



Welcome

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Serbian Open eXchange

Is neutral and fully open platform
for virtual interconnection with
Internet Exchange as one of the
services



Serbian Open eXchange

is privately owned by two
recognized and experienced
enthusiasts



Serbian Open eXchange

Is in fact an Ethernet Exchange
dedicated to niche market
segment of interconnection



Serbian Open eXchange

Enables introduction of new business model in Serbian market, facilitating superb services by deployment of new technologies



Serbian Open eXchange

Is based on Best Practice of
existing IXP

Is fully neutral in its existence



Serbian Open eXchange

Does not compete with its
customers

It complements their portfolio



Serbian Open eXchange

is open to regional initiatives

Established L2 connection with
RoNIX – Romanian IX
B-IX – Bulgarian IX



Serbian Open eXchange

Maintains good relationship with major ICT players in Serbia, and in the region



Operators reachable via SOX

On SOX Platform:

Beotel, Verat, VIP Mobile Srbija, EUnet, Orion, Verat, Sat-Trakt, Radijus Vektor, YUBC, AVCOM, AKTON, ETF, CRI, RNIDS, Matav, most of Romanian & Bulgarian operators

Present with DF:

Telekom Srbija, SBB, AbsolutOK, IKOM



Serbian Open eXchange

complies with relevant
Government acts

Akcioni plan za realizaciju Strategije razvoja
telekomunikacija u Republici Srbiji od 2006. do 2010

Savremenim tehnologijama i principima organizacije

Challenges

Introduction of IXP concept
Trust in technical solution
Trust in neutrality



Strong points

Personalized and trusted
relationship with owners of SOX

Proven neutrality



Serbian Open eXchange

plans

Promotion of local Internet content

Investment in new services

Cooperation with CDN's ArenaTV, Google, Yahoo,
Akamai...



Thanks for your attentions

Questions?

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