

CASE STUDY

Direct peering in Frankfurt: Enhancing international connectivity for Datapark's Swiss customers



datapark

Customer: Datapark AG

Datapark's success story began over 25 years ago. Today, its highly competent team operates its own fiber optic backbone in Eastern Switzerland, 90 virtual servers, and a mail cluster with 35,000 mailboxes. The company provides a wide range of services related to networks, connectivity, and data transmission to cable network operators and industrial clients. Additionally, around 450 employees, service, and installation partners of various cable network operators use Datapark's web-based operations and business support software "Samson."



DE-CIX Partner: IP-Max SA

Founded in 2005, IP-Max is now one of the leading providers of information technology solutions and services in Europe. Its extensive portfolio includes IP transit, low-latency transport, metro and international point-to-point connectivity, colocation, network management, and hardware. With over 20 years of experience working with ISPs, the IP-Max technical team is highly proficient in building platforms ranging from small local ISP platforms to full FTTH (Fibre to the Home) infrastructures. The quality of IP-Max's network is underpinned by its numerous connections across Europe, ranking it as the top network in Switzerland.

Datapark AG is one of Switzerland's pioneering Internet Service Providers, serving the eastern Switzerland region since 1997. Alongside numerous businesses, regional cable network operators such as Thurcom trust the expertise of Datapark's professionals. For industrial clients in particular, low latency is a key priority. However, since 2020, Datapark observed a significant increase in international data traffic and rising latency.

In need of a solution, Datapark turned to Swiss IT service provider IP-Max, a partner of the world's leading Internet Exchange, DE-CIX. Through direct peering at DE-CIX Frankfurt, latency was reduced, and international data traffic became more secure, cost-effective, and simple for Datapark to manage.

Robust infrastructure and proactive management

Datapark is driven by clearly defined values and principles. The company fosters a high level of responsibility and decision-making autonomy among its employees. They value close partnerships with customers and are committed to using open-source software. Reto Herrmann, CEO of Datapark AG, reflects on their achievements with pride: "We have full control over our data and maintain an extremely stable, redundant infrastructure. We offer our customers a contractual service guarantee of 99.8%. At the same time, we proactively seek pragmatic solutions, following a bottom-up approach to continuously optimize our infrastructure."

Growing data traffic and high latency

Datapark's technical team continuously monitors data traffic within its network, mapping out exactly which transit routes data takes across the Internet. The team identified a consistent increase in data traffic to and from the Internet Exchange in Frankfurt for its high-availability network connections used by industrial clients.

While transit within Switzerland was already optimized, and Datapark had direct peering with Meta and Google, latency in international transit remained high. Establishing their own network connection to Frankfurt was not a viable option as it would have taken over 15 years to break even. The answer to minimising latency, effort, and transit costs came during a discussion with IP-Max.

The Geneva-based Internet Service Provider operates its own highly regarded network in Switzerland, known for the quality of its international connections. As a partner of DE-CIX, IP-Max offers a range of connectivity services as a reseller. Reto Herrmann recalls: "From our first discussions, it was clear that our companies shared similar values and a pragmatic approach – the perfect foundation for a long-term collaboration. Technically, the GlobePEER peering service with 10Gbps in Frankfurt via IP-Max was the ideal solution for us. We quickly reached an agreement."

Efficient solution for international connectivity

Datapark was impressed by the technical advantages of direct peering in Frankfurt and IP-Max's competitive pricing and local support in Switzerland. Reto Herrmann explains: "Peering with DE-CIX in Frankfurt via IP-Max gives us maximum flexibility and additional redundancy to complement our existing peering in Switzerland. Costs remain stable, and network management is simplified. At DE-CIX in Frankfurt, we also have the opportunity to peer with companies that are not directly available in Switzerland, such as Apple. In case of any issues, we receive direct support from IP-Max in Switzerland, which is crucial for us."

Since December 2021, Datapark has been using the peering service through IP-Max, and its bandwidth to Frankfurt has doubled. Datapark's industrial clients benefit from enhanced performance at stable prices, while end users accessing Datapark's network through Thurcom also enjoy the advantages of direct peering with DE-CIX. This includes improved data routes to services like iCloud. Reto Herrmann is more than satisfied with the partnership: "IP-Max made it possible for us to peer quickly, easily, and reliably at DE-CIX in Frankfurt. This is beneficial for the daily operations of our business and those of our customers."





About DE-CIX

As the leading Internet Exchange operator and interconnection provider, we help companies to realize new opportunities and future-proof their connectivity needs to manage growing data volumes and new applications. From easy and secure cloud connection to creating interconnection ecosystems, we make interconnection easy. Anywhere.

Find out more at de-cix.net.

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