365 Data Centers and SFMIX Partner to Expand Internet Exchange into San Jose

Companies join forces to provide alternative Bay Area Internet peering exchange

San Jose, Calif., May 27, 2015—365 Data Centers, one of the top U.S. colocation providers by market presence, and the San Francisco Metropolitan Internet Exchange (SFMIX) today announced a partnership to expand the Internet exchange into 365's colocation facility in San Jose. This is SFMIX's first location in San Jose, Calif., the heart of the Silicon Valley. The Internet exchange (IX) is comprised of shared network infrastructure for Internet Service Providers (ISPs), content providers, businesses, research and educational institutions to cost-effectively exchange Internet traffic.

The collaboration provides an IX fabric for tenants of 365 Data Centers' San Jose facility an opportunity to connect to other participants on SFMIX. The IX speeds access to the Internet and lowers the cost of interconnection by allowing participants to connect to each other locally rather than having to pay for Internet transit.

Launched in 2006, SFMIX is a non-profit organization that offers core IX fabric locations within the San Francisco Bay Area, and its exchanges are only placed within carrier-neutral data centers to facilitate more carrier choice, service options and high-speed connections.

"SFMIX is proud to be the only non-profit Internet Exchange in the Bay Area market and we're excited to continue our dramatic growth within 365's Silicon Valley facility," said Matt Peterson, co-founder of SFMIX. "The carrier-neutral meet-me room, redundant power systems, and extensive compliance certifications make 365's San Jose location an ideal peering location for networks of all types."

365 Data Centers recently launched a similar venture at its carrier-neutral facility in Nashville, Tenn., the NashIX, creating Nashville's first IX to lower latency and eliminate the need for costly long haul transport to regional exchange hubs. SFMIX and NashIX align well with 365's commitment to make the Internet an easier place to connect for both businesses and consumers.

"The Bay Area is a mature Internet exchange market that has been dominated by just a few IXs, resulting in higher prices for interconnection," said Keao Caindec, Chief Commercial Officer, 365 Data Centers. "Linking networks, data centers and content together to deliver improved performance and lower costs for our clients and their customers is a big win for the Bay Area."

How the IX Works

SFMIX's presence in 365's San Jose data center at 534 Stockton Avenue is comprised of networking equipment that enables participants to exchange Internet traffic using Border Gateway Protocol (BGP), the common networking protocol for peering. SFMIX provides a route server to make it faster and easier for participants to exchange routes and establish configurations with each other. Participants gain access to the platform via 1Gbps or 10Gbps connections. For more information on getting connected to the IX visit http://sfmix.org/.

About 365 Data Centers

365 Data Centers connects carriers, content publishers, cloud providers and their customers, at the edge, in a media-rich world. Through its 16 U.S. data centers, 100% uptime SLA, and national network of carriers and content providers, 365 Data Centers offers colocation and cloud solutions that are tailored to meet the needs of its customers. For more information, visit 365datacenters.com.

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