EQUINIX

POWERING DIGITAL LEADERS™

Harness your digital infrastructure
to gain business advantage

EQUINIX

Reimagining leadership in a world gone digital

If you look at today's business pacesetters across the globe and ask what they have in common, one characteristic stands out: They are all digital leaders.

Successful leaders put digital technology at the center of their business strategy, understanding that this is key to scaling and staying competitive in the modern economy.

Moreover, they know that going digital is essential to unlock new opportunities and support sustainability goals.

In short, these leaders have created a competitive advantage for themselves— one that allows them to respond to increasing demands for digital services while keeping up with the accelerating need to digitize business models.

"The time is now for companies to make bold investments in technology and capabilities that will equip their businesses to outperform others."

McKinsey[1]

[1] "The New Digital Edge: Rethinking Strategy for the Postpandemic Era," McKinsey, May 26, 2021.

EQUINIX

Thriving in a digital subscription economy

Traditional infrastructures can't support modern needs. The most powerful thing you can do to ensure success is to build a digital infrastructure.

The digital revolution is here.

Today, 82% of organizations view XaaS as critically important for business success, a 70% increase from 2018.[1] By 2022, 65% of global GDP will be digitalized, and most organizations will realize greater value by combining digital and sustainability.[2] And by 2025, 75% of organization leaders will leverage digital platforms and ecosystem capabilities to adapt their value chains to new markets, industries and ecosystems.[3]

Beyond this, computing is increasingly moving away from centralized data centers to a distributed infrastructure positioned ever closer to important edge locations. Interconnection is emerging as central to the digital economy.

As interconnection and data exchange between businesses and cloud services grow at an exponential rate, businesses must replace their traditional infrastructures with increasingly global, interconnected and agile digital infrastructures.

"Sixty-nine percent of boards of directors (BoDs) accelerated their digital business initiatives in the wake of COVID-19 disruption."

Gartner[4]

[1] "Deloitte Everything as-a-Service (XaaS) Study, 2021 edition," Deloitte Insights, Feb. 22, 2021.
[2] "IDC Reveals 2021 Worldwide Digital Transformation Predictions," IDC, Oct. 29, 2020.
[3] "IDC Reveals 2021 Worldwide Digital Transformation Predictions," IDC, Oct. 29, 2020.
[4] "Gartner Says 69% of Boards of Directors Accelerated Their Digital Business Initiatives Following COVID-19 Disruption," Gartner, Sept. 30, 2020.

EQUINIX

Gaining digital advantage

Taking a digital infrastructure approach turns your limitations into advantages, enabling your business to:

Scale with agility

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.

Deliver world-class digital experiences

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.

Leap ahead with confidence

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.

Launch new digital services globally

Leaders get new innovations to market first with less risk by placing digital infrastructure locally, closer to their employees, partners and customers.

Multiply business value

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.

EQUINIX

Taking advantage of new opportunities

Competitive strength depends on digital infrastructure. Digital leaders are not only well positioned to handle market challenges, they're also poised to respond to exciting new opportunities, such as:

The power of 5G

These opportunities include internet of packaging (IOP) cost reductions, significant global mobile connections, and hybrid solutions for optimized performance.

Ballooning ecosystems

By 2025, 75% of new business models will leverage digital platforms and ecosystem capabilities to adapt their value chains to new markets, industries and ecosystems.[1]

The digital edge

The global infrastructure edge footprint is predicted to be 40 gigawatts (40% CAGR) by 2028.[2] Simply put, the digital edge is taking over the world.

[1] "IDC Worldwide Digital Transformation Predictions," IDC.
[2] "State of the Edge 2021: A Market and Ecosystem Report for Edge Computing," The Linux Foundation.

EQUINIX

Keeping up with the macro trends

As businesses make the shift from traditional to digital infrastructures, they must address significant macro trends.

In their journey, they must make the shift from:

Cloud-first to digital-first

Traditional ecosystems to digital ecosystems

Centralized delivery to localized delivery

EQUINIX

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 (aaS) business models.

Traditional ecosystems to digital ecosystems

In a digital ecosystem, suppliers, customers and trading partners can collaborate instantaneously.

This drives innovation, efficient decision-making and greater value.

With ecosystem participation, companies can both improve operations and accelerate growth.

MACRO TREND 3:

Centralized delivery to localized delivery

Digital-first means more than having 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.

EQUINIX

Leveraging the right architecture and platform

Keeping up with these macro trends is a tall order—one that Platform Equinix® and the Interconnection Oriented Architecture® (IOA®) framework are positioned to meet.

For more than 20 years, Equinix has been the world's digital infrastructure company™ with a trusted global platform that enables companies to interconnect and combine the foundational digital infrastructure and IOA framework they need to succeed. Platform Equinix is the trusted foundation for digital infrastructure at software speed.

Creating foundational infrastructure

Platform Equinix streamlines hybrid cloud infrastructure with a choice of both physical and virtual build options across network, compute and storage, making these capabilities available globally.

Delivered through software

Platform Equinix provides the agility and speed to create competitive advantage with digital and programmable interfaces that allow digital businesses to implement physical infrastructures for self-service and on demand.

Powering interconnected systems

Platform Equinix broadens the range of interconnection options and features that allow digital leaders to cultivate the partner ecosystems they need to easily discover and transact with their customers, suppliers and partners.

Interconnecting everything you need

The IOA framework removes the requirement to connect remotely to a centralized service or cloud and instead interconnects to local digital services and ecosystems close enough to support bi-directional traffic.

With a digital infrastructure in place supported by IOA, businesses can successfully:

Interconnect the digital core.

Integrate with digital ecosystems.

Interact at the digital edge.

Before Interconnection*

With Interconnection*
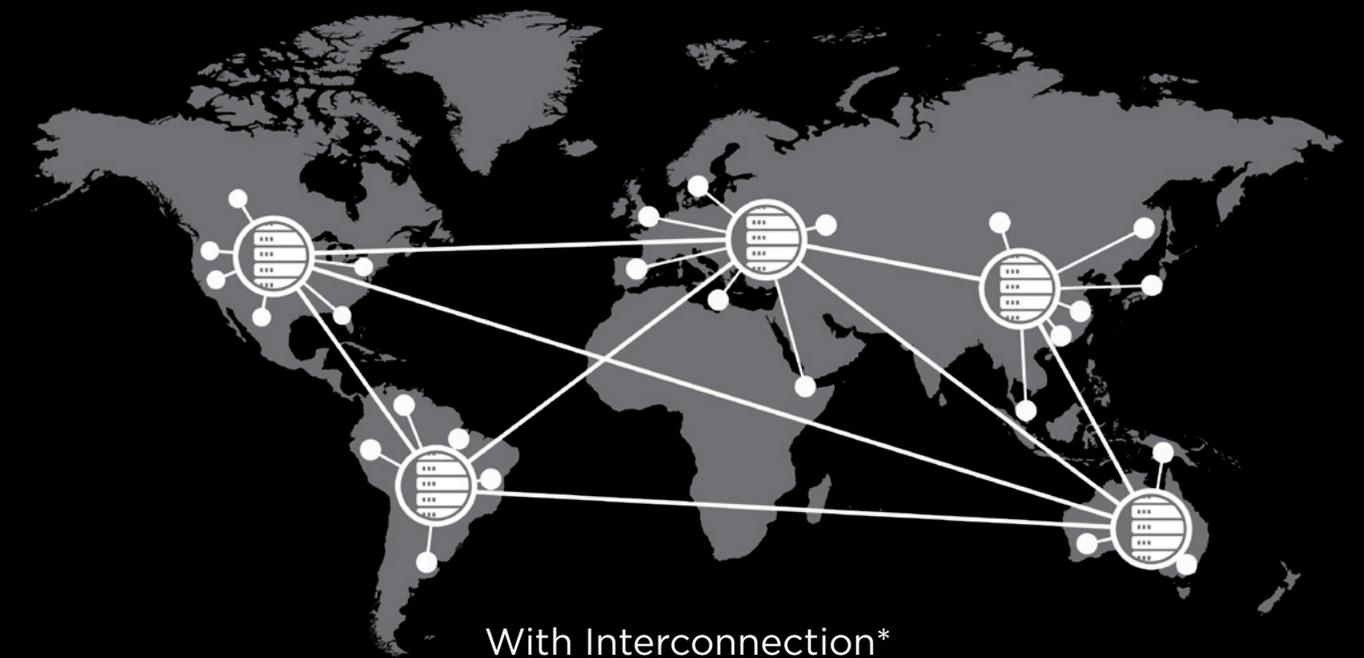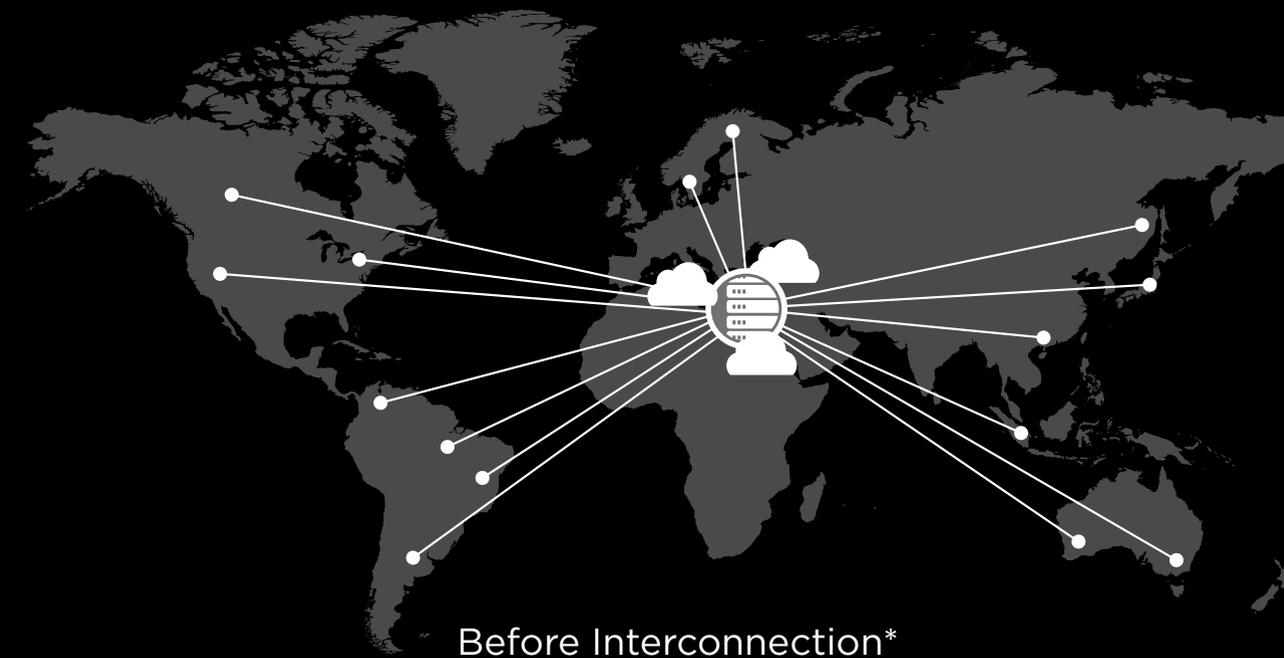
*Architecture details can be found on the IOA KnowledgeBase® at IOAKB.com.

© 2021 Equinix, Inc.

EQUINIX

Interconnecting the digital core

Cloud adjacent is the new on-prem.

The digital core includes the corporate network, multicloud and regional back-end data infrastructure locations. By interconnecting the digital core, businesses can realize several key benefits, including:

Proximity to cloud and networks

Optimize proximity to the greatest cloud and network density.

Distributed infrastructure

Distribute digital infrastructure in cloud adjacent hubs around the globe.

Scalability and continuity

Scale and expand the business continuity models.

Agility and speed

Enable IT agility and speed to market.

Sustainable value

Build a sustainable digital advantage.

EQUINIX

Integrating with digital ecosystems

Level the playing field with XaaS and industry ecosystems.

To innovate and grow today, businesses need to gather and interact digitally to multiply value. By integrating with digital ecosystems, businesses can reap the following advantages:

Proximity to where business matters

Gain proximity to relevant business communities and marketplaces that build competitive strength.

New capacities across ecosystems

Leverage ecosystems of providers, Software as a Service (SaaS) and B2B partners for new capabilities and digital services.

Value chain opportunities

Seize new opportunities in the digital value chain, including capabilities for new markets, industries and ecosystems.

Industry-specific applications

Access industry-specific, API-based applications supporting collaboration, innovation and business agility.

EQUINIX

Interacting at the digital edge

Deliver superior experiences in proximity to where business happens.

The digital edge is made up of locations that are geographically close to front-end centers of revenue and operations. By interacting at the digital edge, businesses can reap true value, including:

Strategic placement

Gain proximity to customers, employees, partners and business operations.

Localized services

Scale edge computing for smart analytics to deliver services where they will be consumed.

Innovative technology

Access a robust API ecosystem and a vibrant DevOps toolset.

On-demand consumption

Assemble software-enabled infrastructure in minutes, anywhere, on demand.

Future-readiness

Distribute points of presence to support 5G and smart edge technologies.

EQUINIX

Harnessing one platform with all the power

Platform Equinix enables you to bring together all the right places, partners and possibilities you need to fast-track your digital advantage.

All the right places

Place infrastructure wherever you need it.

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

- Build physical or virtual infrastructures on the industry's most consistent, secure and sustainable platform.

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

All the right partners

Connect to everything you need to succeed.

- Choose current vendors, best-of-breed providers, regional specialists or innovators 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 networks, storage, compute and applications over a single orchestrated interconnection fabric.

All the right possibilities

Seize opportunity with agility, speed and confidence.

- 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.

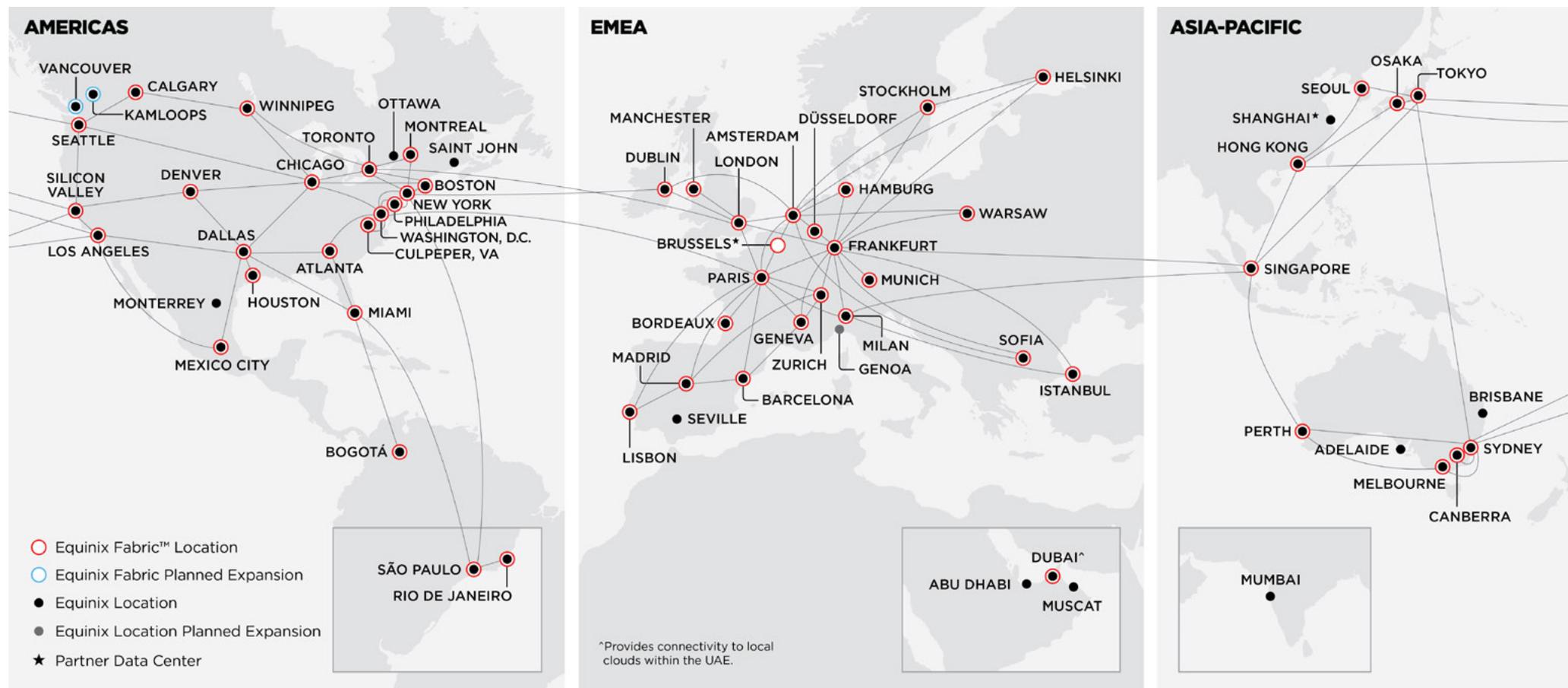- Trust in the support and professional advice of a global force of solutions architects and engineers.

EQUINIX

Getting you to all the right places

235+ Data Centers | **65** Markets | **27** Countries | **5** Continents

AMERICAS

VANCOUVER, CALGARY, KAMLOOPS, SEATTLE, WINNIPEG, OTTAWA, MONTREAL, SAINT JOHN, TORONTO, CHICAGO, BOSTON, NEW YORK, PHILADELPHIA, WASHINGTON, D.C., CULPEPER, VA, SILICON VALLEY, DENVER, LOS ANGELES, DALLAS, ATLANTA, MONTERREY, HOUSTON, MIAMI, MEXICO CITY, BOGOTÁ, SÃO PAULO, RIO DE JANEIRO

EMEA

MANCHESTER, DUBLIN, AMSTERDAM, LONDON, STOCKHOLM, DÜSSELDORF, HELSINKI, HAMBURG, WARSAW, BRUSSELS*, FRANKFURT, PARIS, MUNICH, BORDEAUX, GENEVA, MILAN, SOFIA, MADRID, ZURICH, GENOA, ISTANBUL, BARCELONA, SEVILLE, LISBON, DUBAI^, ABU DHABI, MUSCAT

*Provides connectivity to local clouds within the UAE.

ASIA-PACIFIC

OSAKA, TOKYO, SEOUL, SHANGHAI*, HONG KONG, SINGAPORE, BRISBANE, PERTH, ADELAIDE, SYDNEY, MELBOURNE, CANBERRA, MUMBAI

○ Equinix Fabric™ Location
○ Equinix Fabric Planned Expansion
● Equinix Location
● Equinix Location Planned Expansion
★ Partner Data Center

Equinix is the most resilient platform in the market with >99.999% uptime and 5-layer physical security. We are proud to be a recognized sustainability leader, and we were the first in the industry to commit to supplying 100% clean and renewable energy.

Connecting you to all the right partners

We have created the largest, most active global ecosystem of 10,000+ companies, including 1,800+ networks and 3,000+ cloud and IT service providers. These businesses are adding new connections with each other faster than with the next 10 providers combined.

Our award-winning portfolio of physical and virtual interconnection services—including the ubiquitous, global reach of Equinix Fabric™ software-defined interconnection—gives you easy access to this dynamic global ecosystem of enterprises and service providers.

Empowering you to seize all the right possibilities

We deliver advanced virtual consumption options for foundational bare metal server/storage, networking, monitoring, security and timing capabilities via Edge Services.

We are committed to delivering the best experience for consuming and managing integrated physical infrastructure and virtual services globally by giving you APIs and online tools that make customizing infrastructure and doing business a seamless, click-and-configure experience.

Our customers achieve better performance at a lower TCO, with 30% minimum reduction in latency, 70% lower cloud connectivity and 60% lower network traffic costs.

EQUINIX

Equinix powers digital leaders

Equinix is where successful leaders around the world are bringing together and interconnecting the foundational infrastructure they need to power their success.

"

With Equinix, we can operate in close proximity to many of our top network service provider partners, with access to a platform that ensures the most streamlined path between our content and our end users."

NETFLIX

EQUINIX

"

Equinix Fabric allows us to have a direct and secure connection into our cloud providers and fundamentally connect globally to our collaborators so that we can seamlessly integrate with their systems and our systems."

Children's Cancer Institute

EQUINIX

"We are seeing 500% more demand for home interconnectivity over our network. Without the ability to quickly scale network and cloud connections on the Equinix platform, we would not have had the agility to adapt to the sudden changes brought on by the pandemic."

SENTARA

© 2021 Equinix, Inc.

EQUINIX

"

Between our internal network and outsourced data centers and our cloud providers, we saw Equinix as the right partner to connect all of those different platforms together."

Sysco Corporation

EQUINIX

"

Equinix makes everything very easy for us because of the consistency across its global platform."

zoom

EQUINIX

About Equinix

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.

Discover more insights

Gartner - Business Composability Helps You Thrive Amid Disruption

Ready to get started?

Contact Equinix

© 2021 Equinix, Inc.   EB_EQ_Digital Leaders_12-13-21 | 15686 - 13439 | v121321 | Q420

EQUINIX