Data Collection & Benchmarking

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Euro-IX

• Euro-IX is a membership based organization for IXPs
  • We have 84 members
• Two meetings a year
• Maintain the IXPDB
• Support programs for IXPs
• Provide various IXP related reports
• Benchmarking
What is Benchmarking

At it’s simplest; improving ourselves by learning from others.
What is Benchmarking

• Benchmarking is the exchange of data about your business to enable you to compare performance.

• Ask yourself,
  • Why are others better?
  • How are they better?
  • What can we learn?
  • How can we become better?
Why?

• It was identified very early on that Euro-IX should have a Benchmarking Club (BMC).
• IXPs all thought they have unique problems and circumstances, and so..
• Seemed to be very inward looking.
• Benchmarking helps you look up and outwards..
• Benchmarking needs and ‘honest broker’
Benchmarking at Euro-IX

The proposal

• Optional for the membership
• Operated by Euro-IX secretariat, under supervision of small steering committee
Benchmarking at Euro-IX

**Club Rules**

- Data contributed by members remains their property and stored in a confidential manner
- Data contributed members will only be reported back to others in an anonymised and aggregated form
- Data will be requested and contributed in specific categories
- Steering committee decide on format data is requested, represented and presented
- There is no charge for the service
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Categories

- Prices
- Member/customer satisfaction
- Financial performance & margins
- Service delivery times
- Traffic metrics
- Financial policies
- Staff wages, bonus and other benefits
- Services
- Staffing
- Membership/customer base & growth
- How equipment maintenance is handled
- Network up-time
**How’s it work?**

- BMC survey is opened in November, we keep it open till around February
- Needs a lot of pushing from the secretariat
- Started Round 1 in 2004 – with 18 member participants
- Introduced new rule in 2013 – must complete >50% to view report
- Now able to show / compare data gathered 5 / 10 years ago
- Round 12 (last year) we had 34 participants, approx 40% of the membership!
The Future..

- IX-F Project to build a IXPDB – very early days
- The IXPDB collects data from IXPs through a recurring automated process
- Integrates with common IXP measurement and management software
- Use data from IXPDB to build on demand reports
- Biggest challenge is encouraging IXPs to automate data export
- Trust issues - need to build in authentication
- More on this to come..
Dhan'yavāda!