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<th>Title</th>
<th>How does the internet work?</th>
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<tr>
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<td>Mair, Wolfgang.</td>
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How Does The INTERNET Work?

Wolfgang Mair
Managing Director & Principal
Hassler & Mair GmbH - Profi.Net

Agenda

• What's the INTERNET
• How is INTERNET interconnected
• How to connect as a User
• Future View
• Q&A
What is the INTERNET?

- more than 35 Mio. Users
- more than 9 Mio. Hosts
- about 5000 Providers
- A web of wires installed world wide

How is the INTERNET interconnected?
Option 1: Everybody connects to Everybody else

Better: Exchange-Points
Exchange (Peering) - Points

- CIX = Common (Commercial) Internet Exchange (Non-Profit Organisation)
- MAE = Metropolitan Area Exchange (operated by MFS Inc.)
- NYNAP = New York Network Access Point

World Exchange Locations

- East Cost (USA)
  » MAE East (Vienna, VA)
  » CIX East (Vienna, VA)
  » NYNAP (New York, NY)
- West Cost (USA)
  » CIX West (Santa Clara, CA)
  » MAE West (Santa Clara, CA).
European Exchange Location

- LINX (London) = London Internet Exchange
- D-GIX (Stockholm)
- MAE-FFM (Frankfurt a.M.)

German Exchange Points

- DE-CIX (FFM, Mainzer Landstr. 237)
- MAE-FFM (FFM, Mainzer Landstr. 46)
Provider Infrastructure
(Profi.Net)

How to connect as a User?
Q & A

Any Questions?
Hassler & Mair GmbH

Corporate Strategy
Using The Net

A Changing Society

- Traditional Employers provide less Work
Example: Daimler Benz

A Changing Society

- Traditional Employers provide less Work
- Established Benifits cannot be supported anymore
Benifits we are used to...

- 30 Days of Vacation a Year
- 36 Working hours a month
- High level of Social Security
- No Hire and Fire
- Wealth

A Changing Society

- Traditional Employers provide less Work
- Established Benifits cannot be supported anymore
- What does the Change mean?
The Change

- fixed Employment
- fixed Leisure Time
- fixed # of Holidays
- fixed Income
- habitual Work
- habitual Values

- Free Lace Work
- variable Leisure
- variable Holidays
- variable Income
- new World
- new Rules

A Changing Society

- Traditionelle Arbeitgeber geben immer weniger Arbeit
- Established Benifits cannot be supported anymore
- What does the Change mean?
- How to take advantage?
The Mental Change

- **Open up** to new values
- **Open up** to new rules (they will arrive anyway)
- **Open up** for new opportunities
- **Open up** for the change in general

The Consequences

- More outsourced work
- High dens Computer Infrastruktur
- Acceptance of new Media
- New Business Opportunities
The Opportunities for You

- Create content
- Service to create Web-Sites
- Managing Media Independent Data
- Create a new internal and external Infrastruktur - Intranet
- Add Value through Access Providing

Advantages

- Customer Relation
- Control you own Ramp
- Extention of Services
- Improvement of Know-how
- Independance vs. local Providers because...
Danger...

...they want your Customers

Szenario - Step 1

Customer

Internet

PoP

Service Bureau
Szenario - Step 3

Customer

Service Bureau

PoP

Internet

Szenario - Step 4

Customer

Service Bureau

PoP

Internet
Szenario for You

Requirements

» Infrastruktur
  - Technical internal
  - Technical - Connection

» Know-how
  - TCP/IP
  - Routing
  - Support
The Problem

- Little Know-how on Communication issues
- No trained Staff available
- Unpredictable start up cost
- More problems than benefit for your customer

We provide for you...

- Fixed budgeted start up cost
- Fixed calculated running cost
- Quick ROI
- Long term customer relation
We provide for you

- Planning & budgeting
- Installation, training & support
- Continuous adjustment to market changes
- Strategic Consulting

Your Benefit

You can act,
we help avoiding problems