



# POWERING DIGITAL LEADERS

Harness Your Digital Infrastructure  
to Gain Business Advantage



### **3 Digital**

Reimagining Leadership  
for a Digital World

### **4 Leadership**

Ensuring Success as  
a Digital Leader

### **5 Advantage**

Gaining Digital  
Advantage

### **7 Infrastructure**

Bringing Together  
Digital Infrastructure

### **8 Architecture**

To Get There, You Need  
the Right Architecture

### **9 Platform**

To Get There Faster, You Need  
the Right Platform

### **11 Accelerate**

Accelerate Your  
Leadership

### **12 Places**

To Get You to All the  
Right Places

### **13 Partners**

To Connect You to All  
the Right Partners

### **14 Possibilities**

To Enable You to Seize All  
the Right Possibilities

### **15 Leaders**

Equinix Powers  
Digital Leaders

### **21 Getting Started**



# Reimagining Leadership for a Digital World

Across every industry around the globe, the companies setting the pace for innovation, growth and leadership in this environment put digital technology at the center of business strategy and competitive advantage. These are digital leaders.

Leading businesses realize their infrastructure should be their greatest competitive edge. For established enterprises, transforming from traditional to digital infrastructure can be a significant challenge.

Even before the global COVID-19 pandemic shifted digital transformation into overdrive, there was an epic conflict between legacy and modern approaches to doing business.

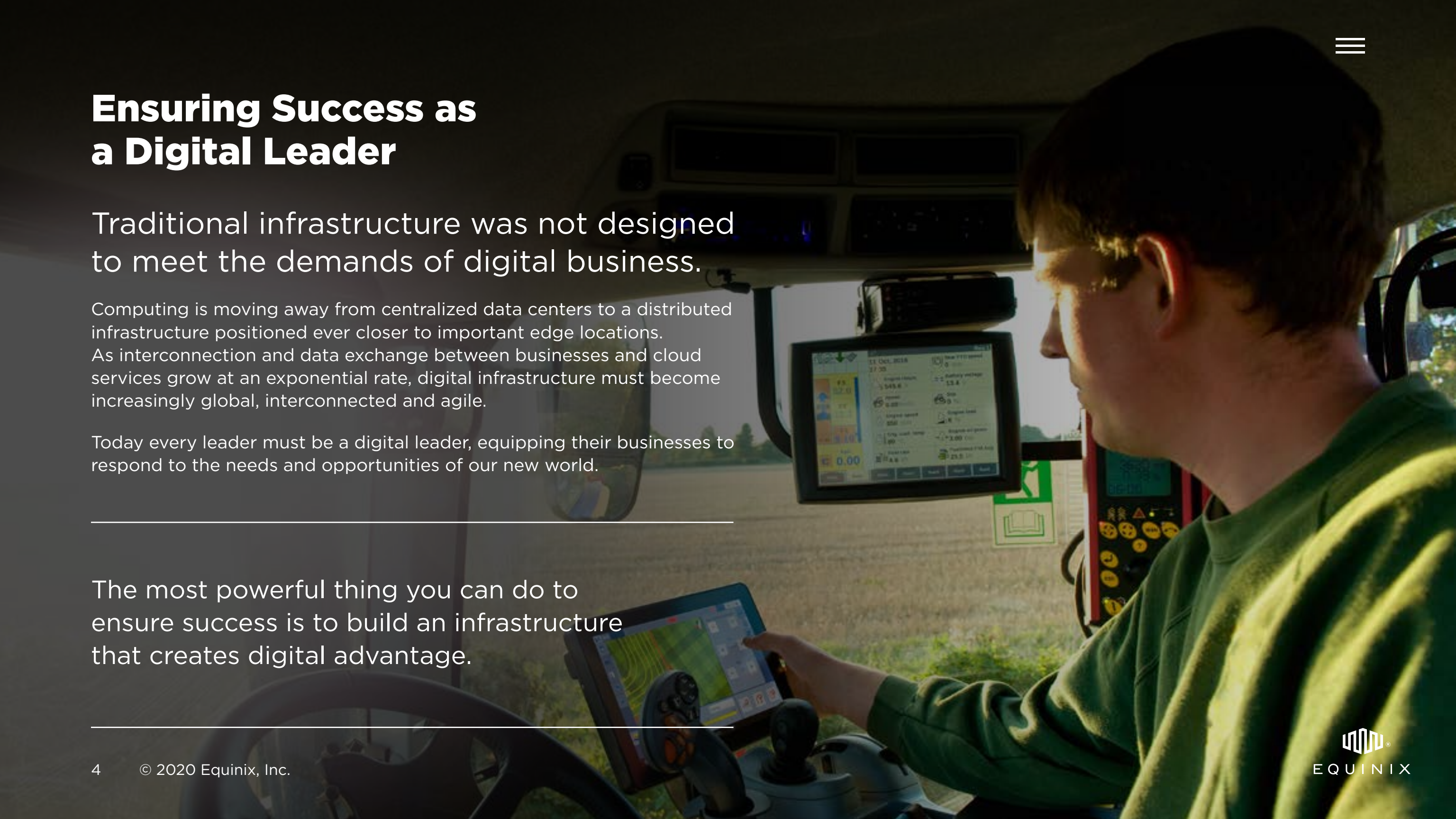
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“Digital leaders are fast, particularly at decision-making and execution, enabling them to experiment and pivot when necessary. They identify and organize around the technology trends that matter most.”

