‘Bullseye!’ - LINX Stats Hit the 50 Mark Across the Board

LINX has passed the milestones of 550 connected member ports, 50 member-facing 10GigE ports, 150Gb/s peak traffic on the main exchange and 250 members.

These figures prove that LINX is progressing in many different areas of its business. HotLINX spoke to LINX CEO John Souter and Chief Technical Officer Mike Hughes about what these figures mean to LINX and the industry in the long term.

LINX CEO, John Souter

John commented: “These stats show that peering is an increasingly attractive proposition despite the availability of low transit pricing. Achieving 250+ members is really significant, as critical mass is the most important factor to the success of an Internet exchange. The recent surge in the number of member 10GigE ports show how important peering is to even the largest network operators.”

Mike Hughes added: “Over the coming months my team will be working to install network and system upgrades in anticipation of further growth. While this is happening for today, I’m working closely with both existing and possible future suppliers to find technology that will keep LINX in it’s position at the forefront of IXP technology.”

The figures shown highlight just how far LINX has come over the past five years since opening its first London office on Tooley Street. At the beginning of 2002 peak traffic figures stood at just 13.5 Gb/s with membership numbering just 120.

Since that time traffic has rocketed more than 10 fold and membership has more than doubled. The latter is particularly remarkable when considering the number mergers and acquisitions in the industry during this period.

It is perhaps little wonder therefore, that LINX have had to relocate to larger premises at Maya House on Borough High Street. The move provides LINX with additional space to test equipment, stage press briefings and provide a more comfortable environment for staff.

The new London office address is: Maya House, 134-138 Borough High Street, London, United Kingdom SE1 1LB.

LINX CTO, Mike Hughes

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LINX Extra

If LINX members would like to visit the new London office or even use the facilities you are more than welcome. However, we would advise that you contact us to arrange an appointment in advance to ensure we are available to greet you. Please email info@linx.net
A Score Draw in Geneva

A personal view of the IGF Preparatory Meeting from Malcolm Hutty, LINX’s Head of Public Affairs

The first day was the open public consultation preparing for the second meeting of the Internet Governance Forum in Rio de Janeiro on 12th-15th November. Although the inaugural Athens meeting was widely deemed a success, having largely stayed off the dreaded topics of wrestling control of DNS from ICANN and IP addressing from the RIRs, the usual suspects were back demanding that these topics be added to the agenda.

Last year’s agenda was in four parts:

1. Access (meaning, how can the Developing World afford it?),
2. Diversity (which is mainly about adding non-Latin character sets to the DNS),
3. Openness (meaning freedom of speech - a nod to Civil Society stakeholders),
4. Security (meaning, well, everything from selling firewalls to restricting freedom of speech, depending on who is talking at the time).

Much of the plenary consisted of worthy speeches, mainly from governments but also civil society, with relatively few contributions from industry.

However, alongside the plenary, were a great number of workshops, which brought participants together in discussion of much more specific subjects. A rising out of these workshops was a new kind of multi-stakeholder group known by the jargon term “Dynamic Coalition”. These are largely the continuation of the workshop on an ongoing basis: the new terminology is there to allow governments to participate without having to be in charge.

Dynamic Coalitions are the real valuable fruit of the IGF, being a mechanism through which participants can work on issues co-operatively without devolving into an inextricable intergovernmental political negotiation.

The group of countries that wants to greatly extend (inter)governmental control over the Internet, starting with critical technical resources, haven’t gone away. At the preparatory meeting in Geneva they led off the discussion en masse, sitting together and taking the floor first. One by one Brazil, China, Iran and Saudi Arabia set out the case for rolling the clock back three years and focusing on issues where the Internet community, industry and major Western liberal democracies are fundamentally at odds with the aspirations of less liberal regimes to reinforce their “sovereign power” over the Internet. A casual observer would recognise these demands as being what was said during the World Summit on the Information Society, which resulted in the IGF as an alternative to their desire to vest greater, decision-making power in a UN institution such as the ITU. But hardened cynics would think it naïve to expect them to move on merely because they lost the argument.

‘In Brief!’

The Latest Stories on the LINX Public Affairs Website

This column features the latest news in the world of Public Affairs. Please visit: www.publicaffairs.linx.net/news to read the stories in full.

Belgian ISP will appeal order to block file-sharing website

Belgian ISP Scarlet will appeal the court ruling ordering it to block its customers from accessing copyright files over peer-to-peer networks.

