WHAT IS CLAIMED IS:

1. A computer-implemented method of directing network traffic, comprising:

under control of one or more computer systems configured with executable instructions,

receiving network traffic to a service provider network, the network traffic being received to a global remappable address announced from at least one point of the service provider network, each point capable of being in a different network location and being mapped to a target destination of the service provider network;

remapping the network traffic and delivering the network traffic to the target destination when a ~~target~~ destination network location of the target destination is the same as a receiving network location in which the network traffic is received; and

when the destination network location is different from the receiving network location:

remapping the network traffic to an intermediate address of the service provider network for the destination network location,

sending the network traffic to the intermediate address in the destination network location; and

remapping the network traffic and delivering the network traffic to the target destination when the network traffic is received at the destination network location.

2. The computer-implemented method of claim 1, wherein the global remappable address is announced from at least two points of the service provider network.

3. The computer-implemented method of claim 1, wherein the remappable global address is a global remappable Internet protocol (IP) address, and

wherein the service provider enables global routing of the network traffic using at least one of domain name system (DNS) or border gateway protocol (BGP) routing.

4. The computer-implemented method of claim 1, wherein the different network locations correspond to at least one of geographically dispersed regions or networks operated by different providers.

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under control of one or more computer systems configured with executable instructions,

receiving network traffic to a service provider network, the network traffic being received to a global remappable address announced from at least one point of the service provider network, each point capable of being in a different network location and being mapped to a target destination of the service provider network;

remapping the network traffic and delivering the network traffic to the target destination when a destination network location of the target destination is the same as a receiving network location in which the network traffic is received; and

when the destination network location is different from the receiving network location:

remapping the network traffic to an intermediate address of the service provider network for the destination network location,

sending the network traffic to the intermediate address in the destination network location; and

remapping the network traffic and delivering the network traffic to the target destination when the network traffic is received at the destination network location.

2. The computer-implemented method of claim 1, wherein the global remappable address is announced from at least two points of the service provider network.

3. The computer-implemented method of claim 1, wherein the remappable global address is a global remappable Internet protocol (IP) address, and

wherein the service provider enables global routing of the network traffic using at least one of domain name system (DNS) or border gateway protocol (BGP) routing.

4. The computer-implemented method of claim 1, wherein the different network locations correspond to at least one of geographically dispersed regions or networks operated by different providers.