



EQUINIX

# PROFESSIONAL SERVICES

## DIGITAL EDGE PLAYBOOK

Optimizing professional services to capitalize on  
growth opportunities

## ABOUT THIS PLAYBOOK

### PURPOSE

This playbook outlines how professional services firms can provide tailored, outcome-based solutions to their clients, while enabling new business models. Professional services organizations will learn how distributed interconnection and colocation can help them differentiate the experience, de-risk the business and scale through ecosystems to meet emerging business demands.

### CHALLENGE

Tightening margins and a sharper focus on business outcomes are forcing professional services firms to integrate digital strategies and collaborate with partners to create more effective, value-added, end-to-end offerings. Limited geographic reach restricts business and revenue growth, and scant real-time interactions with clients, partners and cloud service providers (CSPs) slow time to market. These challenges are compounded by increasing demands from clients for flexible, outcome-based solutions that can't be met with current rigid business models and IT infrastructures.

### NEED








Professional services firms that wish to grow must quickly respond to customer demands for high-quality, outcome-based offerings. To achieve this objective, firms must re-architect their IT infrastructure on a globally distributed interconnection platform that integrates new digital technologies, enables dynamic partner collaboration and reduces business risk. A new global platform will enable professional services firms to create customized, value-added offerings, accelerate end-to-end solution delivery, and achieve real-time insights, resulting in enhanced customer visibility and satisfaction.

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# EXECUTIVE SUMMARY

Professional services firms need digital-ready architectures to meet client demands for new end-to-end, outcome-based offerings

TRENDS AND INSIGHTS		CONSTRAINTS AND CAPABILITIES		PLAYBOOK		
TRENDS	INSIGHTS	CONSTRAINTS	CAPABILITIES	STRATEGY	ROADMAP	PLATFORM
						
<p>A shift in revenue to value-added services is forcing professional services leaders to adopt a distributed architecture to meet the demand for automation, real-time collaboration and data-driven insight.</p>	<p>Interconnection Bandwidth growth is compounding, creating an opportunity for professional service firms to integrate ecosystem, cloud and analytic capabilities and reach new markets with innovative offerings.</p>	<p>Traditional service development and delivery processes based on centralized infrastructures limit business insights into customers, inhibit global collaboration, slow innovation and degrade user experience.</p>	<p>A distributed interconnection platform streamlines digital engagement and integrates ecosystem, cloud and real-time capabilities, simplifying the creation and delivery of outcome-based services.</p>	<p>Professional services firms are distributing business exchange points in proximity to users to deliver tailored offerings, standardized governance, and timely intelligence to clients, partners and employees.</p>	<p>The roadmap offers a step-by-step approach to transforming digital business by interconnecting partners and ecosystems using best practices from an Interconnection Oriented Architecture® (IOA®).</p>	<p>Achieving these digital transformation goals requires a platform that can support three critical elements provided by Platform Equinix®.</p>

## MARKET TRENDS

Digital transformation is driving increased demand for higher-value services...



Source: GigaOm, State of the Services Economy

### Implications

- Rapid delivery of expanded service offerings is required to meet customer needs.
- Industry leaders are investing in analytics and augmented intelligence to improve efficiency and lower costs.

### Summary

Professional services firms are increasingly turning to automation and digital advances to accelerate new business models and increase revenues. Clients now expect automation and AI to augment consultant expertise and speed delivery of outcome-based solutions. To meet these goals, professional services firms need new, dynamic IT infrastructures that can simplify the integration of digital technologies and leverage global interconnection to cloud providers, virtual teams and clients for mutual benefit.

...while clients increasingly expect enhanced delivery of outcome-based services...

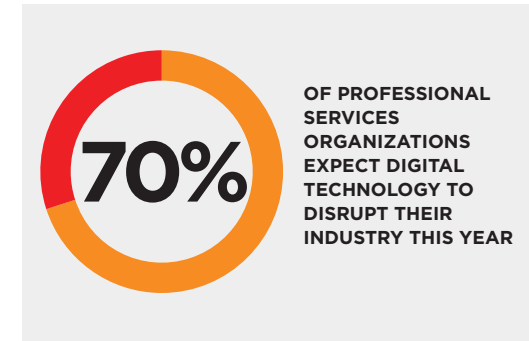


Source: Consultancy, Three major trends disrupting the professional services industry

### Implications

- Organizations lack capabilities for global collaboration, data integration and real-time analytics required for efficient services delivery.
- Traditional, centralized IT architectures are inflexible and slow to adapt to new technologies (such as AI and automation) needed to effectively deliver outcome-based solutions.