Cameron’s Cleanfeed for Copyright

Internet governance

David Cameron, UK Conservative Party leader, gave a keynote to music lobby the BPI on Tuesday, in which called for network level content blocking of music download sites.

Extreme Pornography

Internet governance

The UK government has just introduced the Criminal Justice and Immigration Bill to Parliament which criminalises the possession of so-called “extreme pornography”, but partially backtracks on plans to criminalise possession of indecent cartoons of children.

Access to encrypted data

Internet governance

The UK government has published the final draft of the Code of Practice for implementing the powers to access encrypted data and encryption keys contained in Part III of the Regulation of Investigatory Powers Act (RIPA). These will both come into force on 1st October, subject to Parliamentary approval.

LINX Extra

If you’d like more information on this and other LINX Public Affairs stories please visit: http://publicaffairs.linx.net/news.

100GE Standards Process Advances

To help manage the continued growth and scaleability of the exchange, a faster standard for switch-to-switch interconnect and for attaching the large participants to the exchange is essential.

The IEEE standards process has been working on the next Ethernet standard, 100 Gigabit Ethernet, for the last 18 months. However, there was concern that certain market areas were not being addressed, specifically high-speed server interconnect, which was seeking a 40 Gigabit/second data rate. This had threatened to slow down or even stall the process, which was a concern for many early adopters of the 100 Gigabit/second data rate including LINX and other IXs, plus carriers and hosting providers.

The good news is that during the week of the 16th July, several important milestones were achieved at the IEEE 802 Plenary meeting in San Francisco:

- A consensus among the Higher Speed Study Group was reached regarding the five criteria and PAR (Project Authorisation Request). This included both 40G and 100G data rate objectives.

- The PAR has been approved by the IEEE 802 Executive committee, and will be submitted to the IEEE New Standards Committee in December 2007.

- The HSSG has been granted a further extension to ensure that work toward the standard can continue until the working group is convened formally.

- The Higher Speed Ethernet Project now has an IEEE designation - 802.3ba

This represents a significant step toward developing a standards-based solution, ultimately maintaining Ethernet’s position as an efficient IXP medium.
Foundry Software Maintenance Reboots Are Kicked Out!

With a recent software upgrade on the Foundry RX switches, system-wide reboots for software maintenance could be a thing of the past.

The RX switches have multiple processors distributed throughout the hardware:

- a “master” management processor, that oversees operation of the chassis,
- a “standby” management processor, a backup to the master should it fail, crash, or be removed for maintenance,

and each module containing the interfaces has it’s own local processor, for handling local tasks on that linecard.

The new method uses a “unified image” containing all required images for an upgrade. The next step then allows for the system to load the new software gradually across the system, without causing forwarding of traffic to stop.

During the upgrade process, the standby module is restarted with new software, and then a controlled failover onto that management module instigated. The previously active module would then be upgraded with new code and restarted. The system would continue to forward traffic.

Previously, when a linecard was restarted, all it’s interfaces would reset and stop forwarding. The new method “freezes” the forwarding tables in the hardware on each linecard for the 30 seconds it takes for the linecard CPU to boot with new software. On completion, the linecard CPUs are resynchronised with the rest of the system by the management CPU, and the upgrade is completed.

Traffic is not lost as long as no major network changes occur during the upgrade window. This allows LINX to apply any software patches without a full restart of each RX. It is likely that some upgrades will still require a system restart, but that should become a rare event.

The advantage is this method maintains routing table stability, an area that is often a cause for concern, and a subject frequently receiving attention from academics and researchers.

The Extreme Network supports similar functionality throughout, while over 50% of ports on the Foundry network at LINX will benefit from this feature, and we plan to extend this by further upgrading and re-equipping of the Foundry network in 2008.

For more information please visit: www.foundrynet.com/products/enterprise/aggr-bb-l23/bi-rx.html

The LINX Engineering Team ‘Putting a face to the names’

To many LINX members the LINX Engineering team are just a series of names, voices and email addresses but as we well know they fulfill a vital function in the running of the exchange in London.

Often working unsociable hours the engineers are not often seen together in daylight but during the recent LINX57 meeting we were able to get them to ‘Say Cheese!’ to the camera.

