



In collaboration with



Dear Valued Partner,

On the occasion of AfPIF 2019, it is with great pleasure that BICS invites you to our pre-event workshop:

BICS Quality of Experience

In this interactive workshop, we will share insights on how Peering can help improve your internet customers' user experience and why it doesn't have to be difficult to start doing it.

We will examine how current upstream providers treat your traffic, how this sometimes works against you, and what you can do to guard against it.

Below are some of the questions you can expect to address during the session:

- Why should I peer? - The business case for peering and cost efficiency
- Who should I peer with? – Ensuring the right peering partner & attracting their traffic
- Why does the place I peer with someone matter? – How location can impact quality
- Can I automate my peering process? – User-friendliness to make it work for you

When *Monday, August 19th, 2pm – 5.30pm (coffee break will be provided)*

Where *Angsana Hotel, Baie aux Tortues, Le Goulet Rd., Balaclava*

To Register *Please RSVP to bics-events@bics.com by 9th August*

Looking forward to seeing you there!

Your BICS Team

For more information, please contact Hans.wouters@bics.com