...requiring a new, distributed architecture built for real-time interaction and collaboration.



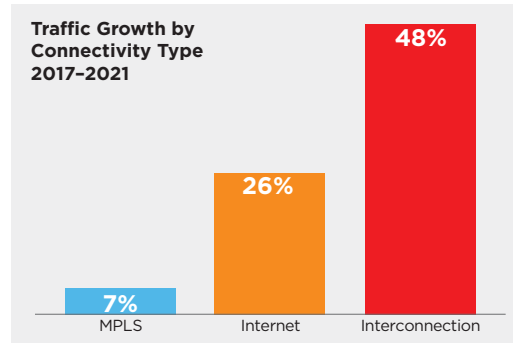
Source: Russel Reynolds, Implications of Disruptive Technologies on Professional Services Organizations

### Implications

- New strategic alliances must be created across industries and ecosystems.
- Real-time intelligence requires a distributed presence and the ability to place analytics and controls in proximity to data, people, clouds and things.

# INTERCONNECTION INSIGHTS

Interconnection Bandwidth\* is projected to outpace growth of internet and MPLS traffic...



Equinix, The Global Interconnection Index Volume 2

## Opportunity

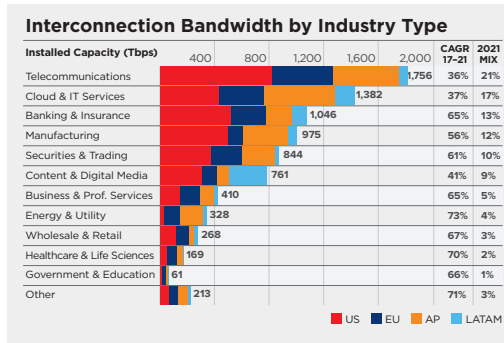
Interconnection, or the ability to privately exchange data between counterparties, is required to scale digital business. Professional services firms are leveraging this by establishing distributed, private traffic exchange and control points near partners, ecosystems and customers.

## Summary

Global Interconnection Bandwidth is expected to grow at 2x the rate of internet traffic as enterprises shift to Interconnection for direct, secure business exchange. Compound growth in Interconnection Bandwidth across all industries creates an opportunity for professional services firms to build exchange points near clients, consultants and users for efficient delivery of tailored services. Global Interconnection Bandwidth growth is projected across business and technology ecosystems, enabling professional services leaders to build a digital-ready platform for interconnecting delivery partners and integrating automation, AI and cloud capabilities.

\*Interconnection Bandwidth is the total capacity provisioned to privately and directly exchange traffic with a diverse set of counterparties and providers at distributed IT exchange points.

...with professional services seeing 65% growth in Interconnection Bandwidth by 2021...

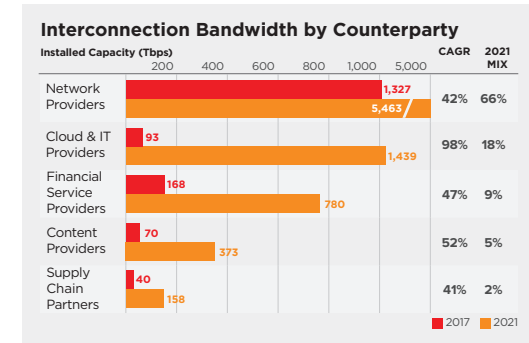


Equinix, The Global Interconnection Index Volume 2

## Opportunity

Interconnection in globally distributed colocation facilities enables professional services firms to quickly serve a variety of client needs across numerous industries, while accelerating the integration of crucial digital technologies into IT infrastructures.

...while enterprises connect to cloud and IT providers at a 98% CAGR.