Rumours that they plan to tour as a new boy band to rival Take That are being strongly denied.
**The New Members at LINX Just Keep On Coming!**

In case you haven’t noticed, the LINX membership has been increasing at a rapid rate this year. As we reached the halfway point of 2007 we had already had 20 new members confirmed with new applications arriving every week.

The current LINX membership have also enjoyed a busy start to the year placing orders for 66 ports with most of these at the 1GE and 10GE level.

Many of these have been IPv6 or multicast enabled from installation.

**LINX Partner telx Puts Best Foot Forward**

*telx* Expands Footprint in Two Markets; New York and Dallas

Additional Executive Management solidifies an Interest in Ongoing Growth

*telx*, the premier operator of carrier neutral Meet Me Room and Core Interconnection Facilities in the US is now one of the fastest growing privately held interconnection facility operators in America. With recent additions to the executive management team that includes Eric Shepcaro as CEO and Board Chairman, Christopher Downie as Executive Vice President and Chief Financial Officer and Bill Kolman as Executive Vice President of Sales, *telx* is positioning itself for continued growth.

On the heels of the acquisition of NYC Connect, the Meet Me Room provider at 111 8th Avenue in March, the company has taken additional space at 60 Hudson Street to further accommodate customer demand. With locations already on the 23rd and 9th floor, the expansion onto the 11th floor will no doubt enable more companies to take advantage of one of the largest carrier neutral interconnection points in the world. In addition to New York, Dallas is another expanding market. *telx*’s recently-acquired facility at 2323 Bryan Street is already at 85% capacity but the facility will nearly double to over 11,000 square feet in September 2007. This will be through an expansion plan that includes building out the Interconnection Facility to accommodate more custom cages, cabinets and racks in order to support the ongoing demand in the Dallas market.

This is truly an exciting time for the global communications industry as more and more companies, including an increasing number of enterprises, require carrier neutral facilities to purchase their core network interconnections.

During the first half of 2007 there were a total of 30 new memberships accepted from 10 different countries to join LINX. This takes the number of countries at which LINX has a presence to 35 including the brand new territories of Australia, Ukraine, Iceland and Taiwan.

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**LINX Sales & Marketing Manager, Richard Yule**

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**LINX Extra**

If you would like to find out more on telx services please visit their website at: www.telx.com or email info@telx.com

**New LINX Members in 2007**

- **AARNet** (Australia)
  www.aarnet.edu.au
- **Bitgravity** (USA)
  www.bitgravity.com
- **CacheNetworks** (USA)
  www.cachefly.com
- **ChungHwa** (Taiwan)
  www.cht.com.tw
- **DailyMotion** (France)
  www.dailymotion.com
- **Datahop** (UK)
  www.datahop.it
- **Fubra** (UK)
  www.fubra.com
- **Iceland Telecom** (Iceland)
  www.siminn.is
- **IDNet** (UK)
  www.idnet.com
- **Inclarity** (UK)
  www.inclarity.co.uk
- **Internet Connections** (UK)
  www.inetc.co.uk
- **IPOnly** (Sweden)
  www.ip-only.net
- **JumpTV** (Canada)
  www.jumptv.com
- **MESH Solutions** (Germany)
  www.mesh.eu
- **MessageLabs** (UK)
  www.messagelabs.com
- **Mohawk Internet** (Canada)
  www.mohawk.ca
- **MTSAllstream** (Canada)
  www.mts.ca
- **Sprint Link** (USA)
  www.sprint.com
- **True Server** (Netherlands)
  www.true.nl
- **UKGrid** (UK)
  www.ukgrid.net
- **Wnet** (Ukraine)
  www.wnet.ua
Member & Partner News

The ‘Colo-X Factor’ Proving to be a Big Hit, Way Out West

Since The Colocation Exchange Ltd (Colo-X) became LINX Partners in March they’ve already been extremely active on a number of fronts for a wide variety of LINX members with a broad range of requirements, from one rack up to 50kW.

Colo-X have dealt with several instances recently of buyers having been let down by their existing suppliers and as a result some have had to source some extremely time sensitive requirements. Fortunately our up to date market knowledge of who has what, where, means we can usually do this quickly and easily, though suffice to say this isn’t getting any easier.

