EQUINIX

We have developed this guide to use as external positioning for marketing activities across multiple channels. Please refer to it when writing for our prospects, customers and partners.

Overview

Corporate Message Architecture	
Purpose Why we're here	To be the platform where the world comes together, enabling the innovations that enrich our work, life and planet.
Mission What we do	Power the world's digital leaders.
Positioning Who we are	Equinix is the world's digital infrastructure company™. Digital leaders harness our trusted platform to bring together and interconnect the foundational infrastructure that powers their success.
Value Proposition The ultimate value we enable	Bring together and interconnect the infrastructure you need to fast-track your digital advantage.
Key Messages	How we define the digital advantage leaders create with Equinix
The interconnection to scale with agility	We enable digital leaders to scale, interconnecting your digital infrastructure for optimal performance, speed and flexibility so you can move fast, get to market first and pivot quickly when customer needs and market conditions change.
The reach to launch new digital services globally	We enable digital leaders to innovate, giving you the connected data center platform you need to quickly localize infrastructure so you can accelerate the launch of new products and services.
The edge to deliver world-class digital experiences	We enable digital leaders to differentiate, distributing infrastructure and removing the distance between clouds, users and applications so you can reduce latency and deliver a superior customer, partner and employee experience.
The ecosystems to multiply value	We enable digital leaders to grow, bringing enterprises and service providers together in dynamic digital ecosystems where you can interact and transact to continuously multiply value for all.
The confidence to leap ahead	We enable digital leaders to compete, building new value propositions, business models and competitive strength with the support of a trusted partner who upholds the highest standards of reliability, sustainability and service excellence.

Corporate Message Architecture

Culture How we show up (Internal use only)	**The Magic of Equinix** ▪ Put we before me ▪ Open your mind/heart ▪ Speak up, step up	▪ Serve others ▪ Keep your promises ▪ Keep growing	▪ Be an energy supplier ▪ Find a better way ▪ Put customers at the center of everything we do

Boilerplate
Our company descriptor
(For external use)

Equinix is the world's digital infrastructure company™. Digital leaders harness our trusted platform to bring together and interconnect the foundational infrastructure that powers their success.

We enable our customers to access all the right places, partners and possibilities they need to accelerate advantage. With Equinix, they can scale with agility, speed the launch of digital services, deliver world-class experiences and multiply their value.

Story
How we sum it all up
(For external use)

Companies today need to digitize business to compete and scale in the digital economy. To be digital leaders, businesses must invest in digital infrastructure to unlock new opportunities and support their sustainability goals.

Equinix powers digital leaders to fast-track their competitive advantage. We deliver on this through our platform and global ecosystem of leading service providers—across clouds, networking, storage, compute and software—and by bringing together foundational infrastructure, delivered through software and powering interconnected ecosystems.

Our brand voice

As part of our positioning, we have developed this guide to use when writing to accurately capture our intended brand voice.

Equinix's brand voice is human. It is straightforward and encouraging. Our customers are digital leaders and those who aspire to be, and we are in service to their ambitions. While we excel at powering their success and in growing our own, we remain humble and hungry to make a positive difference in their lives and in the world around us.

Equinix's voice is:

- Confident but not arrogant.

- Trusted but not complacent.

- Experienced but not old school.

- Visionary but not impractical.

- Innovative but not unproven.

Why did we choose these words?

Our company positioning

Equinix is the world's digital infrastructure company. Digital leaders harness our trusted platform to bring together and interconnect the foundational infrastructure that powers their success.

The first sentence of our company positioning statement speaks to who we are:

We are a digital infrastructure company.

This is broad enough to cover data centers, interconnection, bare metal and our foreseeable roadmap. We are now directly aligned with what our customers are trying to build. We recognize that organizations have different goals and needs for that infrastructure—and that we enable them to build what they uniquely need.

"World's" was a very intentional choice.

We want to be seen as global, but enabling—we belong to, and help, the world.

It starts with digital leaders and ends with their success.

This is about what they can imagine and enable.

"Bring together" is intentional.

It implies pieces and components, and digital infrastructure is an amalgam of components that come together in proximity to each other.

Interconnect

Both our heritage and something we don't want to leave behind, "interconnect" speaks to the critical need for these pieces to speak to each other.

Foundational infrastructure

This clarifies that we make our living at the plumbing level. We are not going up the stack to compete with our cloud or other service provider customers.

Our value proposition

Bring together and interconnect the infrastructure you need to fast-track your digital advantage.

To fast-track your digital advantage.

We define digital advantage—the things it enables companies to do. Then we link these concepts back to the unique elements of our value proposition to enable us to own these concepts in a way our competitors can't copy.

- **Scale with agility**
  Digital leaders grow and scale by interconnecting digital infrastructure for maximum performance, speed and flexibility. This enables them to move fast and pivot quickly when customers and markets change.

- **Launch new digital services globally**
  Digital leaders get new innovations to market first with less risk by placing digital infrastructure locally, closer to their employees, partners and customers.

- **Deliver world-class digital experiences**
  Digital leaders raise the bar, delivering differentiated user experiences by distributing infrastructure to the edge and removing the distance that creates latency between clouds, users and applications.

- **Multiply business value**
  Digital leaders access dynamic ecosystems by deploying and interconnecting their infrastructure close to partners. As both suppliers and consumers, they gain a network effect that continuously compounds their value.

- **Leap ahead with confidence**
  Digital leaders seek out trusted partners who offer them the control, choice and reliability they need to build new value propositions, business models and competitive strengths with confidence. We keep them future-ready by anticipating changes to the digital infrastructure landscape and providing everything they need to stay out front no matter what comes next.

How can we best use this messaging?

Messaging guidelines

We worked closely with our top leadership to precisely identify the elements of our positioning and messaging. While you will need to adapt our core positioning to fit the content or communication you are creating, please know that each and every word in our new messaging was carefully discussed and selected by senior leadership. Wherever possible, use our approved language. Disciplined use and repetition will be key to establishing awareness and credibility for our new story.

Guiding principles for our messaging

- Focus our story on our customers' success, as much as who we are.

- Our brand position should not abandon the interconnection leadership position we have won in the market.

- Customers want us to speak to them in a credible and down-to-earth way in their own language.

- Customers are overwhelmed with transformation; they are looking for partners who can help them understand and simplify things.

- Our positioning needs to be bold enough now to carry us through the next few years in a rapidly changing market.

Our positioning strategy and mission

Position Equinix as the company that powers digital leaders. Our positioning is enabler positioning—that the core outcome we want for our customers is to help them become digital leaders. We are telling the market that our efforts are focused on helping our customers achieve their own success. This core outcome speaks to both our early adopters who are digital leaders already, and to the companies that aspire to be digital leaders.

Platform Message Architecture

Platform Messaging:
At Equinix, digital leaders bring together all the right places, partners and possibilities to create the foundational infrastructure they need to succeed.

Platform Pillars: The core elements and benefits of our platform

All the right places

Place infrastructure wherever you need it

Things you can do

Locate adjacent to all the public clouds and networks you need to create best-of-breed hybrid multicloud architectures.

Build infrastructure either physically or virtually on the industry's most consistent, secure and sustainable platform.

Deploy in proximity to customers, geographies and locations that matter to your business, to achieve low-latency performance.

Strengths you can use

- The broadest global footprint of locations.
- The most direct on-ramps to the public cloud.
- The most reliable platform with >99.999% uptime and five-layer physical security.
- The industry's first commitment to supply 100% clean and renewable energy.
- The industry's leading portfolio of physical and virtual infrastructure products.

All the right partners

Connect to everything you need to succeed

Things you can do

Choose your current vendors, best-of-breed providers, regional specialists or innovative new entrants—they're all here in the industry's largest ecosystem.

Connect in real time, directly and privately, to thousands of partners for increased performance, security and scale.

Transact with ease. Supply, consume and integrate networking, storage, compute and applications—all over a single orchestrated interconnection fabric.

Strengths you can use

- The most dynamic global ecosystem of 10,000+ companies, adding new connections with each other faster than with the next 10 providers combined.
- Available partners include 1,800+ networks and 3,000 cloud and IT service providers.
- Award-winning portfolio of physical and virtual connectivity services including global, software-defined interconnection.

All the right possibilities

Seize opportunity with agility, speed and confidence

Things you can do

Accelerate delivery and consumption of digital services at global scale with on-demand infrastructures.

Innovate by unlocking new capabilities with software-defined connectivity to thousands of partners and providers.

Higher performance at a lower cost enables you to focus resources on transformation.

Trust in the support and professional advice of a global force of solutions architects and engineers. We've helped digital leaders stay out in front for 20+ years.

Strengths you can use

- Advanced virtual consumption options for foundational server, networking, monitoring and security capabilities.
- Better performance at a lower TCO with 30% minimum reduction in latency and 60% reduction in network cost.
- APIs and online tools that enable you to configure infrastructure your way and make doing business a click-and-configure experience.

Platform Equinix®: The future of digital infrastructure

Platform Equinix is the trusted foundation for physical infrastructure at software speed.

To meet our customers' evolving needs and help them gain the most traction from the technology trends under way, we envision a future in which digital leaders assemble infrastructure in minutes, anywhere in the world, on demand from an ecosystem of providers.

As we build the next evolution of Platform Equinix, we are launching innovative new virtual products, services and solutions for foundational compute, storage, networking and interconnection. While these infrastructure capabilities have traditionally been physical, our advances enable them to be consumed on demand at software speed. These integrated physical and virtual solutions will give the digital leaders of today and tomorrow even more ways to access all the right places, partners and possibilities they need to create enduring business advantage.

Creating foundational digital infrastructure

Creating foundational digital infrastructure means streamlining hybrid cloud infrastructure with a choice of both physical and virtual build options across network, compute and storage, making these capabilities available globally by:

- Expanding our interconnection-dense International Business Exchange™ (IBX®) data centers so businesses have the capacity and coverage they need to place physical and virtual infrastructure in proximity to wherever they need to be. This includes our xScale™ facilities, which are purpose-built for our hyperscale partners adjacent to our IBX data centers.

- Championing our industry-leading sustainability program to power our platform with 100% clean and renewable energy.

- Advancing Equinix Fabric™ to cover more geographies, more service providers, and an expanding set of customer and partner use cases and ecosystems, such as cloud and network services on demand.

- Delivering a wide choice of building blocks for networking, storage and compute available across our global platform. We've expanded the footprint, capabilities and partner technologies available on Equinix Metal™ and Network Edge.

Delivered through software

This means securing the agility and speed to create competitive advantage with digital and programmable interfaces so that digital businesses can consume physical infrastructure self-service and on demand by:

- Developing virtual consumption options to enable businesses to assemble and control their foundational infrastructure building blocks. This includes transforming our platform architecture, data model and portals to give our customers more self-service consumption options across our full solution portfolio and advancing DevOps enablement.

- API-enabling our entire platform through the Equinix Developer Platform and API Ecosystem, which allows developers to test and use our product portfolio APIs. Providing resources for a first-class developer experience and contributing to open source projects— such as Equinix's Tinkerbell project that automates hardware provisioning.

- Expanding our fully integrated IBX SmartView® data center infrastructure monitoring (DCIM) software capabilities so IT organizations can manage infrastructure remotely and deliver industry-leading energy efficiency.

Powering interconnected ecosystems

- Broadening the range of interconnection options and features that allow digital leaders to cultivate the partner ecosystems they need; easily discover, transact and innovate with their customers, suppliers and partners, creating and consuming new value.

- Curating SaaS ecosystems, adding more participants to our dynamic global interconnected ecosystem and enhancing how customers find partners on Platform Equinix. This provides businesses with more critical digital building blocks that help them innovate and scale faster.

- Expanding our ecosystems to enable the fast and seamless integration of key technologies—like 5G wireless, block storage and IoT—across our global platform.

- Enabling digital leaders to not only consume digital capabilities on Platform Equinix, but to also offer their own solutions and services back to the ecosystem— increasing their opportunities for co-innovation and value creation.

Digital-First Market Context Story

We now live in a digital subscription economy. All companies need a digital-first strategy to meet the demand for digital services and digitized business models.

The following macro trends are driving digital-first strategies:

Trend 1: Cloud-first to digital-first

Digital-first goes beyond moving workloads to the cloud. Real gains come when infrastructure, applications and services converge to deliver digital services, yielding scale and flexibility. New markets and digital revenue streams open up with as a Service business models.

Trend 2: Traditional to digital ecosystems

In a digital ecosystem, suppliers, customers and trading partners can collaborate instantaneously. This drives efficient decisions, innovation and amplified value. Companies can accelerate all around growth— in business, new products, services and in improved operations with ecosystem participation.

Trend 3: Centralized to localized delivery

Digital-first is more than an e-commerce site and mobile app. It means seamless personal experiences, combined with real-time operational intelligence. Companies can offer superior digital services in proximity to where business happens.

To address these technology trends, digital businesses are looking for new, more innovative ways to build, consume and get the maximum advantage from their digital infrastructure.

What is digital infrastructure?

Whereas digital infrastructure was once an enabler, it is now a primary source of innovation and competitive advantage.

- A digital infrastructure that brings together and interconnects physical and virtual technologies, such as compute, storage, network, applications, and IaaS, PaaS and SaaS platforms, is the foundation of a company's digital-first operations.

- Businesses use this foundation to re-architect their services for global digital delivery and access the ecosystems and capabilities they need to rapidly build products and services and deliver them at scale.

- The right digital infrastructure enables an organization to do all of this dynamically, so that when its business changes or strategic plans shift, it can rapidly assemble and reassemble the right building blocks and resources as needed.
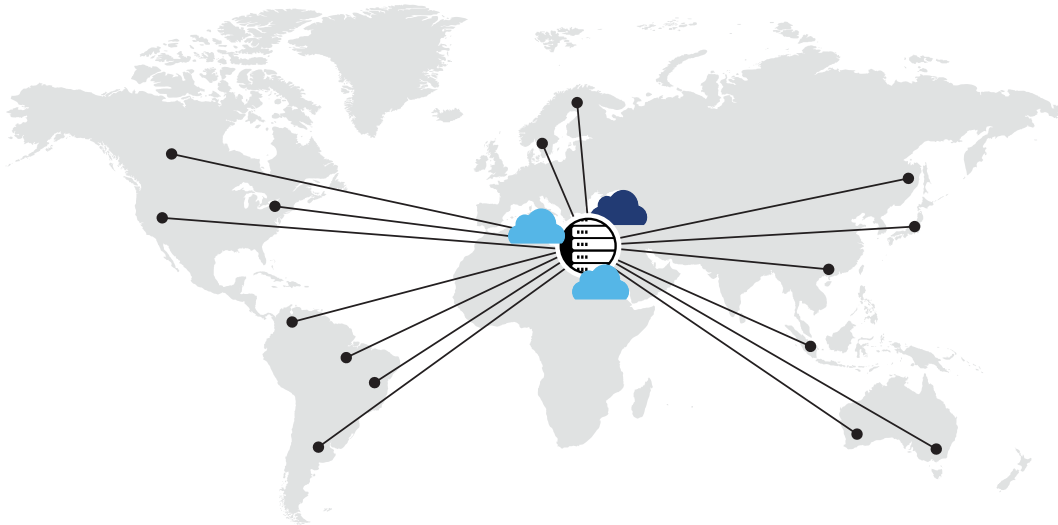
Digital Infrastructure and IOA Customer Strategy Story

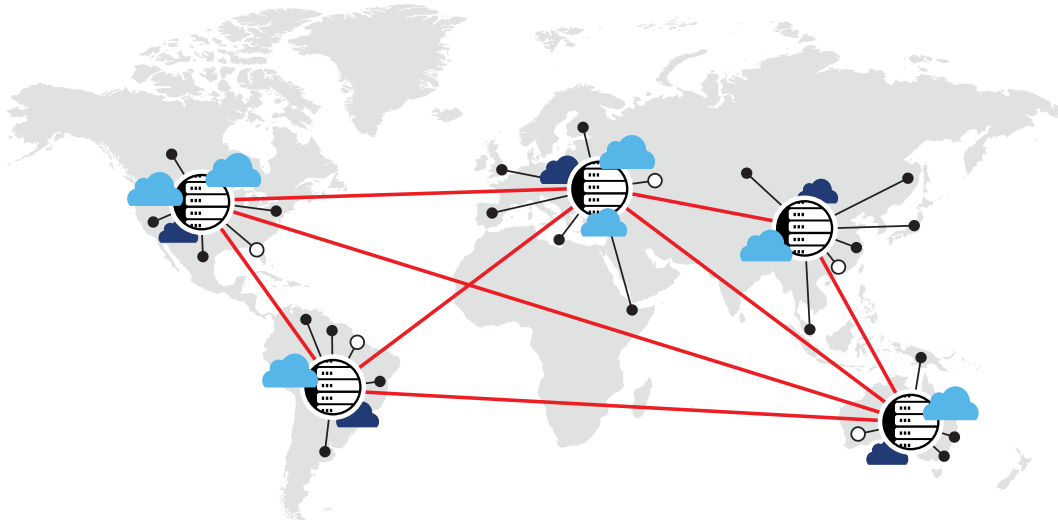# A robust global platform for digital infrastructure needs an equally robust interconnection architecture

Digital leaders are shifting from siloed and centralized IT delivery to distributed, colocated and interconnected. They are using on-demand interconnection—private data exchange—to unlock digital infrastructure's true value. An Interconnection Oriented Architecture® (IOA®) enables a digital infrastructure that interconnects digital services with ecosystems in proximity to where business matters.

An Interconnection Oriented Architecture (IOA) is a proven, repeatable IT architectural framework comprised of industry best practices that businesses use to directly and securely connect anyone and anything, anywhere. Digital leaders and network service providers have been following these durable IOA principles for 20 years to create and scale the internet, and it has been critical in helping our customers advance their digital transformations.

Without an Interconnection Oriented Architecture (IOA)

With an Interconnection Oriented Architecture (IOA)

Digital infrastructure components

Digital leaders invest in key digital infrastructure components—digital core, ecosystems and edge— based on an Interconnection Oriented Architecture (IOA).

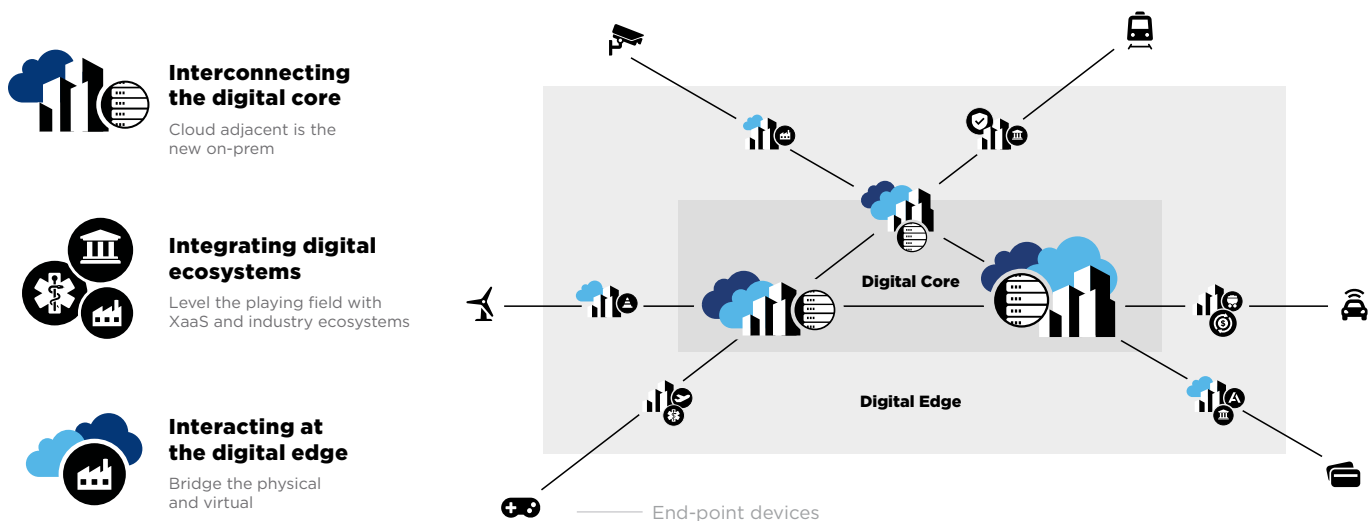### Interconnecting the digital core

Companies rewire their corporate (core) IT infrastructure to optimize for proximity to the greatest cloud and network density.

Integrating with digital ecosystems

Companies need direct access to commercial ecosystems to optimize for proximity to industry markets and communities of interest.

Interacting at the digital edge

Companies localize cybersecurity, data sovereignty and latency-sensitive digital services to optimize for proximity to people, partners and business operations.

Interconnecting the digital core
Cloud adjacent is the new on-prem

Integrating digital ecosystems
Level the playing field with XaaS and industry ecosystems

Interacting at the digital edge
Bridge the physical and virtual

Digital Core

Digital Edge

End-point devices

GXI Volume 5 Messaging

The time for a digital-first strategy is now!

Bringing core, ecosystem and edge strategies together is necessary for market survival. Digital-first means digital business and technology strategies must become indistinguishable, with sustainability central, to close any organization performance gaps, expand opportunity and gain material returns on digital transformation efforts. As part of this transformation, a digital infrastructure is designed to enable the business to be a disruptor and not one of the disrupted.

The Global Interconnection Index (GXI) Volume 5 report, a market study published by Equinix, explains the macro trends contributing to the organization profit performance gap, outlines the observed strategies that all digital leaders employ to make the leap, and provides details on the size and growth rate of digital deployment activity to inform businesses' digital-first strategy.

Messaging copy blocks

Please use these approved copy blocks to help us ensure consistent external positioning for marketing activities across multiple channels.

Corporate messaging copy blocks

Headline:

Power your digital leadership at Equinix

Short (25 words):

Equinix is the world's digital infrastructure company™. Digital leaders harness our trusted platform to bring together and interconnect the foundational infrastructure that powers their success.

Medium (63 words):

Equinix is the world's digital infrastructure company™. Digital leaders harness our trusted platform to bring together and interconnect the foundational infrastructure that powers their success. We enable our customers to access all the right places, partners and possibilities they need to accelerate advantage. With Equinix, they can scale with agility, speed the launch of digital services, deliver world-class experiences and multiply their value.

Long (103 words):

At Equinix, we believe digital infrastructure is your greatest source of competitive advantage. Digital leaders need one place to bring together and interconnect the foundational infrastructure to power their success. We are the world's digital infrastructure company™, and our trusted platform makes it happen.

Many businesses struggle with fragmented, complex infrastructure that spans private and public environments. They want one place to simplify and bring it all together.

We deliver a single global platform to create the foundational infrastructure to power your success. Place infrastructure wherever you need it. Connect to everything you need to succeed. Seize opportunity with agility, speed and confidence.

Platform messaging copy blocks

Headline:

Drive your future forward on Platform Equinix

Short (40 words):

Platform Equinix® is a global digital infrastructure platform. It is the only platform that allows digital leaders to reach the most strategic global markets with the largest ecosystem of digital partners, with infrastructure that assembles and deploys virtually in minutes.

Medium (107 words):

Platform Equinix® is a global digital infrastructure platform. It is where a global ecosystem of enterprises and leading service providers connect to one another to deliver digital services close to where business happens. We enable this by providing data centers, interconnection and digital infrastructure services with access to an ecosystem of over 10,000 participants in over 60 markets globally. Services can be deployed with automation and on-demand capabilities for business agility and speed to market. It is the only platform that allows digital leaders to reach the most strategic global markets with the largest ecosystem of digital partners, with infrastructure that assembles and deploys virtually in minutes.

Long (145 words):

Platform Equinix® is a global digital infrastructure platform, providing the world with foundational infrastructure on which to build and run their workloads and applications. It is where a global ecosystem of enterprises and leading service providers connect to one another to deliver digital services close to where business happens. We enable this by providing data centers, interconnection and digital infrastructure services with access to an ecosystem of over 10,000 participants in over 60 markets globally. Services can be deployed with automation and on-demand capabilities for business agility and speed to market. We provide the platform that bridges physical and virtual infrastructures, and opportunities to connect with ecosystem participants privately and securely. It is the only platform that allows digital leaders to reach the most strategic global markets with the largest ecosystem of digital partners, with infrastructure that can be assembled and deployed virtually in minutes.