

# **The Singapore Internet Exchange (SGIX)**

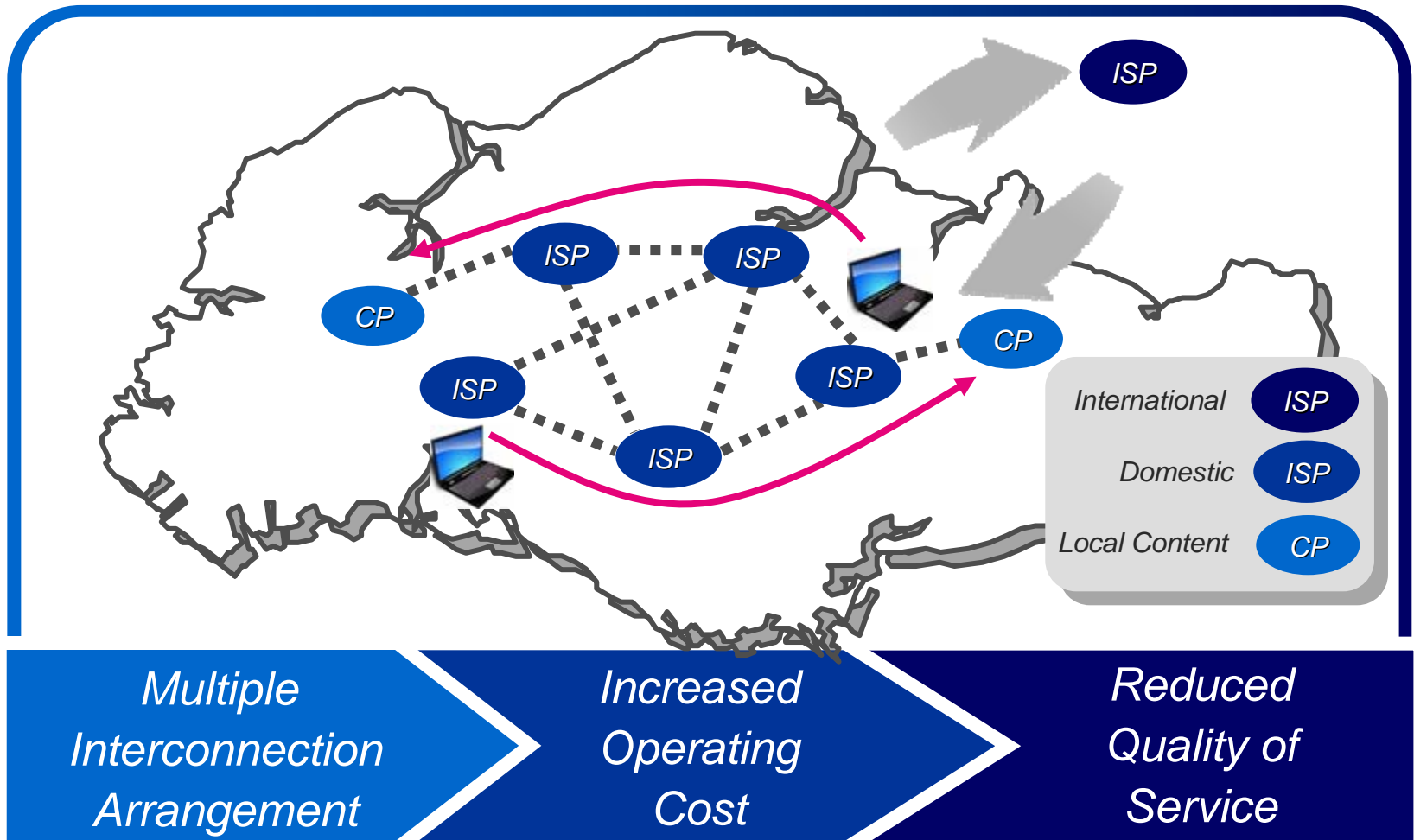
**Presented by Malcolm Rodrigues  
Chairman, SGIX  
25 November 2009**

# Agenda

- **Current Landscape**
- **Strategic Objectives of Internet Exchange**
- **Establishment of Singapore Internet Exchange (SGIX)**
- **SGIX and RSPs**
- **Status of SGIX**