Colo-X MD, Tim Anker, told HotLINX: ‘We are able to act as consultants to help anyone with new space requirements so if you have capacity or services to sell please let us know. In fact, I’m pleased to report that we’ve just closed our first LINX member to LINX member deal for three racks in a Docklands data centre. We will continue to track the market as things develop in the West London region as well. We are confident that this area, to the West of Hammersmith but inside the M25, will finally be a viable proposition with enough space and range of facilities to balance dependency on the Docklands. Certainly this new capacity will provide a much welcome relief to the overall supply/demand balance in the London market.”

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NetSumo’s MD, Alex Cruz Farmer told HotLINX, ‘We started out by helping our clients to contain their costs as they began to grow their businesses. We are the alternative to finding and hiring expensive full time technical staff when there’s not enough work to keep them fully occupied. Now we’re entering a new phase of our development by enabling our clients to offer a wider range of support services such as guaranteed service levels for hardware replacement at any data centre in the UK, out of hours first-line technical support to their end users, as well as our existing network consultancy services to assist with redundancy, fail-over and load balancing design as the networks grow.”

Automatic round-the-clock network monitoring is another area of growth for NetSumo that has really taken off since their new portfolio of services was launched earlier this year.

‘Internal monitoring has an inherent weakness” says Cruz Farmer. ‘If the network goes down the internal monitors may not be able to communicate the failure to the outside world. Our monitoring system provides continuous external monitoring, alerting us to a problem within a few minutes of the event.”

All of which means we’re likely to see a lot more of them in future.

The Partnership Programme acts as a forum for creating new business relationships. It also extends the scope of co-operation between LINX, its Members and its partners by promoting a wider participation at LINX technical, regulatory and general meetings.

Current LINX Partners

Equipment Supplier Partners
Matrix Communications www.mxcllc.com

London Colocation Partners
Telehouse Europe www.telehouse.net

Telecity Redbus www.telecityredbus.com

Global Colocation Partners
telx www.telx.com

Telehouse America www.telehouse.com

Terremark www.terremark.com

Consultancy Service & Support Partners
Netsumo www.netsumo.com

The Colocation Exchange www.colo-x.com

For more information visit: www.netsumo.com or email info@netsumo.com

LINX Partners - ‘The Lowdown’
LINX Partnerships are relationships designed to gain the maximum benefit for all parties interested in the smooth running of the LINX network. The LINX Partnership Programme operates on two distinct levels...

1. To provide value to existing and prospective members.

   This is achieved by working alongside organisations that can make a connection to LINX that will create the most efficient and cost effective service specifically to meet a member’s needs

2. To provide value to equipment and colocation providers

   These are the organisations which ensure that LINX remains the world-class facility upon which it has built its reputation.

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All of which means we’re likely to see a lot more of them in future.
The LINX57 meeting and AGM held at the Goodenough College in London has been widely regarded as one of the best of recent times.

In addition to the regular LINX staff presentations from John Souter, CEO, Mike Hughes, Chief Technical Officer, Malcolm Hutty, Head of Public Affairs and Richard Yule, Sales & Marketing Manager there were many other informative sessions to be heard.

Two of the most anticipated featured DDoS mitigation at LINX explained by Mike Hughes and Per Bilse and the situation of LINX’s Dual LANs presented by John Souter.

Other sessions included updates from LINX Partner, Colo-X, from Tim Anker plus news on this issues arising from the Asian Earthquake from Associated Partner, Renesys. This presentation was delivered by LINX Board Member, Steve Wilcox.

NDIX, the first cross-border Internet exchange and a collaboration of Dutch and German expertise, were the guest IX. Remco van Mook’s presentation created much interest amongst the delegates.

Remco and John Souter also provided a review of progress with Euro-IX, the European Internet Exchange Association.

There was an open-slot presentation from Thomas Mangin (Exanet) on route filtering while Bob Proctor gave an update on the Virgin Media network consolidation.

In the AGM session there featured a lively Q&A with candidates standing for positions on the LINX Board with five candidates vying for two places. Neil McRae (Cable & Wireless) and Simon Lockhart (Bogons) were standing for re-election and were up against Josh Snowhorn (Terremark), James Blessing (Entanet) and Rob Golding (Othello). Following voting Neil and Simon were re-elected.

LINX57 Hailed As Much More Than Just Goodenough!

LINX CEO John Souter (above) asked the questions during the Board Election hustings.

Chris Hobden (Impera) and LINX IT Manager Hugh Spencer (above) announced the launch of the new LINX website. See page 8 for more details.