Equinix, The Global Interconnection Index Volume 2

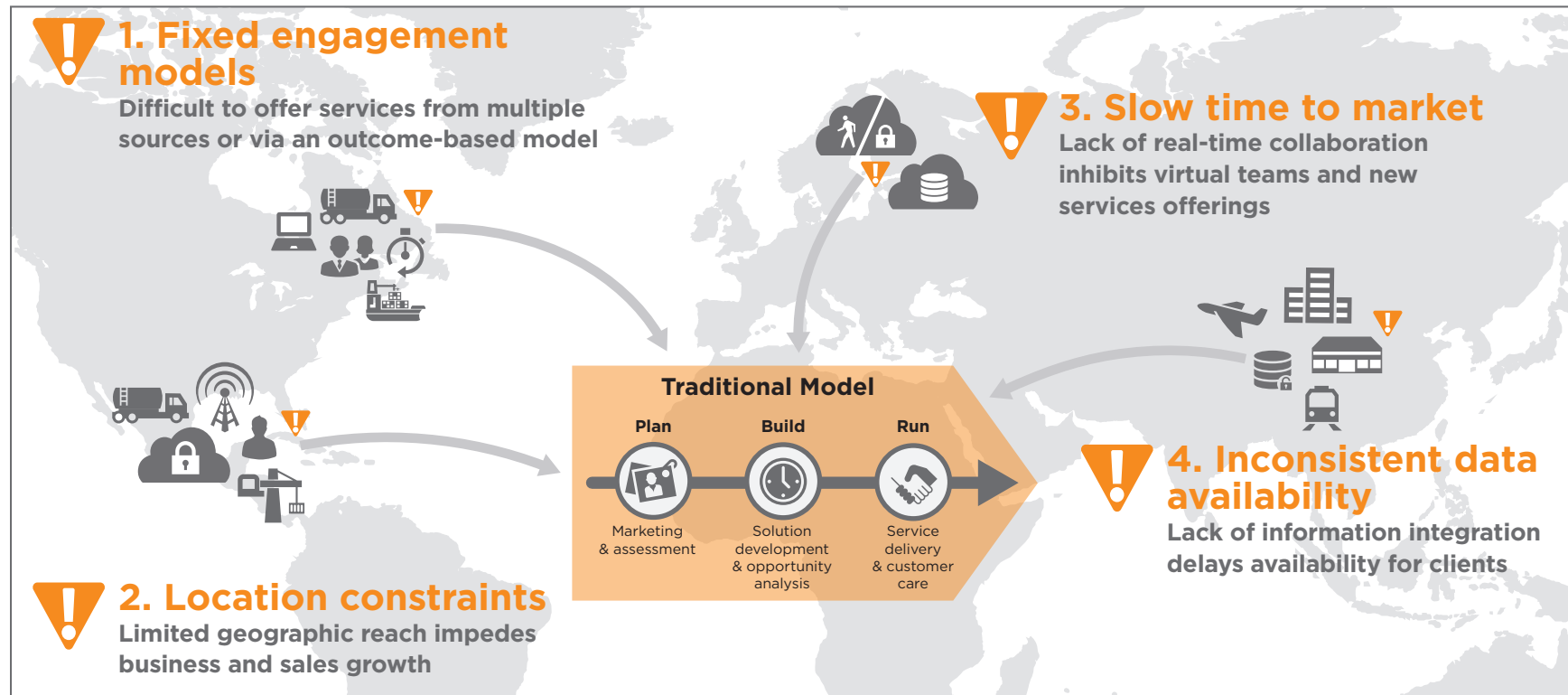
## Opportunity

Enterprise Interconnection to cloud and IT providers is expected to grow by 98% between 2017-2021. Professional services firms can leverage interconnections to these service providers for rapid delivery of high-performance, value-added solutions and services.



# CURRENT-STATE CONSTRAINTS

Professional services firms contend with limited engagement, presence, collaboration and data insights