**Bain & Company,**  
Learning from the Digital Leaders

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A person with short brown hair, wearing a green long-sleeved shirt, is seen from the side, looking at a large digital display mounted on the dashboard of a vehicle. The display shows various data points, including a date '11 Oct, 2018', a time '2:10', and several numerical values like '545.6', '0.00', and '25.5'. The person's hand is resting on a control knob. The background shows a blurred outdoor scene with trees and a field.

# Ensuring Success as a Digital Leader

Traditional infrastructure was not designed to meet the demands of digital business.

Computing is moving away from centralized data centers to a distributed infrastructure positioned ever closer to important edge locations. As interconnection and data exchange between businesses and cloud services grow at an exponential rate, digital infrastructure must become increasingly global, interconnected and agile.

Today every leader must be a digital leader, equipping their businesses to respond to the needs and opportunities of our new world.

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The most powerful thing you can do to ensure success is to build an infrastructure that creates digital advantage.

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# Gaining Digital Advantage

Your competitive strength depends on your digital infrastructure. One that enables you to leverage interconnection to directly and privately exchange traffic between key business partners and remove the distance between IT services and users.

Without this strong foundation, your business cannot lead.





# Gaining Digital Advantage

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

## 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.



# Bringing Together Digital Infrastructure

Today's businesses are faced with complex, fragmented global infrastructure that spans private and public environments. They need a simple way to bring together digital infrastructure that encompasses a choice of multiple providers, distributed geographies and hybrid multicloud architectures.

# To Get There, You Need the Right Architecture

You can accelerate digital transformation on Platform Equinix<sup>®</sup> using an Interconnection Oriented Architecture<sup>®</sup> (IOA<sup>®</sup>)

Directly and securely interconnect everything you need to increase performance and scale, reduce latency and risk, and exchange data and applications globally with an IOA<sup>®</sup> framework



**Before Interconnection**



**With Interconnection**





# To Get There Faster, You Need the Right Platform

As the world's digital infrastructure company, Equinix has built a trusted global platform that enables you to interconnect and bring together the foundational digital infrastructure you need to succeed.

Platform Equinix® is architected for consistency, resiliency and the easy consumption of digital capabilities.





# Harness 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.







# Accelerate Your Leadership

For more than 20 years, leading businesses around the world have trusted Equinix to help them create and combine the right infrastructure building blocks to compete in an increasingly digital world.



