End Customer Support Comparison
Reseller vs Direct

EQUINIX®

Customer Support Roles & Responsibilities

This job aid compares how end-user customers are supported by resellers versus Equinix direct sales model. For some tasks the customer will be directed and enabled to complete tasks themselves using the Equinix Customer Portal.

Support Activity	End User Customer (EUC)	When EUC Buys from Reseller	When EUC Buys Direct from Equinix
Quoting & Ordering			
Primary Owner of EUC (relationship).		Reseller leads the relationship. EQIX AE supports reseller.	EQIX AE leads the EUC relationship. No reseller participation.
RFQ & Issues escalation primary contact		Reseller takes EUC calls. EQIX supports reseller.	Sales issues to AE, Support to GSD & CSM.
Customer requests a quote		EUC contacts reseller for quotes and pricing.	EUC contacts EQIX AE for quotes & pricing.
Defining purchase specifications (CABe, Draw Cap, PDU, Cage demarc, etc.		Reseller supports EUC. Reseller may enlist help from EQIX AE & SE	EUC contacts EQIX AE. Enlists help from EQIX SE
Preparing Equinix quote		Reseller prepares offer quote. Reseller may enlist help from EQIX AE, PSSA	EUC requests quote from EQIX AE. PSSA creates quote for AE.
Customer IBX Access & Product, Cage Deployment and Logistics			
Equinix Customer Project Management (CPM) creates project plan, manages implementation with CSM and communicates commit dates.		Reseller leads deployment project and completes ECP tickets for EUC. EQIX CPM supports reseller.	Won deals are passed to CPM & EUC CSM team to execute deploy with EUC
Weekly status call with Customer on implementation progress, based on customer requirements		Reseller schedules meeting with EUC and leads deployment project. Reseller may enlist EQIX CPM & CSM as needed.	EQIX CPM or (EUC) CSM will schedule and lead project update calls as needed.
Final project wrap-up and punchlist call per EUC requirements		Reseller schedules meeting with EUC and leads turn-up call. Reseller may enlist EQIX CPM & CSM as needed.	EUC CSM schedules EUC turn-up call. May include CPM as needed.
Coordinate Customer Provided Equipment (CPE) Delivery to IBX	Self-service	EUC may request reseller manage CPE logistics. Reseller opens ECP tickets for in-bound shipment to IBX.	EUC or the EUC CSM opens tickets for in-bound shipments. EUC may request Smart Hands to manage logistics inside IBX.
Customer Requests ongoing IBX access	Self-service on ECP	Reseller instructs EUC user to register for IBX access on ECP portal.	EUC CSM instructs EUC user to register for IBX access on ECP portal.
Customer Requests guest IBX access (limited access)	Self-service on ECP	Reseller instructs EUC user to register for IBX access on ECP portal.	EUC CSM instructs EUC user to register for IBX access on ECP portal.
Move equipment from loading dock to Cage		Reseller may provide their own tech support in IBX or issue ECP ticket for IBX Smart Hands.	EUC may provide own tech support or request Smart Hands services on ECP.
Install equipment in Cage (rack-n-stack)		Reseller may provide their own tech support in IBX or issue ECP ticket for IBX Smart Hands.	EUC may provide own tech support or request Smart Hands services on ECP.
Requests network connectivity. Request Network Service Delivery (NSD) assistance		Reseller may provide their own tech support or have EUC issue ECP ticket for Smart Hands	EUC may provide own tech support or request Smart Hands services on ECP.
Request cross connect	Self-service on ECP	Reseller may order on ECP or set EUC user permission to allow EUC self-service.	EUC Master Admin sets EUC user permissions to allow EUC to self order.
Request ECX Fabric Port	Self-service not available	EUC submits order to reseller for port. Reseller assigns ECX port and notifies EUC.	EUC orders port and self-configures.
Orders ECX Fabric Virtual Connection	Self-service on ECP	Reseller sets EUC user permission to allow self-ordering and configuring ECX VC.	EUC user self-orders and configures ECX VCs.
Orders Equipment for Performance Hub deployment		Reseller, orders, configures and installs for EUC.	EUC CPE then self-installs or orders Smart Hands on ECP.
Install Performance / Data Hub (rack-n-stack)	Self-service	Reseller provides technican, EUC installs, or reseller or EUC can order Smart Hands on ECP to install.	EUC self-installs or orders Smart Hands on ECP.
Order Network Edge services (ECX Portal)		Currently not available for reseller resale.	EUC can self-order on ECP (ECX Fabric) portal.
Order Equinix Internet Exchange (IEX) services		Currently not available for reseller resale.	EUC orders from AE. EUC orders Smart Hands on ECP as needed.
Order Metro Connect services		ECU Orders from reseller. Reseller orders from AE	EUC orders from ECP.
Order SmartView		Reseller orders on ECP for EUC.	EUC orders from AE. EUC orders Smart Hands on ECP as needed.
Order PDUs		EUC orders from reseller. Reseller orders from AE	EUC orders from AE.
Resolve issues with power Draw Cap for circuit-based power.		EUC resolves with reseller. Reseller engages AE to increase Draw Cap	EUC submits PO based on AE quote for increased kVA.

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Equinix Customer Portal (ECP) Administration			
Train Reseller how to use ECP portal		EUC CSM trains Reseller's CSM how to use porta and assigns Reseller Master Admin (MA). Reseller MA administers portal users and permissions.	
EUC access to ECP	EUC Master Admin Self-service	Reseller trains EUC user on ECP. Assigns EUC Master Admin. EUC MA administers additional users and permissions.	EUC CSM trains and assigns EUC MA access to portal. EUC MA administers additional EUC users and permissions.
Assign EUC assets in ECP	EUC Master Admin Self-service	Reseller assigns assets in ECP or delegates to EUC MA.	EUC self-service on ECP. Limited EUC CSM assistance.
Issues Tickets and engages EQIX Global Service Desk (GSD)	EUC Master Admin Self-service	Reseller assigns assets in ECP or delegates to EUC MA.	EUC self-service on ECP. Limited EUC CSM assistance.

Support Activity	End User Customer (EUC)	When EUC Buys from Reseller	When EUC Buys Direct from Equinix
Equinix Support			
Add services to existing footprint		Reseller engages their assigned partner CSM for assistance.	EUC CSM provides support.
EUC install base validation & Audits		Reseller engages their assigned partner CSM for assistance.	EUC CSM provides support.
EUC issues escalation and resolution		Reseller engages their assigned partner CSM for assistance.	EUC CSM provides support.
EUC and Reseller Service improvement plans		Reseller engages their assigned partner CSM for assistance.	EUC CSM provides support.

Terms used in this Document:

AE	Equinix Account Executive (field sales)	ECX	Equinix Cloud Exchange Fabric Portal	PSSA	Partner Support Services Admin
CPM	Equinix Customer Project Manager	EUC	End-User Customer	SE	Sales Engineer
CSM	Equinix Customer Success Manager	NSD	Network Service Desk	VC	Virtual Connects, ECX Fabric
ECP	Equinix Customer Portal				