

# Four Power Moves to Fast-Track Digital Advantage

How leaders are gaining the edge in a rapidly changing world

## 01 BE IN THE RIGHT PLACE

Deploy flexible IT infrastructure—where and when you need it.



of enterprises will prioritize infrastructure agility and operational efficiency by 2024.<sup>1</sup>

<sup>1</sup> "IDC FutureScape: Worldwide Future of Digital Infrastructure 2021 Predictions," Doc. #US46470820, Oct. 2020.



Modern efficiency means being in the right places before you need to be, and having the capabilities to accelerate when you do. Platform Equinix® helps you anticipate and build your business for the future.

## 02 UNLOCK POTENTIAL

Innovate by unlocking new capabilities to deliver the best possible application experience.

2.7x

“Organizations that have increased their digital innovation funding are 2.7x more likely to be a top performer than a trailing one.”<sup>2</sup>

Digital leaders innovate to deliver exceptional customer experience while taking advantage of emerging disruptive technologies like the following:



AI



IoT



5G

Doing so requires optimizing network and application capabilities, breaking down silos to achieve agility and accelerating opportunity.

<sup>2</sup> Gartner, Top Priorities for IT: Leadership Vision for 2021 as on 18 February 2021

## 03 CONNECT WITH THE RIGHT PARTNERS

Reach the places, partners and possibilities that help drive your growth.



of business leaders will leverage digital platforms and ecosystem capabilities to adapt their value chains to new markets, industries and ecosystems by 2025.<sup>3</sup>

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. Connect to 2,900+ partners and providers directly on Platform Equinix.

<sup>3</sup> "IDC FutureScape: Worldwide Cloud 2021 Predictions," Doc. #US46942020, Oct. 2020.

## 04 CREATE A SUSTAINABLE BUSINESS

Build infrastructure on the industry's most sustainable platform.



renewable energy use globally

Equinix approaches sustainability in the same agile, innovative way that we solve our customers' business challenges while ensuring long-term sustainable growth.

**60+ Markets**  
to fast-track your digital advantage

**220+ Data Centers**  
to reach all the right places, partners and possibilities you need to succeed

## ACCELERATE YOUR DIGITAL SUCCESS

The time to fast-track your business's digital advantage is now. Delivering modern customer experiences and intelligent business operations relies on early access to innovative, resilient and trusted technology.

As more enterprises transition to cloud-centric digital infrastructure, they need to deploy for better performance—close to customers, workloads and services that fuel their business.

**Ready to get started?**

Explore the IDC white paper "Future of Digital Infrastructure: Ever Faster Delivery of Reliable Digital Services and Experiences"

[READ THE PAPER](#)