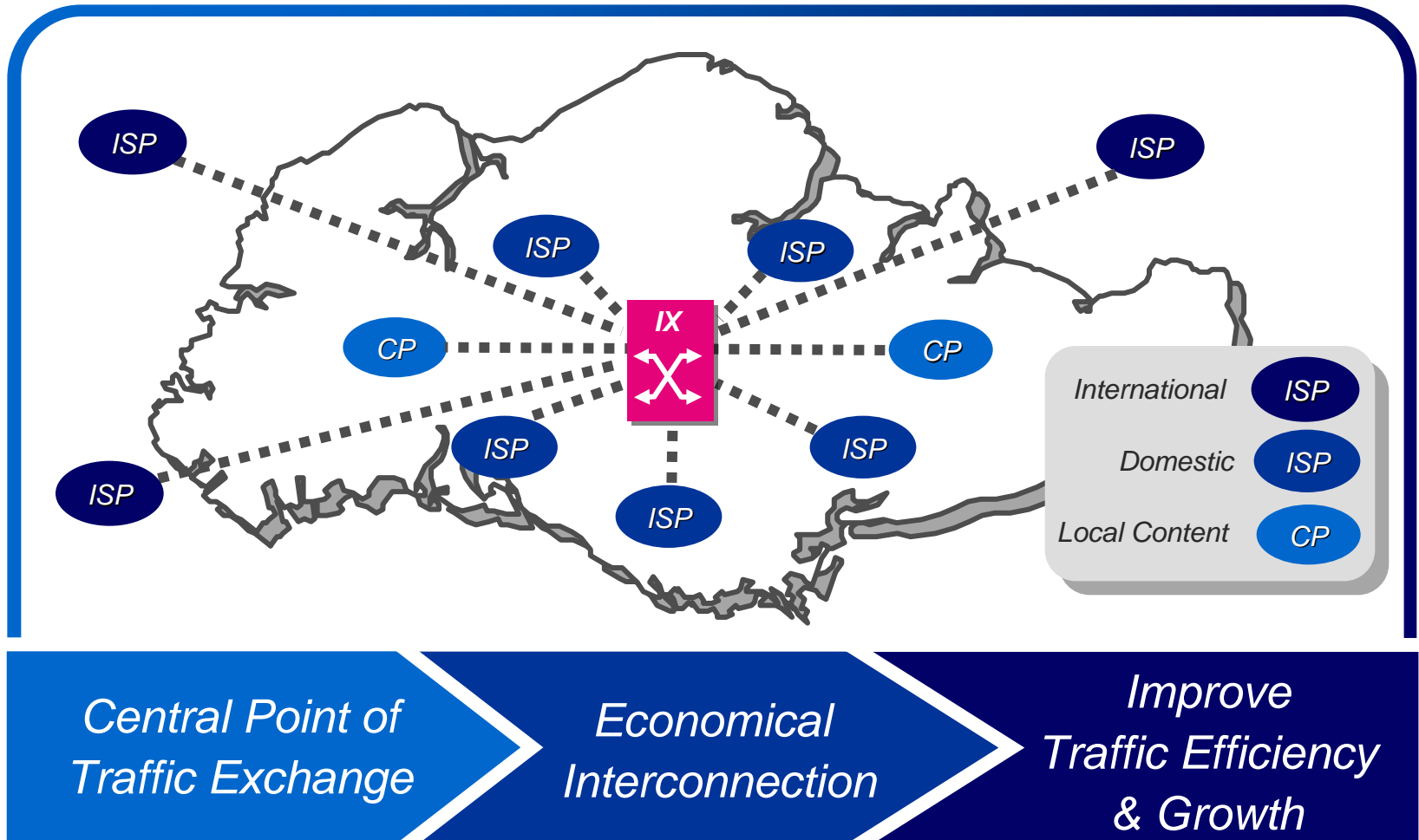
# Current Landscape

## Interconnection without an Internet Exchange



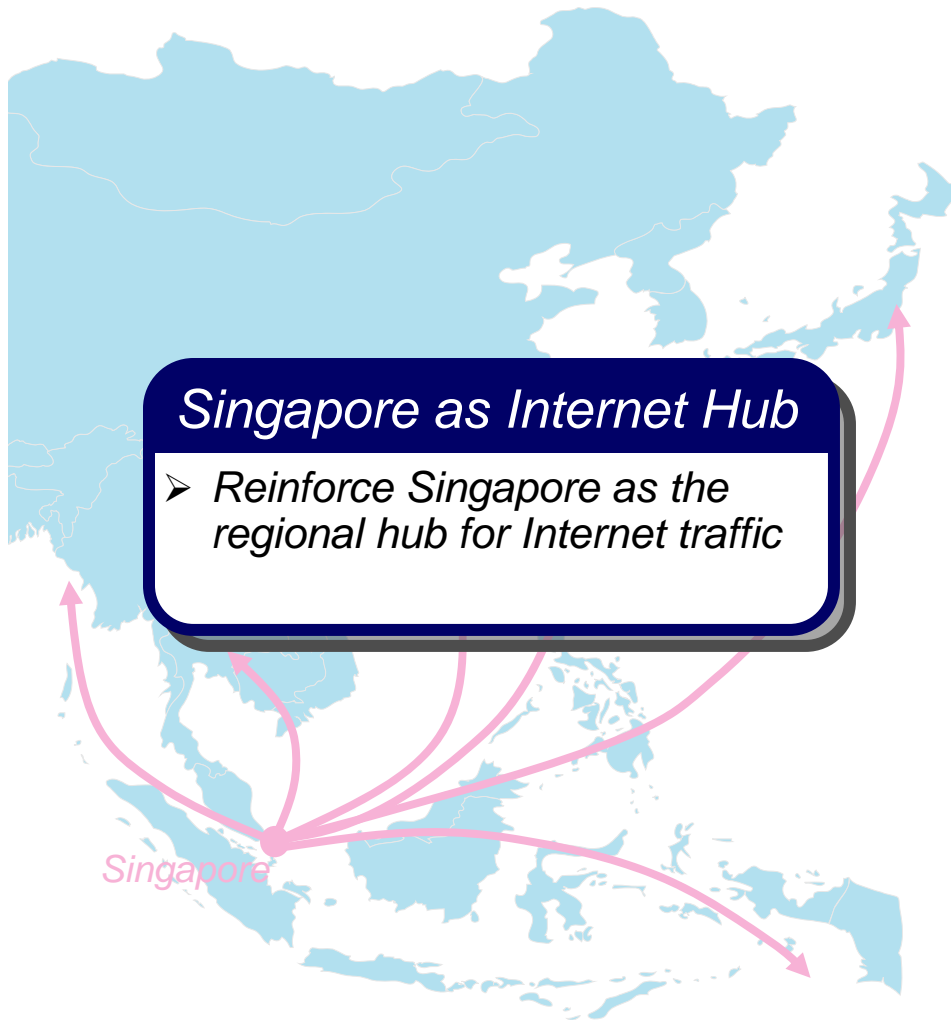
# Strategic Objectives of Internet Exchange (1)

## Improve Efficiency of Internet Traffic Exchange in Singapore



# Strategic Objectives of Internet Exchange (2)

## Improve Connectivity to Singapore



### *Singapore as Internet Hub*

- *Reinforce Singapore as the regional hub for Internet traffic*

### *Increase Int'l Traffic*

- *Improved traffic efficiency induce demand for bandwidth*
- *Attract int'l carriers to increase capacity to S'pore*

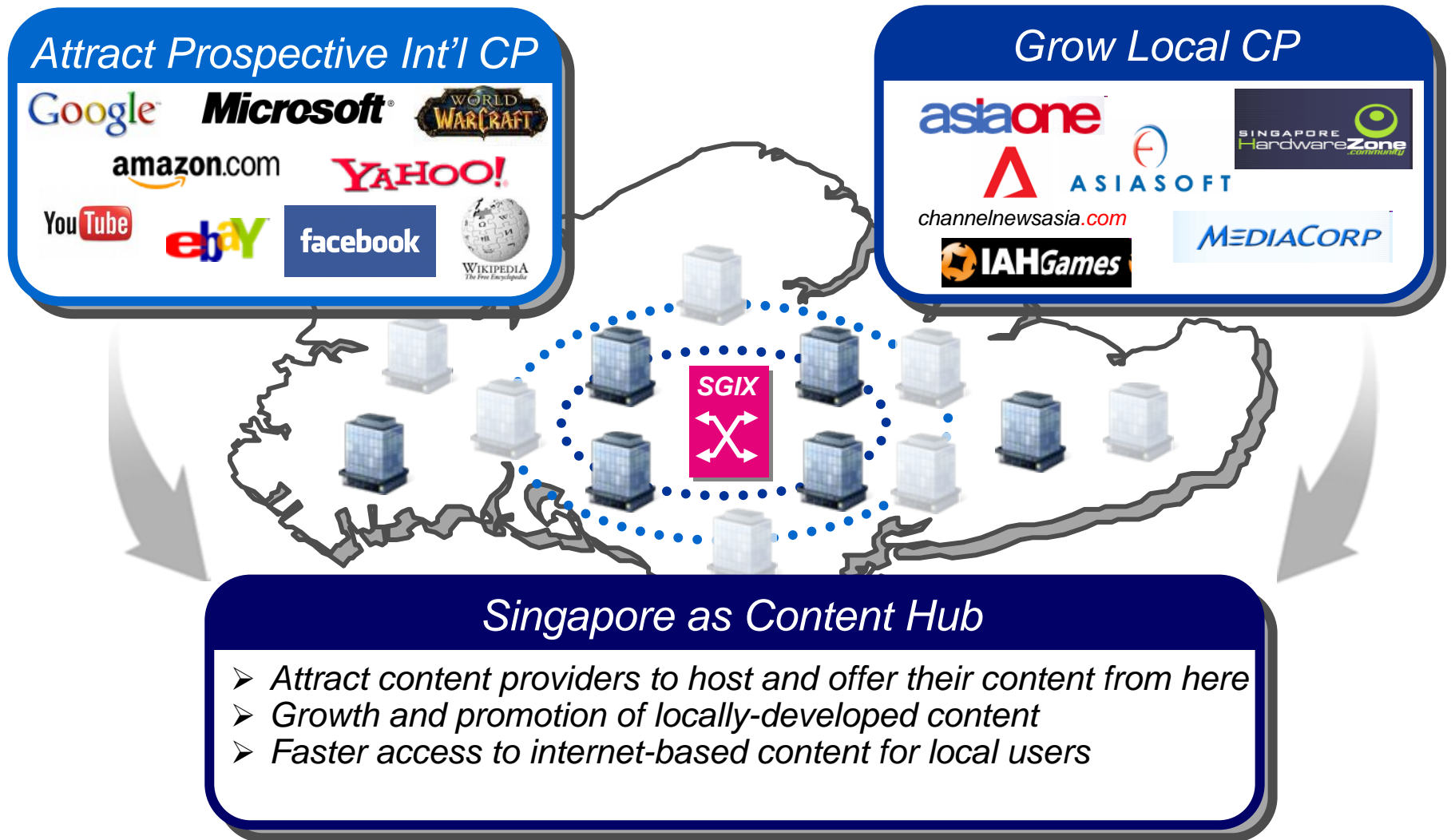


### *Reduce Latency*

- *Faster access to overseas-hosted content*
- *Improved overall broadband experience*

