

Optimize Network-to-Network Peering with Neutrality

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The Internet is a collection of many networks across the globe, with data constantly passing from one network to another. When data is exchanged from one network to the next, it is called peering.

Peering is often done through public Internet Exchange Points (IXPs). However, the acceleration of digital transformation initiatives, increased bandwidth requirements for content delivery networks (CDNs), and the rollout of 5G wireless produce larger quantities of data that needs to be efficiently transferred through public peering connections.

Colocation Data Centers, the Ideal Partner For Peering

Private peering at a colocation facility allows two networks to form a direct physical connection, rather than connecting via the exchange point switch. This direct point-to-point connection bypasses much of the public network through which most Internet traffic passes, enabling the transfer of larger volumes of data.

Netrality's colocation data centers, home to hundreds of the biggest networks around the globe, are the epicenter of connectivity in our markets. Peering at Netrality's urban-located facilities provides many benefits, including:

> **Faster speeds.** Direct connections from one network to another creates fewer "hops" for data transit and ensures the shortest route possible from one destination to another.

> **Increased bandwidth.** Network-to-network peering bypasses much of the public network through which most Internet traffic passes, enabling the transfer of larger volumes of data that wouldn't normally fit on a shared connection to an IXP.

> **Greater reliability.** Peering at Netrality facilities involves far fewer networks. This eliminates many issues that arise, including increased traffic, slow connections, packet loss, and network components that may malfunction.

> **Lower costs.** Peering with Netrality is the most cost-effective option for transmitting large volumes of data, as the cost per megabit typically goes down when higher levels of traffic are exchanged.

Peering in Netrality's Connectivity Ecosystem

Netrality clients are able to directly connect to many of the largest networks in the world at our interconnected colocation data centers, including [AT&T](#), [Cogent](#), [Comcast](#), [GTT](#), [Hurricane Electric](#), [Megaport](#), [Arelion](#), [Verizon](#), and many others. Netrality is proud to support multiple independent, member-run IXPs, including [Global Peer Exchange](#), [HOUIX](#), [NYIIX](#), [NetIX](#), [PhillyIX](#), [KCIX](#), [FD-IX-STL](#), [FD-IX-Iowa](#), [FD-IX-Indy](#), and [FD-IX-Texas](#).

To learn more about exchange traffic and how to optimize performance in a mutually advantageous connectivity ecosystem, [contact us](#).

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