

## **datamena has launched a Global Interconnect Ecosystem with Hubs in Mumbai and Marseille**

datamena is connecting its UAE-IX to global Cloud and content Hubs through an international partnership with DE-CIX, the world's leading Internet Exchange operator

**Dubai (UAE), Frankfurt (Germany) - 25 June 2019** – [datamena](#), a digital hub for global transformation, has launched a global interconnect ecosystem that will deliver seamless interconnection between major Cloud and content hubs around the world. Its first Digital Infrastructure Hubs are in Mumbai, India and Marseille, France and have been launched in partnership with [DE-CIX](#), the world's leading Internet Exchange (IX) operator.

The Global Interconnect Ecosystem has been developed to accelerate Digital Transformation for international business, enable seamless delivery of digital content, and support the growth of global Cloud. It will provide direct access to Cloud and content hubs through a single platform and user experience. Organisations of all kinds will be able to simplify how they interconnect globally with a rich ecosystem of Carriers, Cloud and Content Providers, and enterprises in Europe, the Middle East and Asia.

“datamena is enabling Digital Transformation on a global scale and transforming our business from a region hub to a truly global content and Cloud ecosystem. We are playing a mission-critical role in enabling Cloud and content to grow without borders,” said Hany Aly, Executive Vice President Enterprise Business at du. “Our team developed the Middle East's most successful partner marketplace and now we are solving new and emerging challenges for global business.”

datamena has deployed DE-CIX's Appollon Advance platform to enable hyper-scalability and Cloud exchange features alongside its global peering services. datamena will connect its [UAE-IX](#) to DE-CIX's [Mumbai IX](#) and [DE-CIX Marseille](#) to enable remote peering between three major IXs in Europe, the Middle East and Asia. Interconnect partners at each IX will be able to seamlessly peer with new partners in each region, bringing the content and Cloud closer to end users.

“datamena has a unique vision for global Digital Transformation and we are proud to be supporting them as they grow beyond their borders. It is serving a growing need in the market and its partners will benefit from seamless access to global peering,” said Ivo Ivanov, CEO of DE-CIX International. “We will work closely with datamena to benefit our peering partners and ensure that they have an exceptional experience when interconnecting locally and across continents. It is an extremely exciting time to be in the interconnection market and datamena is showing that there is still room for innovation.”

datamena has more than 200 partners in its UAE hub, comprising a mix of Global Enterprises, carriers, Cloud hyperscalers, content providers and emerging technology platforms, alongside Banking and Financial services customers.

“This is only the beginning for datamena,” said Aly. “We have a proven model that is trusted by some of the most recognisable brands in the world. In the coming months, we will be announcing new partnerships, customers and hubs in Europe, Africa and Asia. It is a bold move for our business but

organisations across Asia, Africa and Europe are asking us to bring our ecosystem to their regions and we will deliver for them just like we have in the Middle East.”

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**About datamena**

datamena is a provider of data centre, connectivity and interconnection solutions dedicated to enabling global Digital Transformation. Headquartered in the UAE, it offers customers a global interconnect ecosystem that is simple, secure and open. Carriers, Cloud and Content Providers, and Enterprises choose datamena because it helps them to accelerate their growth in Asia, Africa, Europe and the Middle East. It has an open and transparent model that gives its customers a growing ecosystem of potential partners and allows them to benefit from global Cloud and Content hubs. It is an environment that has been specifically designed to facilitate new business opportunities and seamless interconnection. For more information, please visit [datamena.com](https://datamena.com)

**About DE-CIX**

DE-CIX - the world's leading Internet Exchange (IX) operator - provides premium interconnection services and runs a range of carrier and data center-neutral IXs globally. Founded in 1995, DE-CIX serves 1600+ carriers, ISPs and content networks from 100+ countries, including all leading international players in various metro markets in Europe, the Middle East, India and North America. With 6.8+ Terabits per second of peak traffic, DE-CIX Frankfurt is the world's leading Internet Exchange. For more information, please visit [www.de-cix.net](http://www.de-cix.net).

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