Press Release

World leader in interconnection: DE-CIX relaunches partner program and increases support for enterprise-facing partners

- **Only neutral IX operator globally to accommodate enterprise-facing partners in partner program**
- **Managed service providers (MSPs) can enrich their portfolios with cloud connectivity solutions leveraging the world's largest interconnection ecosystem**
- **First Premium partners announced in new program**

Frankfurt (Germany), 07 March 2024. [DE-CIX](#), the world's leading Internet Exchange (IX) operator, today announces the expansion and restructuring of its long-established [Partner Program](#), now titled 'R^3' (R cubed) for Resell-Refer-Reach. By increasing the options of the program for enterprise-facing partners, DE-CIX extends the scope of the program's benefits to not only include traditional wholesale partners and resellers, but also Managed service providers (MSPs), systems integrators and IT consultancies. DE-CIX is the only data center and carrier neutral IX operator worldwide to extend its partner program to enterprise-facing partners. The R^3 program now offers advantageous pricing and incentives for premium partners for the company's entire portfolio of services. This includes not only peering, but also connectivity to 50+ cloud providers using the DE-CIX DirectCLOUD service, the Microsoft Azure Peering Service (MAPS), and the virtual and highly scalable DE-CIX Cloud ROUTER, as well as virtual private point-to-point connections.

MSPs and systems integrators can enrich portfolios with cloud connectivity solutions leveraging the world's largest interconnection ecosystem

Managed service providers and systems integrators can enrich their portfolios with DE-CIX's enterprise-grade services, coupled with global 24/7 customer service and DE-CIX's support in solution design and value engineering if required. The world leader in peering solutions, DE-CIX brings together a global ecosystem of more than 3,500 carriers, ISPs, cloud service providers, and other network operators – including enterprise networks – that MSPs can capitalize on to provide bespoke and specialized connectivity solutions to their customers. Spanning four continents and available from data centers in more than 600 cities, this ecosystem can be leveraged to provide enterprise customers with high-performance, low-latency, flexible, secure, and resilient connectivity fit for the demands of digitalization, cloudification, and a remote workforce.

"Secure and high-performance direct interconnection is key to unlocking greater economic potential for industries across the board. The new DE-CIX R^3 Partner Program supports all of our partners to grow together with us by providing excellent interconnection services to meet

the needs of enterprises and organizations," explains Mareike Jacobshagen, Head of Global Business Partner Program at DE-CIX. "The DE-CIX interconnection and cloud connectivity services perfectly complement and enrich the existing portfolios of our partners – be it network operators and Internet service providers or equally MSPs, systems integrators, and other enterprise-facing service providers. Together with our valued partners, both from the traditional infrastructure sector and new sectors, we build unrivalled interconnection ecosystems that are used every day by networks, companies, and organizations around the globe to exchange data reliably, securely, and fast."

Simplified scoring system offers all partners the chance to benefit from premium partner status

The relaunch of the DE-CIX Partner Program includes a scoring system enabling partners to achieve premium status through simple steps. Alongside classical metrics like monthly partner revenue, the number of networks the partner connects, or the number of cloud connects established, scoring categories include the production of customer case studies, the undertaking of sales training, having an ASN in place (recognized once only), and contribution to DE-CIX product development. Achieving 20 points across these categories affords the partner premium status, which is then valid for 2 consecutive years. Premium status offers not only attractive margin benefits, but also a personal partner manager, market development funds, and the possibility to run joint campaigns. Alongside the new drive for enterprise-facing partners, DE-CIX will continue to maintain its strong link to long-standing traditional wholesale and reselling partners.

The first DE-CIX Premium partners announced

DE-CIX's leading partners in 2023 have now earned DE-CIX Premium Partner status. The first eight DE-CIX Premium partners are:

- Arelion – operating the world's #1 ranked IP backbone and offering a unique ecosystem of cloud and network service providers across North America, Europe, and Asia
- Cancom – a hybrid IT service provider in Central Europe, supporting customers to simplify complex enterprise IT
- envia TEL – a leading provider of digital infrastructure in Central Germany
- Core-Backbone – a carrier headquartered in Germany, operating a global network
- RETN – a UK-based independent Eurasian network services provider, offering a wide range of connectivity services
- TelemaxX – a leading German regional provider of holistic solutions in the areas of telecommunications, data centers, cloud services, and managed services
- Türk Telekom International – a leading telecommunication operator in the CEE region, Turkey, Caucasus, Middle-East, and Asia
- V.tal – an end-to-end digital infrastructure solutions company and holder of the largest neutral fiber optic network in Brazil

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About DE-CIX
DE-CIX is the world's leading operator of Internet Exchanges (IXs). DE-CIX offers its interconnection services in around 50 metro-markets in Europe, Africa, North America, the Middle East, and Asia. Accessible from data centers in over

600 cities world-wide, DE-CIX interconnects thousands of network operators (carriers), Internet service providers (ISPs), content providers and enterprise networks from more than 100 countries, and offers peering, cloud, and interconnection services. DE-CIX in Frankfurt, Germany, is one of the largest Internet Exchanges in the world, with a data volume of almost 40 Exabytes per year (as of 2023) and close to 1100 connected networks. More than 200 colleagues from over 30 different nations form the foundation of the DE-CIX success story in Germany and around the world. Since the beginning of the commercial Internet, DE-CIX has had a decisive influence – in a range of leading global bodies, such as the Internet Engineering Task Force (IETF) – on co-defining guiding principles for the Internet of the present and the future. As the operator of critical IT infrastructure, DE-CIX bears a great responsibility for the seamless, fast, and secure data exchange between people, enterprises, and organizations at its locations around the globe.

Further information at www.de-cix.net

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