LINX Board member not in picture: Patrick Gilmore (Akamai)

The new LINX board (left) including those not standing for re-election in 2007 were: Grahame Davies (LINX Chairman), Raza Rizvi (REDNET), Steve Wilcox (Renesys), John Souter (LINX), Neil McRae (Cable & Wireless) and Simon Lockhart (Bogons).

Keep in Touch with the Action via the LINX Meeting Webcast

LINX has been webcasting it’s meetings since LINX41 held in May 2003. If you are unable to attend a LINX meeting for any reason the webcast is a great way to stay involved. The stream can be accessed by members only via an authenticated link on the LINX website. The image quality is excellent and you can be involved in discussions via the IRC channel on the day.

To find out more about the webcast facility email info@linx.net.
LINX Meeting Sponsors

Cut wasted bandwidth and customer churn with StreamShield Networks

LINX53 was sponsored by StreamShield Networks, the leader in clean internet pipes, and included a well-received presentation by Geoff Bennett, Director of Product Marketing. The presentation highlighted the challenges that service providers are facing in the wake of increased amounts of spam generated by professional spammers and zombie infected subscribers on their network.

The spam problem is endemic across service providers and the costs associated with carrying the deluge of unwanted traffic falls to the service provider. StreamShield estimate that zombies and botnets are costing service providers more than half a billion dollars each year in wasted bandwidth and customer churn costs alone. This figure doesn’t even include the increased network operations and helpdesk costs associated with dealing with zombie infections, or the cost and damage to the company’s brand caused by being “blacklisted” due to spam activity.

StreamShield has developed a unique solution which combats the problem of botnets/spam zombie infected subscribers and professional spammers abusing the service provider’s network.

StreamShield chose LINX53 to launch Content Forensics because they knew they would be speaking to an audience that understands the significance of the problem.

Transmode presentation on WDM at LINX56

Attendees and webcast viewers of LINX56 witnessed event sponsor Transmode give a presentation on the latest and greatest in the world of Wavelength Division Multiplexing.

Transmode’s presentation covered the evolution of optical systems from the high capacity beasts of the late nineties to the highly optimised metro systems of today. Also included was an overview of WDM as a technology and demonstrated how today’s Metro WDM systems have evolved into two main streams:

- Highly automated Plug-and-Forget systems that provide very simple to use and highly economical high capacity bandwidth
- High functionality platforms that have absorbed advanced capabilities from more expensive Ultra-Long Haul WDM systems onto a lower cost Metro system architecture

The event was deemed a great success for Transmode. They held a number of discussions with members about their networking requirements as a direct consequence of LINX56 and further enquiries are, as always, welcome.

In addition, members can refer to the ongoing trial of the Transmode WDM solutions in the LINX network as a real and relevant reference model.

Extreme Passion at LINX55 AGM

Extreme Networks sponsored the LINX55 meeting and made a real impact with attendees. Who remembers the Purple Passion cocktails at the evening social?

Pam Goddard, Extreme’s Marketing Manager, told us: ‘Sponsoring LINX55 gave us a wonderful opportunity to meet many LINX members and communicate exactly what Extreme Networks are all about and how we can help them.’

Since the November event Extreme have launched two new products:

- Summit X250e Series – daughter of the Summit X450 (10/100/1000) this switch provides an economical solution for interface speeds of 10/100 Ethernet and connects to the core of the network at Gigabit Ethernet
- BlackDiamond 12802R Series – a full-featured product designed to meet the demanding requirements from carriers at the edge of the network. This solution combines a compelling price point with carrier-grade Ethernet features such as MAC in MAC, VPLS,

VLAN/QinQ translation and hierarchical Quality of Service (QoS) ; a technology that controls bandwidth on a per-subscriber, per-application basis

Both these products run the highly resilient sub 50 milliseconds Ethernet Automatic Protection Switching (EAPS) protocol and are based on the revolutionary ExtremeXOS operating system from Extreme Networks. ExtremeXOS is a highly resilient, modular operating system that helps provide continuous uptime, manageability and operational efficiency.

With over 10 years as a customer, LINX is still partnering with Extreme to provide them and members a reliable, cost-effective and innovative solution in Carrier Ethernet.

For more information please visit www.extremenetworks.com

Transmode’s TS-Series product line is proving to be very popular.

The event was deemed a great success for Transmode. They held a number of discussions with members about their networking requirements as a direct consequence of LINX56 and further enquiries are, as always, welcome. In addition, members can refer to the ongoing trial of the Transmode WDM solutions in the LINX network as a real and relevant reference model.

For more information please visit www.transmode.com or contact andy.howard@transmode.com

VLAN/QinQ translation and hierarchical Quality of Service (QoS) ; a technology that controls bandwidth on a per-subscriber, per-application basis

For more information on Extreme Networks please visit www.extremenetworks.com
Other LINX News

LINX Launches ‘New Improved’ Website

At LINX56 John Souter (CEO) announced the plans for a brand new LINX website scheduled for launch at LINX57.

At the outset the guiding principals were:

- Keep the navigation hierarchy clear, simple and meaningful
- Speed before ‘eye candy’
- An effective search tool
- A personalised navigation system for LINX members

The navigation issue was solved by rigorous adherence to a maximum number of links in the left hand navigation bar and a strict depth of sub-menus. Graphics were kept to a minimum with a maximum re-use of images while a Google Mini provides the search capability for the site. Authenticated users meanwhile, are able to select from a menu of ‘widgets’ providing them with a range of user and member specific information. Their selection being preserved from session to session.

LINX Extra

The LINX website URL is: www.linx.net

If you have any suggestions for the LINX website, please don’t hesitate to let us know by emailing webmaster@linx.net

Richard Yule Promoted to LINX Management Team

Richard Yule has been promoted to the position of LINX Sales & Marketing Manager. He has responsibility for new memberships plus marketing and sales of all LINX services. In addition he works closely with LINX commercial partners.

Richard Yule joined LINX in October 2003 as technical sales engineer after holding various Internet industry technical service and security roles at LINX members, PSINet and Star Internet.

He holds a BSc (Hons) degree in Mining Engineering from the University of Leeds and is a Member of the Institution of Engineering and Technology.

LINX and webitpr Making A Connection

LINX has been working with Lincoln based webitpr and their unique online news distribution and coverage monitoring services for the past 12 months. The agreement covers the issue of all news announcements and international PR campaigns.

Sales and Marketing Manager, Richard Yule, commented: “We wanted to work with an organisation which really knew the online media world and how best to monitor the coverage we received. webitpr does just that.”

webitpr Chief Executive, Adam Parker, said: “We are delighted to have been recognised by LINX as an organisation which they can use to increase the awareness of LINX in the marketplace. We’re thrilled to be working with such a well respected organisation.”

For more on webitpr’s services please visit their website at www.webitpr.com

Richard Yule

Promoted to LINX
Management Team

LINX Accredited Internet Technician Programme has ‘Six Appeal’!

Systems & Network Training (SNT) and LINX will be celebrating six years of the LINX Accredited Internet Technician (LAIT) training programme in September.

During the height of the dotcom industry boom the telecommunications industry faced a chronic shortage of skilled staff. In order to overcome this, the LAIT training programme was launched in September 2001 when, according to Eskills UK there were 12,000 vacancies in the industry. Within two years the situation had changed and this figure had dropped to 2,000 though latest figures from Eskills UK indicate they are on the rise again with up to 8,000 vacancies available.

The LAIT training scheme consists of three, five-day, vendor independent courses. Emphasis is placed upon the technologies, rather than products, and focuses primarily upon IP, Ethernet, Internet access, OSPF and BGP. Hands-on sessions are used throughout each course in order to reinforce the theory and an exam is used to test the knowledge gained during the week. There is also a one-day, hands-on LINX Master Exam which fully tests a delegate’s ISP skills. To date, SNT has successfully run 54 LAIT courses and held over 200 exams, with the numbers passing ranging from 59% for the LAIT I to 48% for the LAIT III.

“The difficulty of the exams ensures that you can be confident of the quality of LAIT certified professionals.”

Steve Groombridge, SNT

With 23% of telecoms services companies are experiencing skills gaps - the LAIT courses are once again relevant.

LINX Extra

For more information on LAIT courses call now on 01737 821590. or visit the SNT website at www.snt.co.uk.

For more on webitpr’s services please visit their website at www.webitpr.com

LINX launches ‘New Improved’ Website

The user’s authentication is provided by a shared database with the new internal LINX CRM. This will allow LINX staff to grant access to contacts in the CRM, which in turn will be used to keep all the user’s details up to date. As the need for a more granular access policy arises, the system allows for the creation of new classes of user.

Traffic levels for the new site have already seen a 10-fold increase compared to that of the previous version.