

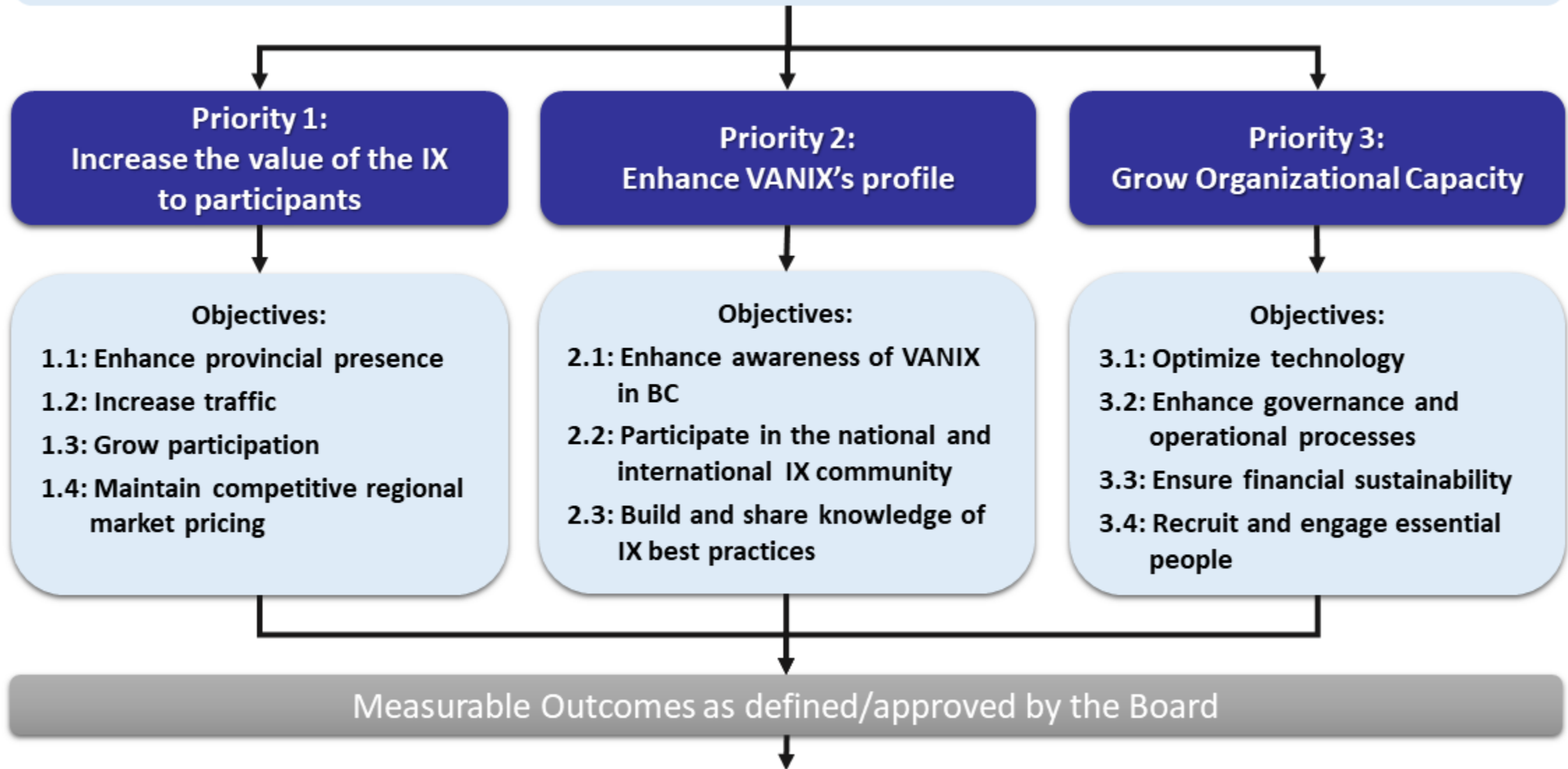


Strategic Plan

2019-2021

(Christian Tacit)

OUR MISSION: Interconnecting networks to reduce costs and improve performance for the benefit of our community





Mission & Vision

OUR MISSION

Interconnecting networks to reduce costs and improve performance for benefit of our community

OUR VISION

A region that is an essential destination in the global Internet ecosystem



3 Priority Foci

1. Increasing Value for Participants
2. Enhancing the Exchange's Profile
3. Growing Organizational Capacity

All three are fundamentally linked, particularly, Priority 3 is seen as an essential foundation for #1 & #2



P1: Increase the Value of the IX to Participants

2019/2020 Achievements:

- Secured funding for new switching platform
- Acquired new switching platform equipment
- Implementation of new switching platform equipment
- Completed a pricing analysis for comparison with other IXs
- Created & implemented new lowered pricing structure
- Implemented a monitoring system to track & report monthly on changes in total traffic volumes (rate/participant in Gbps)
- Addition of larger ports (40Gbps and 100Gbps)
- Expansion to VAN3

2019/2020 Achievements:

- Created / updated social media profiles
- Participation & sponsorship at iTech 2019, 2019 ISP Summit and 2019 CAIX
- Participation & sponsorship at upcoming 2020 ISP Summit
- Joint media release with Cologix
- Joint media release with Arista
- Focus on public relations and media releases
- Some networking and marketing events were delayed due to COVID-19



P3: Grow Organizational Capacity

2019/2020 Achievements:

- Installation of new document sharing system
- Review & revision of VANIX Bylaws
- Started work on Board manual and corporate policies
- Streamlining of participant onboarding process
- Increased sponsorships & implemented sponsorship agreements
- Annual Operations Plan & monitoring dashboard
- Quarterly Board KPI reports
- Financial stability
- Knowledgeable and effective Operations Committee and Volunteers
- Active and connected Marketing Committee



QUESTIONS?

