

Adam partners with DE-CIX to create a cloud connectivity gateway in Spain

- The data center operator will be the first DE-CIX partner to offer the DE-CIX DirectCLOUD service in Spain, offering access to the largest neutral interconnection ecosystem in the world
- The partnership will connect Adam facilities to the DE-CIX Madrid digital hub and in the future to DE-CIX Barcelona

Madrid, Spain - 12 April 2021. [DE-CIX](#), the world's leading Internet Exchange (IX) operator, announces today a strategic partnership that establishes Adam as the first partner to offer the company's [DirectCLOUD](#) service in Spain.

This cloud agreement offers Adam customers access to the [DE-CIX Cloud Exchange](#) and connects them to the global cloud services provided by companies such as Microsoft Azure, Google Cloud, Amazon Web Services, and IBM Cloud. In addition, Adam will be the first DE-CIX partner to offer the [Microsoft Azure Peering Service](#) – a direct interconnection service to Microsoft SaaS offerings, like Microsoft 365 and Dynamics 365.

Following DE-CIX's commitment to position the Iberian Peninsula as a digital hub for Southern Europe, the new DirectCLOUD service will be available at Adam's new data center facility in Madrid, opening in May 2021, as well as their existing facilities in Barcelona, reinforcing the cloud connectivity ecosystem in Spain.

According to David Ribalta, Sales and Marketing Director at Adam: "Our alliance with DE-CIX is a commitment to growth and exemplifies our mission to provide powerful, innovative, agile and competitive connectivity services. This new offering complements our collocation and IaaS services, allowing our customers to easily and securely establish high-performance multi-cloud hybrid environments."

Five years after entering the Spanish market, DE-CIX operates the largest carrier and data center neutral interconnection ecosystem in Southern Europe, with IXs in Lisbon, Madrid, Barcelona, Marseille, and Palermo. DirectCLOUD offers a direct and easy connection to major cloud providers, now available for Adam's 800+ medium and large-sized enterprise customers.

Theresa Bobis, Regional Director Southern Europe at DE-CIX said, “We are very pleased to partner with Adam and introduce our DirectCLOUD service in Spain. Being very strong in the medium-sized enterprise business, Adam is perfectly suited to cooperate with DE-CIX and offer optimal cloud connectivity to its current data center customers in Madrid and Barcelona, as well as to a growing number of international organizations.”

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About DE-CIX

DE-CIX (German Commercial Internet Exchange) is the world’s leading operator of Internet Exchanges. In total, in its 28 locations in Europe, North America, the Middle East, and Asia, DE-CIX interconnects over 2200 network operators (carriers), Internet service providers (ISPs), content providers, and enterprise networks from more than 100 countries, offering peering, cloud, and interconnection services. The combined connected customer capacity of all DE-CIX locations worldwide exceeds 70 Terabits, making it the largest neutral interconnection ecosystem in the world. DE-CIX in Frankfurt, Germany, with a data throughput of more than 10 Terabits per second (Tbps) and over 1000 connected networks, is the largest Internet Exchange in the world. Further information at www.de-cix.net

About DE-CIX Madrid

Founded in 2016, DE-CIX Madrid celebrates its fifth anniversary in 2021. It now has more than 200 connected networks and manages a data throughput of more than 600 Gbit/s at peak times.

DE-CIX Madrid is the heart of the largest neutral interconnection ecosystem in Southern Europe, which also consists of further IXs in Barcelona, Lisbon, Marseille, and Palermo. As data traffic is increasingly moving to the south, DE-CIX Lisbon, DE-CIX Barcelona and DE-CIX Marseille act as an ideal gateway to enter Europe from the Americas, Africa and Asia, to interconnect directly with local, regional and global networks, and get closer to people and businesses.

The strategic role of Southern Europe and Madrid on the global interconnection market continues to grow, and DE-CIX will keep supporting this development to foster the number 1 interconnection hub in Southern Europe.

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