Direct Connection to 3rd Party Datacenters

Introduction

AppNexus supports the use of point-to-point data links to provide advanced connectivity between a 3rd party location and one or more of our locations. A point-to-point connection over dark-fiber can be secured from a variety of vendors depending on the locations that you would like to connect. The benefits of point-to-point (PTP) connections are:

- Dedicated path ensures consistent latency
- Unshared line means high throughput
- 100% secure from sniffing, as packets do not pass through the public Internet
- AppNexus VLAN can serve as extension of an existing datacenter

If you happen to already share colocation space with one or more of our locations, a point-to-point connection is not necessary. All you need to do is request a cross-connect between our cages.

Getting Started

First you must contact the ISPs available at your location and get a quote for connectivity to one of our datacenters. Your ISP will need the destination address for the PTP connection; please see the following table for details.

Datacenter	Colo Provider	Address
NYM1	Equinix	First Choice: "NY4" @ 755 Secaucus Rd Secaucus NJ 07094 Second Choice: "NY2" 275 Hartz Way Secaucus NJ 07094 Last Choice: "NY1" 165 Halsey St, 8th Floor Newark NJ 07102
LAX1	CRG West	First Choice: "Wilshire Annex" @ 900 N Alameda St., Los Angeles, CA 90012 Second Choice: "One Wilshire" @ 624 S. Grand Ave, Los Angeles, CA 90017

Once a PTP connection has been set up, your ISP will provide you with details on the connection, specifically the location where we need to request a cross-connect from our colocation provider. Please send this information to your AppNexus representative who will coordinate with our support and accounting teams to get everything set up.

Timing and Pricing

Generally ISPs can provide a connection within a couple of days. Once you provide us with the necessarily information we can turn up the appropriate cross connect in one to two business days.

Charges for the PTP connection depend on your ISP, bandwidth, commitment level, and distance from our location. An additional install charge and a monthly fee will be required to offset the charges we incur from our colocation provider. Costs depend on the specific datacenter; please contact your AppNexus representative for details.

As always, please create a ticket at https://portal.appnexus.com/ or contact us at support@appnexus.com if you have any questions or concerns.