# To Get You to All the Right Places

220+

Data Centers

63+

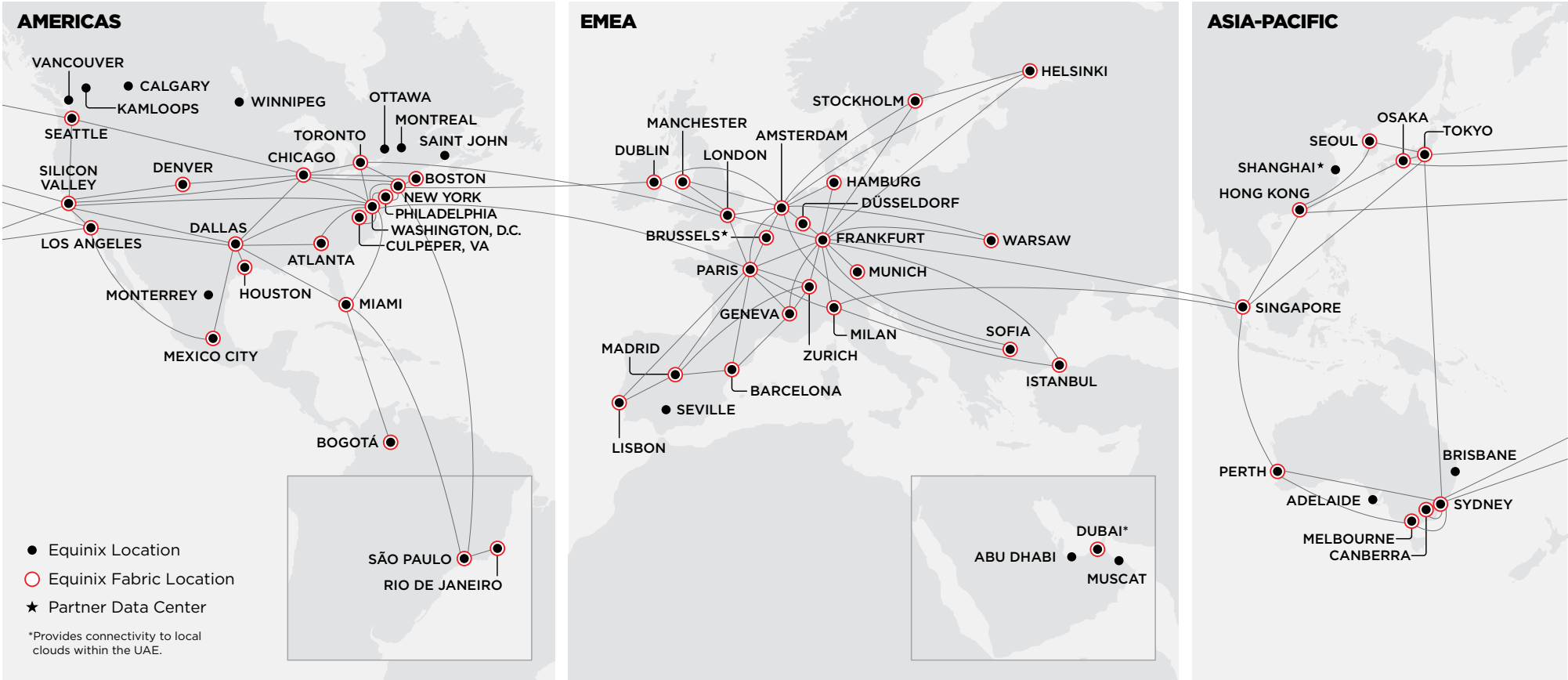
Metros

26

Countries

5

Continents



This is the most resilient platform in the market with >99.9999% uptime and 5-layer physical security. Equinix is a recognized sustainability leader and was the first in our industry to commit to supplying 100% clean and renewable energy.



# To Connect You to All the Right Partners

We have created the largest, most active global ecosystem of nearly 10,000 companies, including 1,800+ networks and 2,900+ 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.







# To Enable 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 Powers Digital Leaders

Equinix is where digital 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 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.”



“

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.”





“

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

zoom





# 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.

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## Learn More

[Gartner Research: Digital Business Maturity Model: 9 Essential Competencies to Assess Digital Business Maturity](#)

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## Ready to get started?

[Contact Equinix](#)

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