “IXP Partners” at locations which are enclosed at annexure-II.
Distribution of responsibilities between NIXI & IXP-Partners will be as below:

<u>IXP-Partner:</u>	<u>NIXI’s Responsibility:</u>
I. Undertake maintenance of IXP	I. Build up complete IXP with Data centre, switch & routers, P2P connectivity etc.
II. Co-ordination with ISPs/Data centre	II. Pay regular rent of data center Electricity, Water and P2P rent
III. Marketing efforts	III. All administrative, policy co-ordination
IV. Regular technical works like optimisation, traffic check etc	
V. Co-ordination with NIXI acquisition partner, Data centre,Hardware/ Software vendor, P2P vendor	
VI. Persuasion and collection of bills	

NIXI will share 30% revenue collected with IXP Partners.

Interested organisations may apply with following details by 15th Feb, 2022 on nixi@nixi.in:

- Name:
- Year of Incorporation:
- Average turnover of last 3 financial years:
- Experience in ISP/IXP/Networking/
Routing in no. of years:
- Name, Designation, Educational Qualification
& Experience of employees intends to execute the work:
- Contact details:
- IXP location interested in: