



EQUINIX

THE FUTURE OF THE UK DIGITAL ECONOMY

THE WORLD IS CHANGING. ARE YOU DIGITAL READY?

The explosive growth of digital business is disrupting entire industries and revolutionizing everything from service delivery to payments. This means that all companies need to adapt to new commerce and collaboration models to stay competitive.

It's estimated that 20 billion "things" will be connected to the internet by 2020, and digital innovation in IoT is one of the key drivers for this.

As digital becomes more complex, enterprises need to deliver high platform performance and secure

information exchange to reduce data breaches. Interconnection through a multicloud strategy addresses the growing challenges of cloud and connectivity models, improving integration and leading digital change.

KEY TRENDS DRIVING THE NEED FOR INTERCONNECTION IN EUROPE

Europe is unlocking the power of interconnection, or private data exchange between businesses, to address converging digital trends facing enterprises across the region. These trends are creating the need for real-time interactions and forcing digital services to the edge.

Digital Business

Requires the interconnection of people, things, clouds, location and data for real-time interactions.

Data Compliance

Requires interconnecting data, analytics and networking in compliant locations.

Business Ecosystems

Requires digital ecosystems interconnecting the participants and supporting digital flows.

Urbanization

Requires interconnection in locations where users are concentrated.

Cybersecurity

Requires distributing and interconnecting security controls.

INTERCONNECTION AT THE DIGITAL EDGE IN EUROPE

We're living in a hyperconnected world made up of over 50 billion devices, within a rapidly evolving European digital economy.

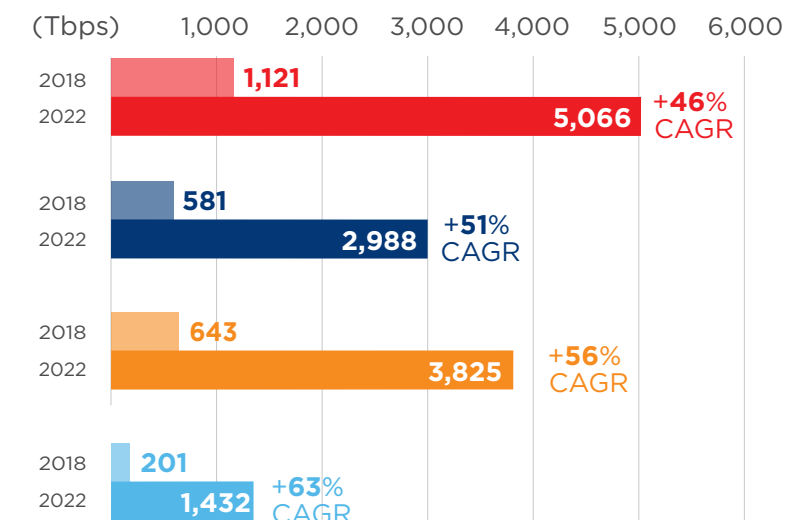
At the heart of this change is interconnection and it is having a huge impact on the European digital economy. Digital business expansion, global data flows and trade—and increasing data compliance regulations—have become powerful catalysts for interconnection growth in Europe.

The Global Interconnection Index projects that private interconnection between businesses in Europe will grow annually at 51%. Europe is predicted to contribute 22% of the total installed interconnection bandwidth* capacity globally by 2022—an estimated 2,988 terabits per second (Tbps).

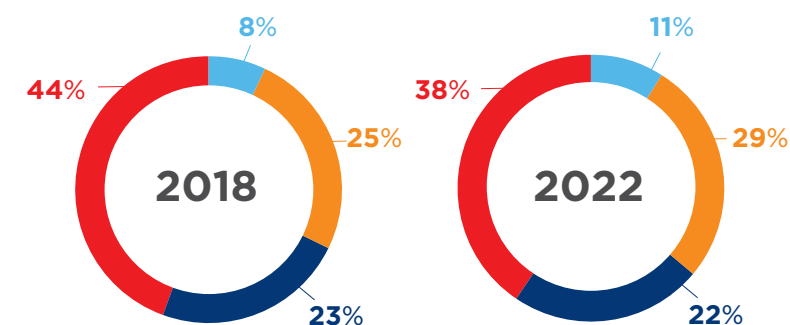
■ North America ■ Europe ■ Asia-Pacific ■ Latin America

*Interconnection bandwidth is the total capacity provisioned to privately and directly exchange traffic with a diverse set of participants at distributed IT exchange points, allowing businesses to exchange data away from the public internet

Regional Growth



Regional Mix



THE GLOBAL INTERCONNECTION PLATFORM FOR DIGITAL BUSINESS

Digital transformation is changing the way companies do business. To stay competitive, companies must re-architect IT for the digital edge, where population centers and digital ecosystems meet.

Equinix connects companies to their customers, employees and partners inside the world's most-interconnected data centers. Our robust interconnection platform spans more than 50 markets on five continents and hosts an advanced portfolio of digital services and ecosystems that allows you to securely scale your digital infrastructure wherever opportunity leads.



200+
Data centers

53
Metros

3,020+
Enterprises

2,900+
Cloud & IT providers

340,000+
Interconnections

450+
Financial services providers



Platform Equinix®, the global interconnection platform for the world's leading businesses, provides global coverage and hosts the largest interconnected ecosystem of companies.

THE UK: CENTRAL TO EUROPE'S BURGEONING DIGITAL ECONOMY

Already a world-leading digital economy, technology contributes over £116Bn to the UK every year and is growing twice as fast as the country's broader economy.¹

Growing at around 51%, London is set to contribute over 43% of Europe's growth, more than tripling its private data exchange between businesses from 195 Tbps to a staggering 1,011 Tbps. This means that despite Brexit, London is projected to have the largest volume of data privately flowing between businesses, more than any other market in Europe.

1. "Parliamentary Business," Written Questions and Answers and Written Statements, Parliament UK, 02 February 2018, <https://www.parliament.uk/business/publications/written-questions-answers-statements/written-questions-answers/>



INTERCONNECTION WITH EQUINIX IN THE UK

Equinix is the digital foundation upon which thousands of UK businesses are built.

To support these digital enterprises, Equinix operates 12 facilities across London, a leading strategic global business hub and a financial world capital, and Manchester, the UK's second-largest city and a key strategic location in the centre of the country, at the intersection of the UK's highly resilient "figure-of-eight" fiber optic network.

Reach

London offers direct access to more than 30 European markets and 80 exchanges.

Interconnect

Both cities represent connectivity to over 1,300 of the world's leading organisations.

Leverage

Access to 200+ network service providers and 125+ cloud and IT service providers.



1. "Parliamentary Business," Written Questions and Answers and Written Statements, Parliament UK, 02 February 2018, <https://www.parliament.uk/business/publications/written-questions-answers-statements/written-questions-answers/>

SOLVING CHALLENGES IN THE CHANGING FINANCIAL SERVICES SECTOR

Modern financial services is evolving and businesses need to evolve with it.

It's vital that financial services companies are ready to embrace change and this requires the right digital infrastructure. While interconnection has already reshaped the face of trading, it's impacting traditional financial services providers as well—including user experience and payments. Financial services companies need an infrastructure to meet demands for:

A Frictionless Customer Experience

Real-time interactions, the gold standard for today's digital-enabled experiences.

High Performance

Extremely low latency through direct, private connectivity.

Flexibility for Now and the Future

Agility to quickly incorporate changing digital technologies.



EQUINIX

WHY CHOOSE EQUINIX LONDON DATA CENTRES

Leverage Robust Financial Services Ecosystems

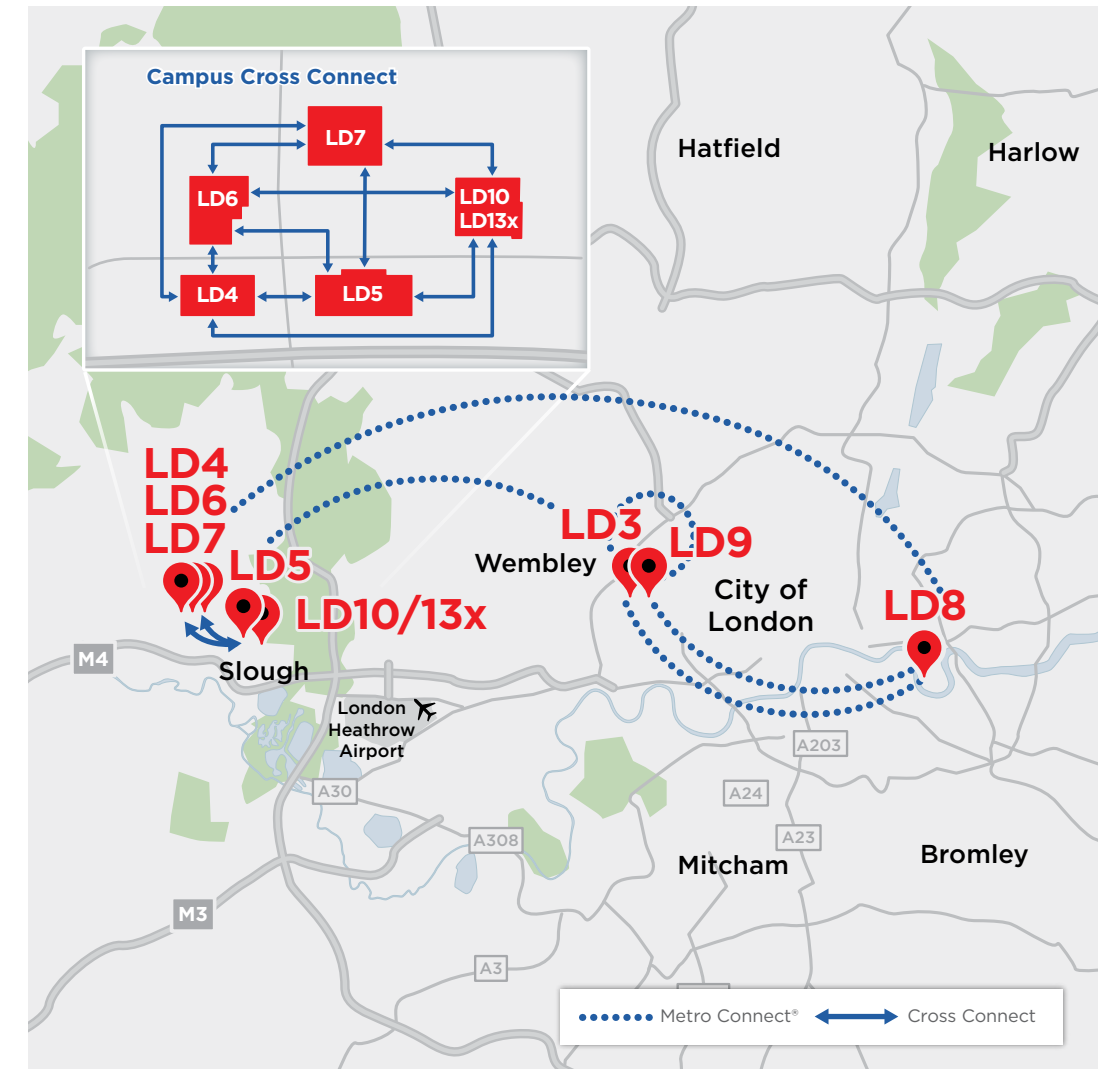
Our London Slough campus is one of the busiest network nodes in the UK, with financial services at the centre. The majority of markets in the UK execute out of Slough, where approximately \$2 trillion of trades are made every day from our LD4 data centre.

Equinix's London Slough campus features:

90 network service providers.

Access to a range of transatlantic cables.

Low latency—approximately 30 milliseconds to New York and 4 milliseconds to Frankfurt.



NEW AND EXPANDED FACILITIES TO SUPPORT INCREASING CAPACITY DEMAND

LD7 is part of a fleet of new and expanded facilities in London as we continue to support increasing capacity demand.

Built on Platform Equinix, the facility represents direct interconnectivity to more than 200 data centres in 53 markets globally and brings our investment in the London metro area alone to over \$1.2 billion.



Powered by Equinix Cloud Exchange Fabric™, offering flexible, on-demand global interconnection.



Designed to provide an energy-efficient foundation to accelerate your digital business.



Built to LEED gold-certified standards.

THE DIGITAL EDGE CAN BE ANYWHERE

Users demand faster performance, and this means that without innovation we can't keep up.

The internet is simply not enough to meet all the needs of digital business. That's why interconnection is at the top of CEO agendas. It solves latency, complexity, integration and security issues.

The digital edge is where business is happening.

Europe and the UK especially are on the cusp of an interconnection revolution.

Equinix is committed to the UK as a core market of the global digital economy.

ACCELERATE YOUR DIGITAL TRANSFORMATION

Talk to an expert to understand how Equinix can help you meet digital business demands for now and the future—in the UK and around the world.

Contact us today →