



## **BICS and France-IX extend partnership to offer comprehensive range of services**

*BICS joins the France-IX Marketplace providing IP Transit, Cloud Direct access, Ethernet transport, remote peering and IP voice services to peering community*

**Paris and Marseille, France – 13 December 2018** – France-IX, the premier Internet Peering Service Provider in France, and leading international communications enabler, BICS, today announced an extension of their partnership, as BICS joins the France-IX Marketplace as a seller. Starting today, BICS will offer a range of value-added IP-centric services to France-IX peering members, including access to Cloud Direct<sup>®</sup>, remote peering to other Internet Exchange Points (IXPs), carrier Ethernet, direct inward dialling (DID) cloud numbers, Internetwork Packet Exchanges (IPX) transport and its SIM for Things global IoT connectivity solutions.

The announcement marks the latest integration between the two parties, which joined forces in 2016. BICS first became a France-IX strategic partner by providing a backbone solution that interconnects the two France-IX peering platforms located in Paris and Marseille, the gateway to EMEA. This enabled BICS to offer a simple and competitive single remote-peering solution for France-IX peers looking to expand their network footprint into the Middle East, Africa and other international destinations.

“We are delighted to strengthen our partnership with France-IX by becoming a Marketplace seller. The France-IX Marketplace is an innovative way to offer our range of services to the French and French-speaking peering community and the cost and time savings provided by the France-IX Marketplace present great value for users,” said Shady Masarweh, Head of Capacity and IP at BICS.

“The superior quality of BICS’ services and worldwide scale make it a great addition to the France-IX Marketplace,” said Franck Simon, President of France IX Services. “Most peering ports retain some unused capacity and the Marketplace enables our peering members to use some of this spare bandwidth for additional services such as IP transit, remote peering, access to cloud services, Ethernet solutions, voice services and more. Peers gain cost efficiencies from price competition between sellers and the seamless provisioning of the service they buy.”

The France-IX peering community of several hundred international telecommunications carriers, ISPs, content providers, content delivery networks, enterprises, and many other internet professionals, are able to optimise their existing port in the IXP by buying valuable IP-centric services via the France-IX Marketplace. This delivers a number of benefits to both sellers and buyers: sellers get the efficiency of a single port to provide services to over 400 France-IX members’ networks; access to a growing number of potential customers in expanding new markets throughout the Middle East and Africa via France-IX Marseille; and the freedom to apply

their own product and pricing strategy. Buyers get access to competitively priced, valuable services, which are delivered directly over a VLAN from the seller's France-IX Marketplace port to their own France-IX peering port. The VLAN provisioning is completed in one business day and services are available instantly in all France-IX points of presence, which allows all France-IX members to access all the Marketplace services anywhere, irrespectively of their equipment location.

### **About BICS**

As a leading international communications enabler, BICS is connecting the world by creating reliable and secure mobile experiences anytime, anywhere. We are a global voice carrier and the leading provider of mobile data services worldwide. Our solutions are essential for supporting the modern lifestyle of today's device-hungry consumer – from global mobile connectivity, seamless roaming experiences, fraud prevention and authentication, to global messaging and the Internet of Things. We are headquartered in Brussels, with a strong presence in Africa, Americas, Asia, Europe and Middle East.

For more information visit <https://bics.com/>; and follow our tweets [@BICS\\_SA](#)

### **About France-IX**

France-IX is the Premier Internet Peering Service Provider in France, offering public and private interconnection services through its carrier and data centre neutral exchange points in Paris and Marseille.

France-IX interconnects several hundreds of telecommunications carriers, ISPs, content providers, content delivery networks and all other Internet networks worldwide with significant traffic in the Internet French market. This enhances the affordability and latency of the Internet traffic exchanged between its members and thus improves the overall quality of the Internet in France.

Founded in June 2010 with the support of the French Internet community, France-IX is a member-based association whose core values are neutrality, sustainability, and constant improvement of the Internet. For more information go to France-IX website [www.franceix.net](http://www.franceix.net)

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