

Case Studies

LINX™

The London Internet Exchange (LINX) is the largest Internet exchange in the world and handles more than 90 per cent of all the UK's Internet traffic.



“Smye Holland Associates' knowledge and industry expertise has helped to build our profile worldwide”

Vanessa Evans, sales & marketing manager, LINX

Smye Holland Associates undertook a wide range of communication tasks for the exchange to raise its profile and awareness of its services.

LINX connects different Internet Service Providers (ISPs) so that they can pass data between each other. It is a mutual organisation owned by the now 200-plus companies and other bodies which exchange Internet data using its facilities.

Increasing membership is fundamental to LINX and we worked with the exchange to raise its profile and attract new members. This included securing international media coverage in trade and technical publications and websites throughout the world.

We also helped to launch a quarterly members' newsletter, wrote presentations given at conferences by LINX personnel and produced articles which were published under the by-line of LINX executives.

In addition we assisted with communications relating to operational and policy issues, such as responses to government or other regulatory initiatives.

Linx membership doubled over the period of the campaign. Market research demonstrates that the exchange continues to develop its reputation for technical excellence.