# Strategic Objectives of Internet Exchange (3)

## Increase Content Hosting in Singapore

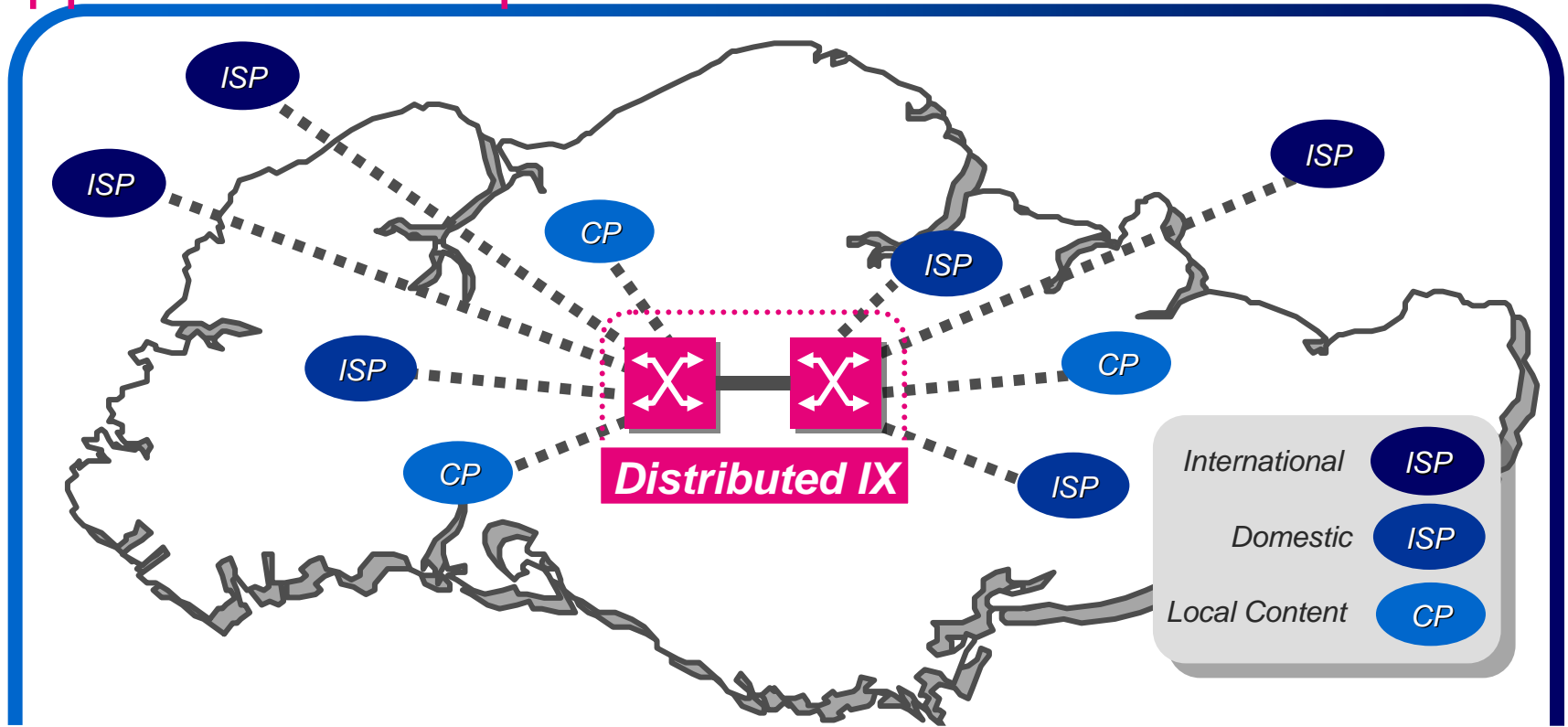


CP – Content Providers

\* For illustrative purpose only

# Establishment of Singapore Internet Exchange (SGIX)

Approach to setup neutral and distributed IX

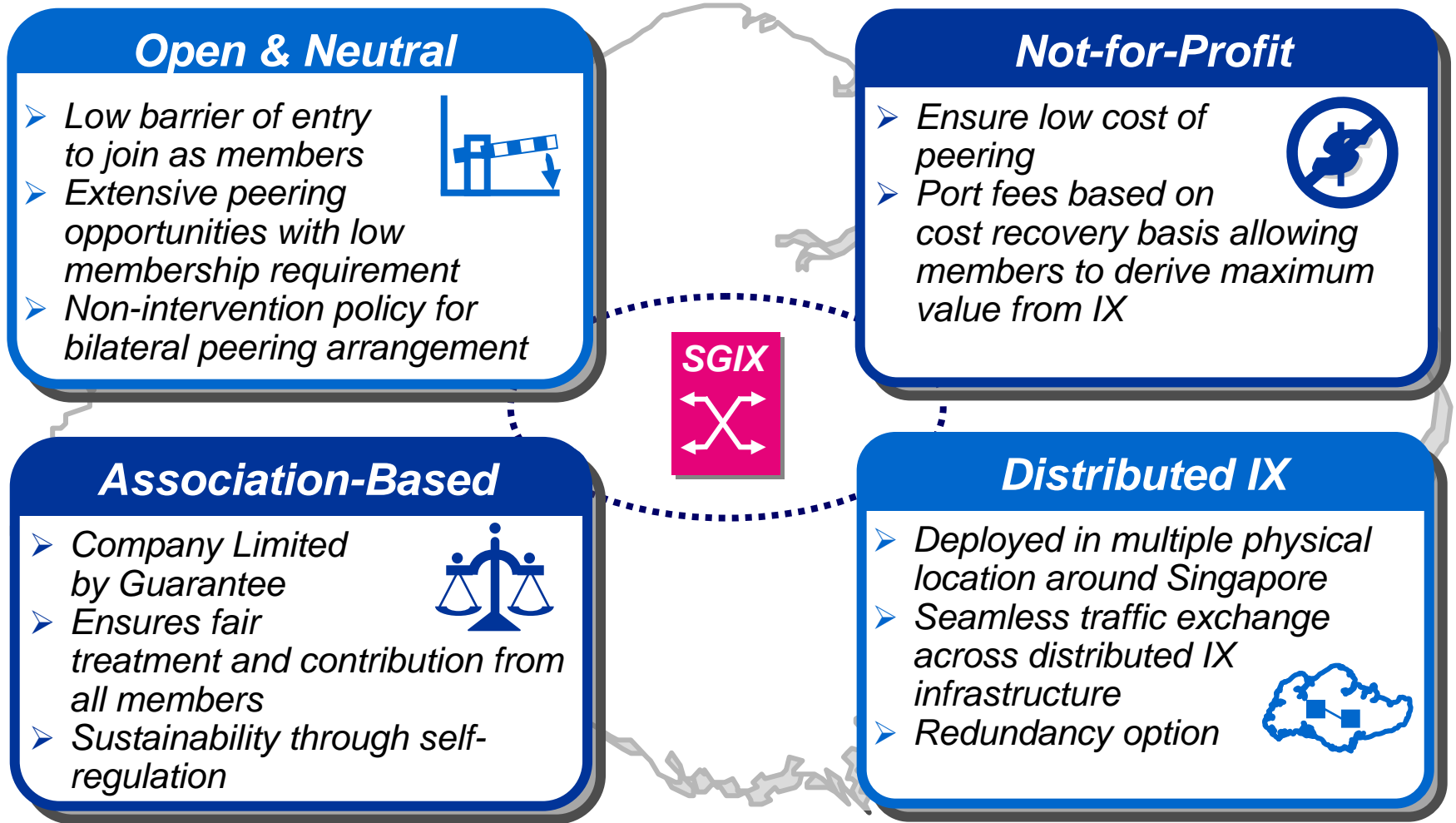


*Distributed IX with multiple node locations*

*Connecting to one node will enable connectivity to all other members connected to the IX*

