



EQUINIX

Infopaper
Global Solutions Architects*

TRANSFORM INFRASTRUCTURE FOR BUSINESS CONTINUITY

FLEXIBLE SOLUTIONS FOR A RAPIDLY CHANGING BUSINESS WORLD

Digital transformation enables remote work,
online collaboration and risk management

From Seoul to Silicon Valley, the need for digital transformation came into sharp focus for many companies worldwide starting in late 2019. “The new normal” included the need to enable remote work to keep employees safer and maintain business momentum.

Companies that had embarked on their digital transformation journey with Equinix before 2020 were ready to meet the demands of a suddenly remote workforce and new ways of doing business. They worked with Equinix Global Solutions Architects* (GSAs) to identify evolving needs and best practices for extending infrastructure and network capacity for secure, reliable collaboration.

But enterprises that may now be fast-forwarding execution of their digital business strategy or quickly putting one in place can also benefit from working with Equinix GSAs. With the most extensive global footprint and access to thousands of network and cloud services, Equinix enables secure connectivity between businesses, anywhere you need to be. Let’s look at the most common digital concerns that IT leaders have recently faced and examples of how Equinix GSAs have worked with customers to help.

Enabling secure remote work and better collaboration

Setting up thousands of employees with secure VPN access from home to familiar applications and resources is a challenge for many organizations. To help customers, Equinix GSAs analyze the customer’s existing infrastructure, inquire about current and future needs, review desired timelines and budgets, and present the customer with options.

The GSA team recently helped a major beverages manufacturer in Australia that needed to quickly scale VPN access for thousands of remote employees. This existing customer was already leveraging Platform Equinix*, connecting via Equinix Cloud Exchange Fabric™ (ECX Fabric™) to International

Business Exchange™ (IBX*) data centers in Sydney and Melbourne. Because of this, the manufacturer’s infrastructure had the flexibility to quickly meet the sudden, significant demand for VPN access from employees’ homes, enabling connectivity to the same data, services and collaboration tools such as video conferencing required in the office. Scaling VPN connections for its entire remote workforce took this company only 15 hours, providing overnight access to Amazon Web Services (AWS) and Cisco Webex and enabling ongoing employee collaboration and productivity.

Growing capacity with software-defined connections

Some companies are still connecting their legacy infrastructure over MPLS and telcos to the public internet. But adding capacity through a telco means running cables from an on-premises data center to the carrier, a process that can take six or more weeks from placing the order to flipping the switch.

When network capacity is stretched thin, software-defined networking can help businesses reach clouds, services and partners quickly and efficiently. Companies can scale their infrastructure more easily, monitoring usage and flexing resources up or down as needed on a virtual network.

Organizations that rely on the public internet have felt an increasing strain since the start of the global health crisis. With students learning online, adults working from home, families streaming entertainment and everyone looking for online news and shopping, corporate websites are overwhelmed. Latency increases and productivity plummets, creating a significant business challenge.

In South Korea, with broadband in every home and 5 million+ 5G wireless subscribers, many companies still conduct business over the public internet. A leading



conglomerate with remote employees at locations in both South Korea and a neighboring country wanted to expand further across Asia-Pacific. In late 2019, strains on bandwidth impacted this company's Cisco Webex meetings, causing poor performance and reliability issues. Not only were employees having a difficult time conducting meetings, but high-level executives were experiencing unstable video and dropped calls during talks with potential partners in other countries.

Equinix GSAs in Seoul presented a solution to bypass the public internet. This solution has the customer colocating in the SL1 Seoul IBX data center and connecting directly via ECX Fabric to Cisco Webex Edge Connect at an IBX data center in Singapore. That ensures highly secure, low-latency access to both Cisco collaboration technologies and to potential business partners and service providers across the region. With more reliable connections over Platform Equinix, the conglomerate gains the flexibility and agility it needs to expand.

Providing business continuity and scalability for an essential service

Recent global events have impacted business continuity in a variety of ways, particularly for companies whose IT infrastructure left them ill-prepared. Providers of essential services have been especially hard hit, as they cope with shortages in the supply chain, surging demands and sales, and a need to build staff in a hurry to meet customer needs.

Equinix GSAs recently helped a major Australian supermarket retailer that faced such a crisis when fast-rising sales caused an urgent need to ramp up its supply chain and find additional staff for home delivery. As employees attempted to collaborate from home, communicating with agencies to hire more delivery people and engaging suppliers to fulfill the spikes in demand, the company's telephony system was pushed to the limit. Collaborators were unable to join meetings at peak times and calls were being dropped.

The Equinix team proposed a hybrid multicloud solution, with two scenarios for connecting the retailer's on-premises data centers to a Sydney IBX data center. One scenario involved installing a 1 GB port at the IBX data center, giving the company flexibility to add virtual circuits as needed, a cost-effective solution to solve the immediate problem. Another was to install two 10 GB ports that provided ample scalable capacity for future growth. With either scenario, the retailer could connect directly and privately over ECX Fabric to Cisco Webex Edge Connect, enhancing unified communications to maintain business continuity and growth.

Managing risk in changing times

While security and risk management are important to every IT team, in times of crisis or uncertainty they become higher priorities. However, banks and other finance enterprises are known for moving more cautiously than the average organization to avoid risk. And for good reason: Their customers' assets and their trust are at stake.

An established Australian banking firm recently sought to double its private connectivity to video conferencing provider Zoom. With more financial discussions and partner meetings taking place remotely, the enterprise needed strong, reliable video communications. After carefully considering several proposals from Equinix GSAs, the bank's leadership decided on a safe, scalable approach, using Equinix Internet Exchange™ to peer directly with service providers by exchanging traffic locally and avoiding IP use.

Working with Zoom engineers and the telco's service delivery team, the bank's IT team and Equinix put in place direct, secure interconnection via ECX Fabric to IBX data centers in Melbourne and Sydney, with access to cloud and IT service providers worldwide. The process took less than three weeks, with no interruption to the banking service. Banking staff can now count on private, highly secure collaboration with employees, customers and financial service providers.

Equinix is here to help

During fast-changing and uncertain times, organizations can rapidly and securely scale to connect with industry-leading cloud and IT providers found on the Equinix global platform. Equinix helps support companies as they solve today's challenges while ensuring the agility to solve for tomorrow.

Regardless of industry or geography, businesses are experiencing similar issues trying to maintain business continuity and managing risk while enabling a significantly expanded remote workforce. To help meet these demands, Equinix GSAs are ready to build the solutions that best suit the needs of our customers.

To learn more about Equinix or to speak with an expert, please visit our website. Let our GSAs help you transform your business.

Equinix.com/GlobalSolutions
