Getting to Yes

Or why some Networks say no, and how to deal with it
Peering is a wonderful thing

- Localisation
- Shorter paths
- Lower cost
- More control
Why do I know about this?

- 15+ years in the Internet Industry
- 12+ years as peering coordinator
- 12+ year active member in RIPE, NANOG and Peering communities
But even if Peering is so awesome

Sometimes when we send that peering request the reply we get is:
But why?

Might they have good reason?
We do not peer with customers
We do not peer with our peers’ customers
There is not enough traffic
There is too much traffic
RATIO
You do not have a 24/7 noc
Your network is not in Peeringdb
We only peer on the route servers
You are my competitor