# Establishment of SGIX

## Key Objects and Propositions



# Establishment of SGIX

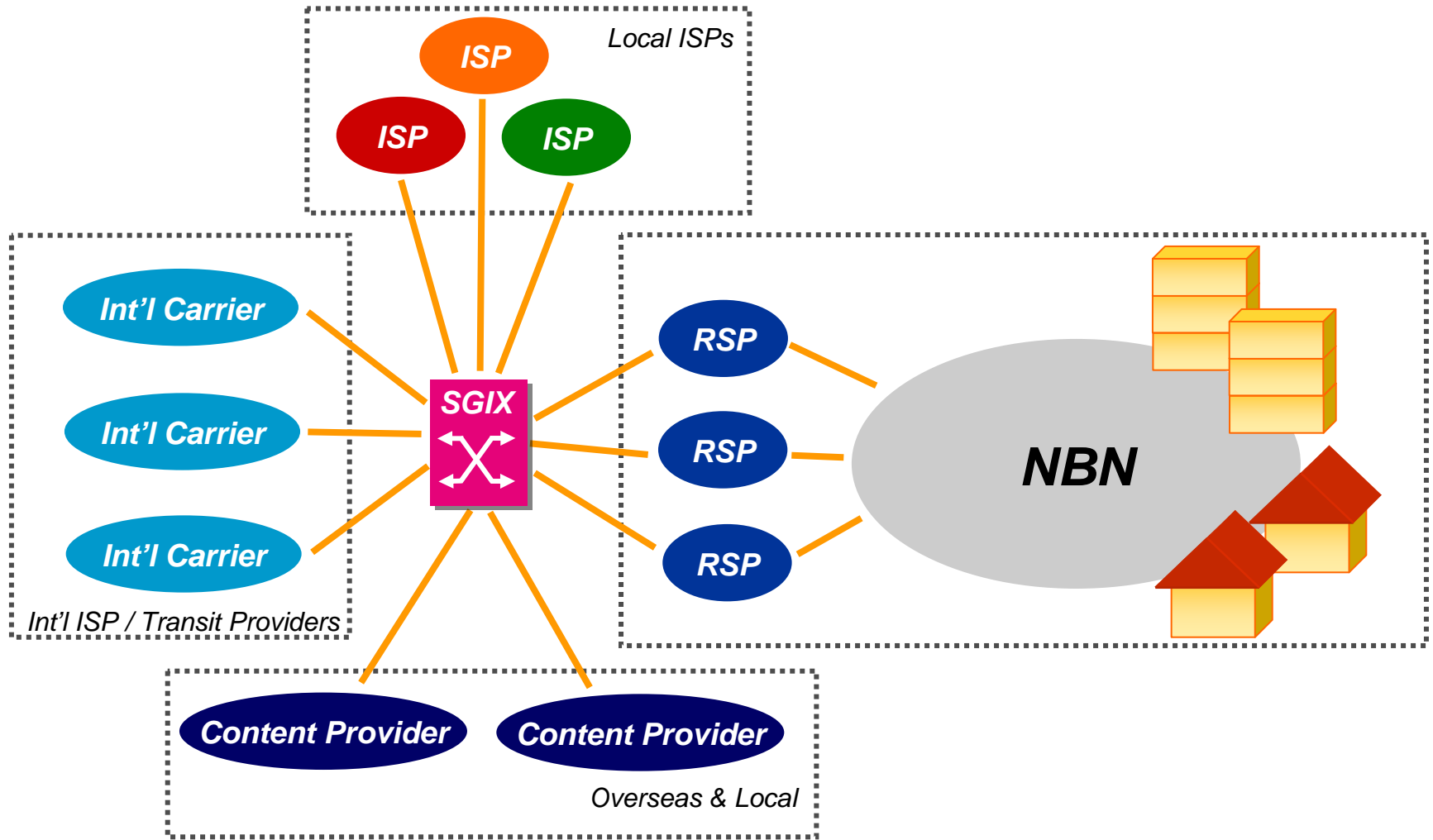
## Key Benefits to Industry



\* ARPU – Average Revenue per User

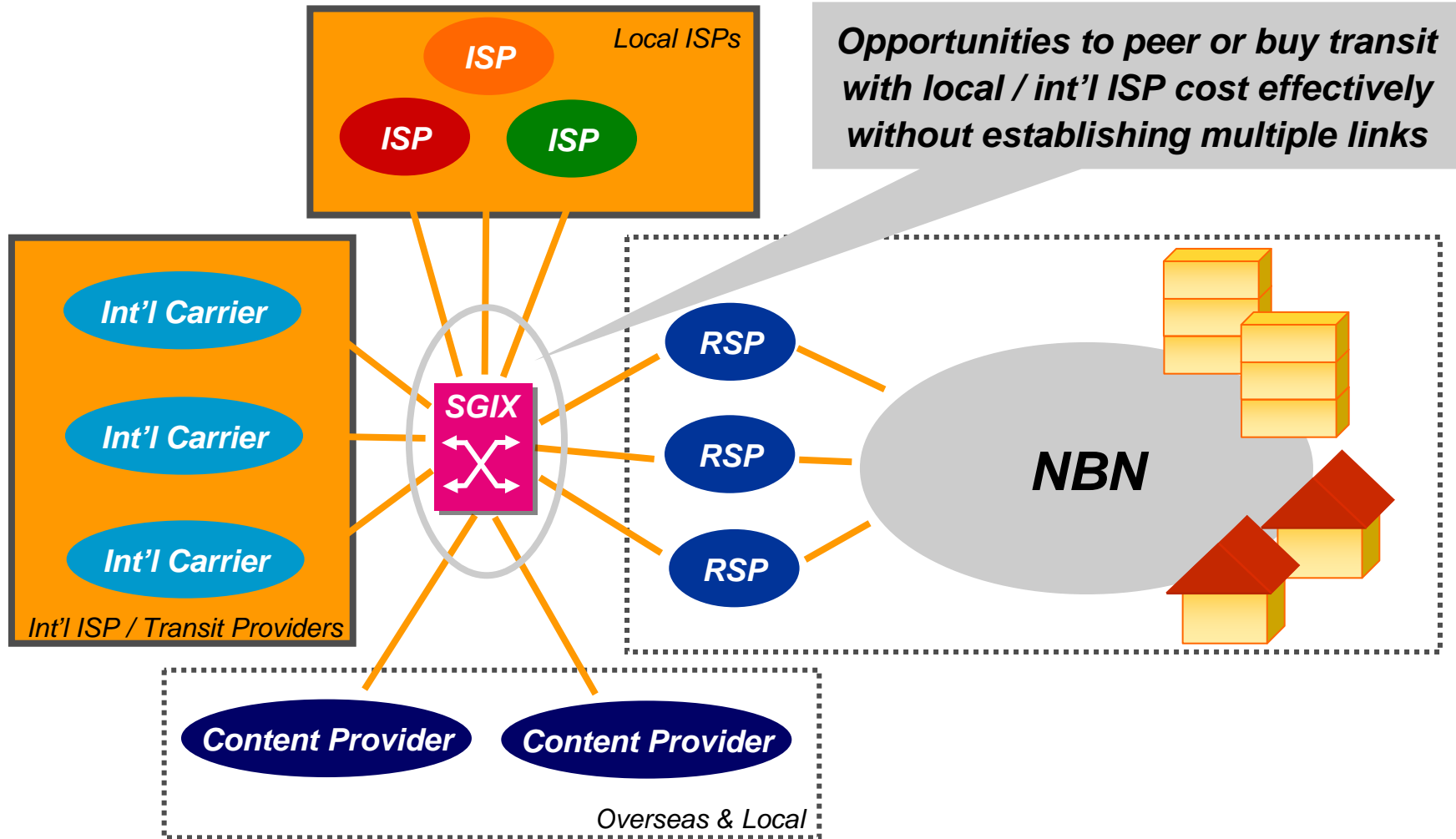
# SGIX and RSPs

## Cost-effective and Efficient Interconnection



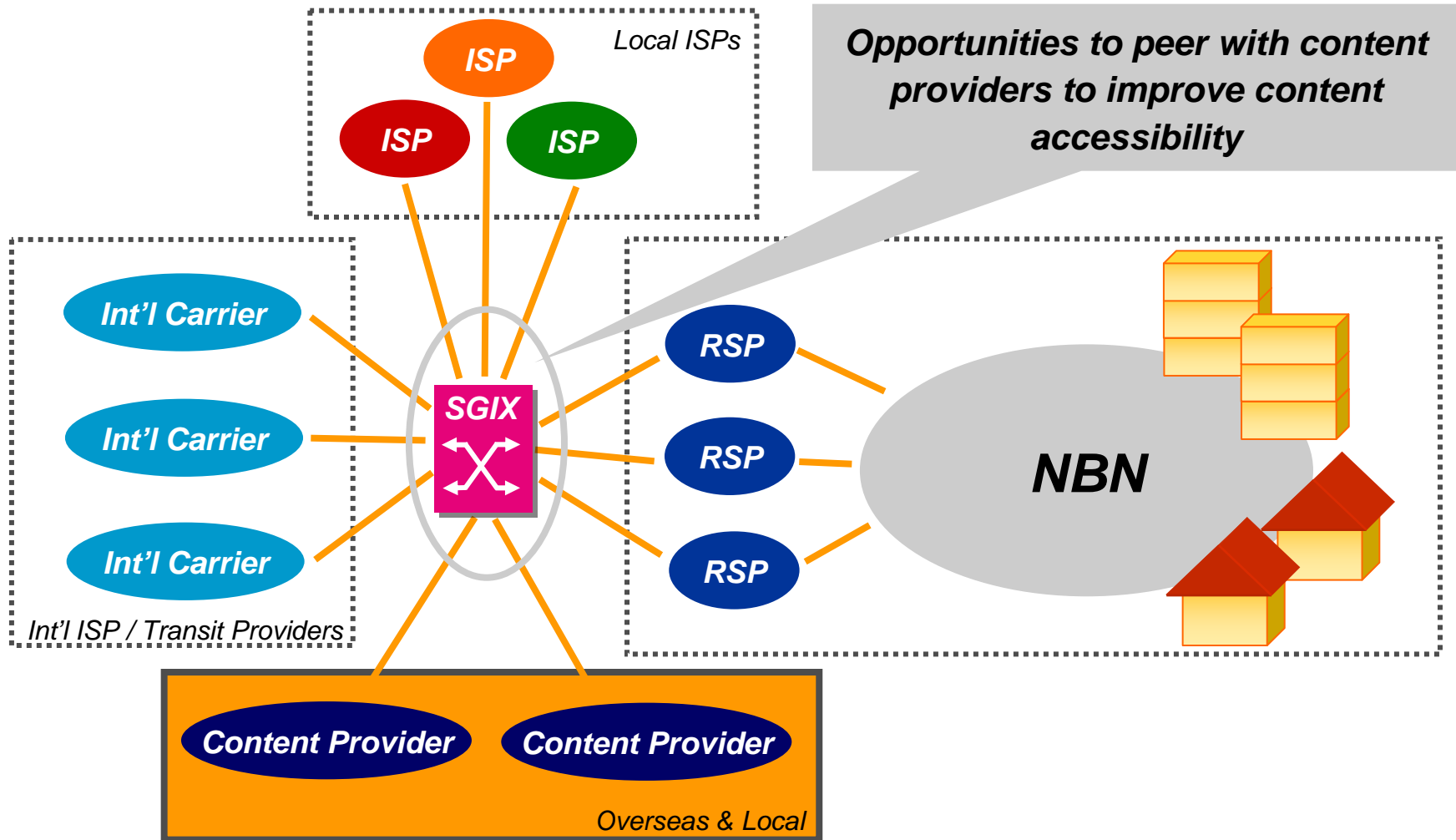
# SGIX and RSPs

Attracts International ISPs/Carriers and Improves Inter-connectivity



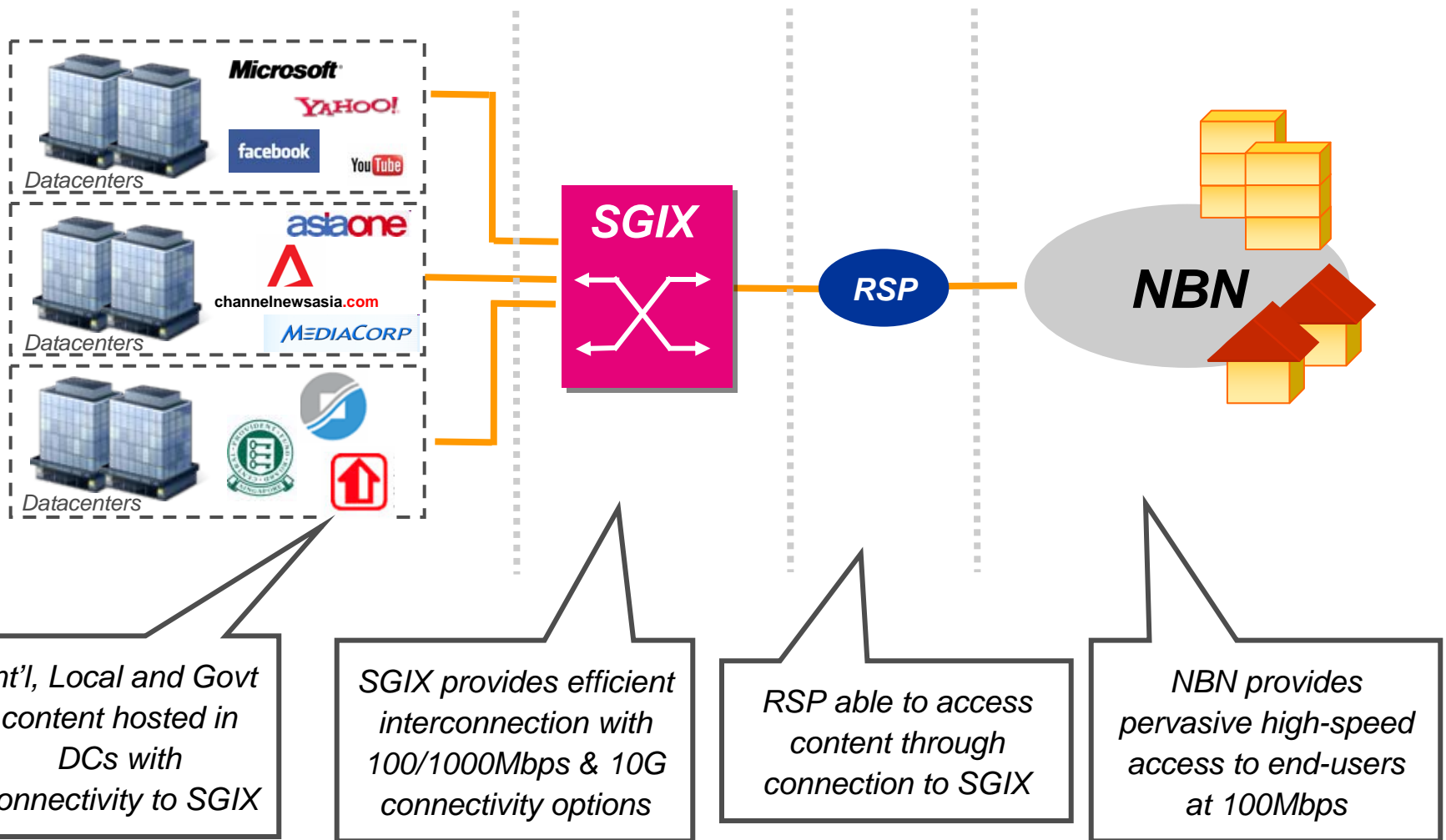
# SGIX and RSPs

Attracts Content Providers and Improves Content Accessibility



# SGIX and RSPs

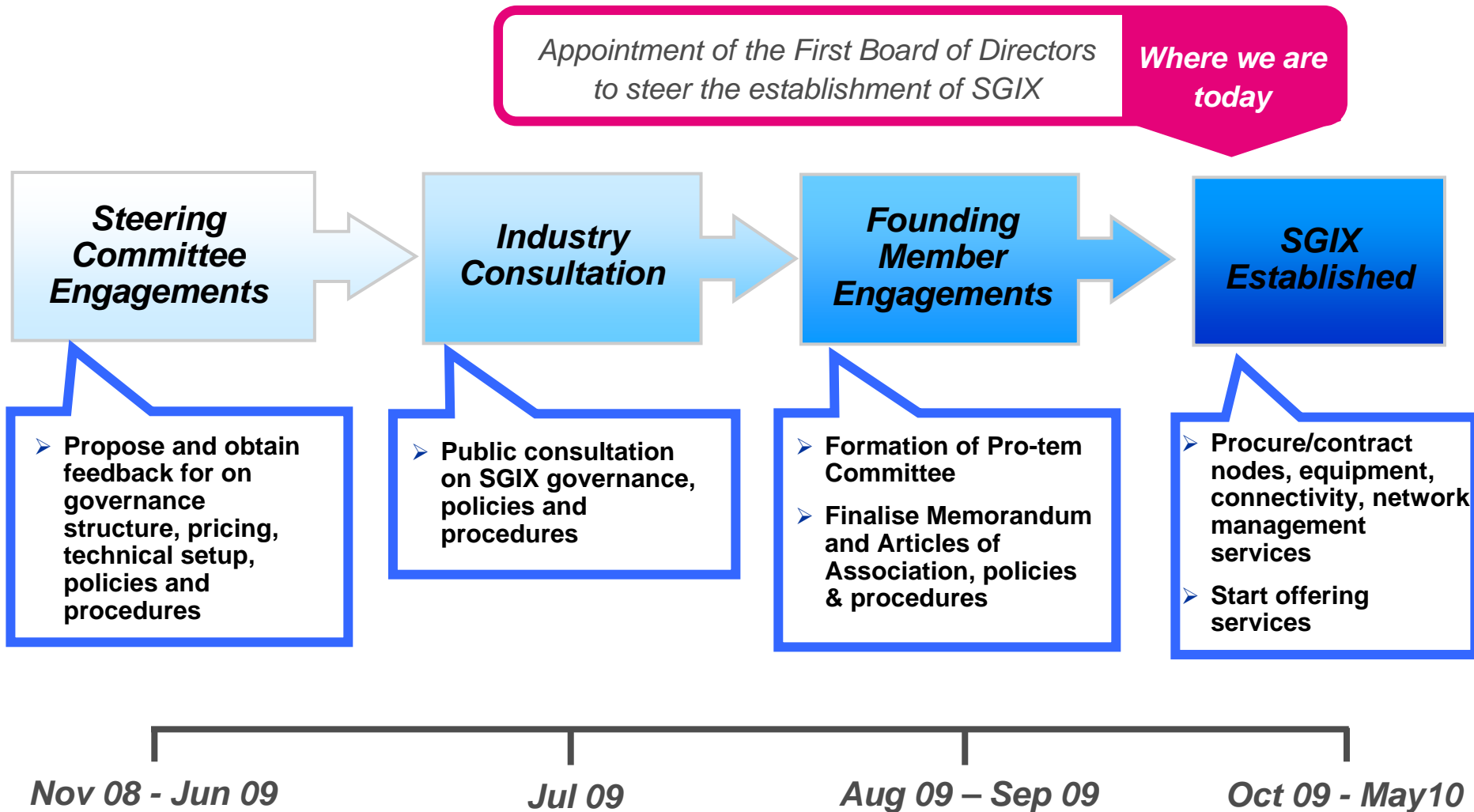
## SGIX's role in end-to-end connectivity



*\* For illustrative purpose only*

# Status of SGIX

## Milestones Achieved and Next Step



# Status of SGIX

## Members and Current Management Team

### > Incorporation of Singapore Internet Exchange Limited with 11 Founding Members on 30 Sep 09

#### Full Name

1-Net Singapore Pte Ltd

Deutsche Telekom Asia Pte Ltd

France Telecom Long Distance (S) Pte Ltd

Infocomm Asia Holdings Pte Ltd

MobileOne Ltd

Nucleus Connect Pte. Ltd.

PacNet Global (Singapore) Pte Ltd

Singapore Advanced Research and Education Network (SingAREN)

Singapore Telecommunications Ltd.

Starhub Ltd

Tata Communications International Pte Ltd

### > First Board of Directors

#### Full Name

Malcolm Rodrigeus – Nucleus Connect (Chairman)

Leong Peng Ham – Starhub

Mak Wei Seng – SingTel

Patrick Scodeller – MobileOne

Yow Tau Keon – 1-Net

Tan Jin Siong – PacNet

# Contact Info

- > For any queries on SGIX, please email: [info@sgix.sg](mailto:info@sgix.sg)
- > For more information, please visit: <http://www.sgix.sg>