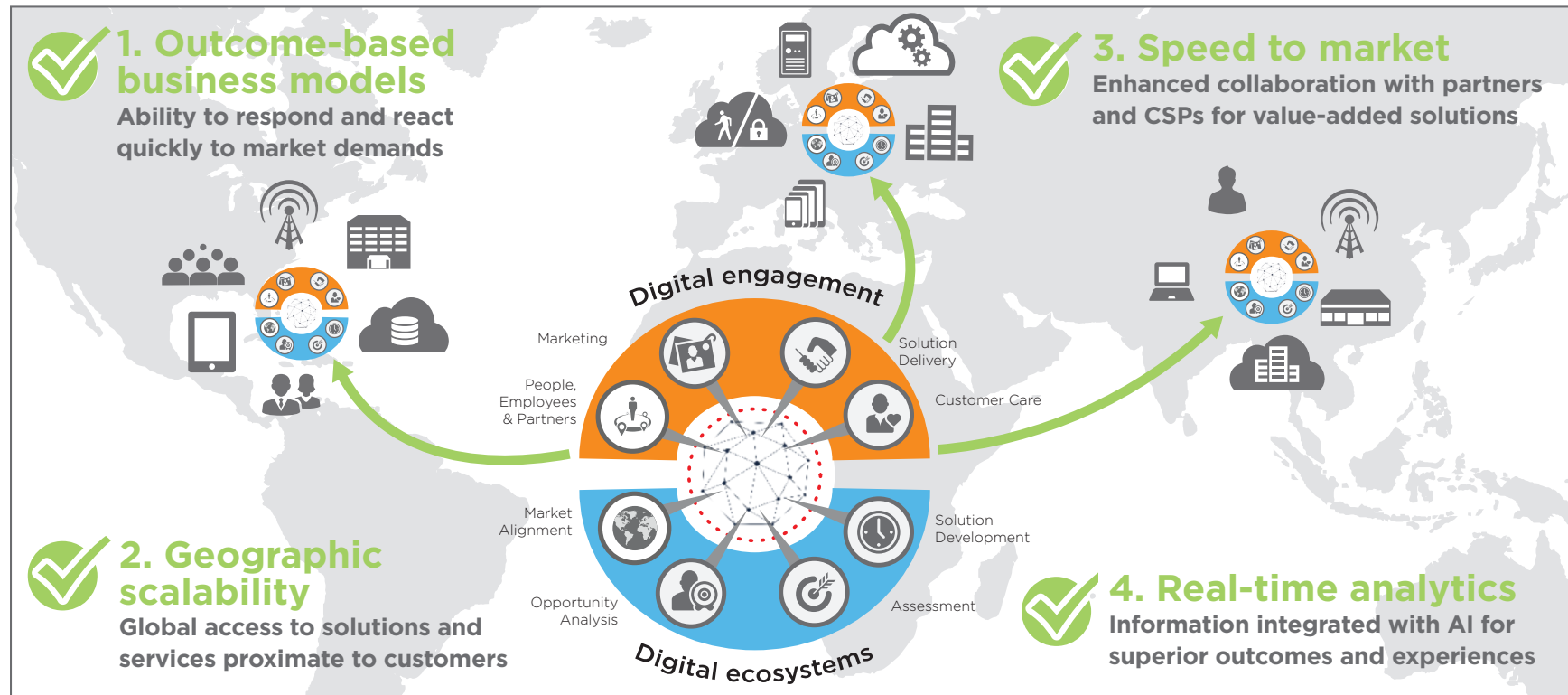


## Summary

Professional services firms are limited by fixed engagement models in creating new, outcome-based solutions for clients. A lack of geographic reach and real-time collaboration with clients and partners slows growth and inhibits innovation. The user experience is also degraded by a lack of dynamic data capture and analysis, making customized, outcome-based solutions impossible to develop.

# FUTURE-STATE CAPABILITIES

Optimized IT infrastructure  
increases flexibility and delivers  
exceptional client outcomes



## Summary

Professional services firms can leverage an optimized, globally distributed, interconnected IT infrastructure platform to create a broad global presence that enables them to place solutions and services adjacent to their clients. The approach also provides firms with direct and secure partner and CSP interactions, resulting in greater automation and the incorporation of insights from real-time analytics, accelerating the delivery of value-added offerings to the marketplace.

# STRATEGY

Architecting for digital business requires an interconnection-first approach

## Summary

**Professional services firms** can leverage digital capabilities to assist clients facing changing regulations and competitive pressures. A distributed platform enables firms to increase engagement, standardize operations and scale the business through data-driven insights.

**Network, SaaS, content and other service providers** help professional services firms achieve a digital-ready state by enabling capabilities and ecosystem exchange to support highly scalable, pay-as-you-go business models at the digital edge.

**Hosting and managed services providers** help professional services firms transform their businesses and integrate third-party solutions, enabling rapid delivery of expanded service offerings to meet client needs.

## 1 Differentiate the experience

Build a differentiated experience through interconnection

- Offer tailored and customized, outcome-based offerings.
- Deliver consistent and cost-effective performance.
- Maintain a strategic global presence adjacent to customers, partners and devices.

## 2 De-risk the business

Reduce business risk with an interconnection platform

- Simplify and standardize on a single, global platform.
- Leverage a marketplace of providers and partners for enhanced collaboration.
- Rapidly test new markets and value-added solutions.

## 3 Scale through ecosystems

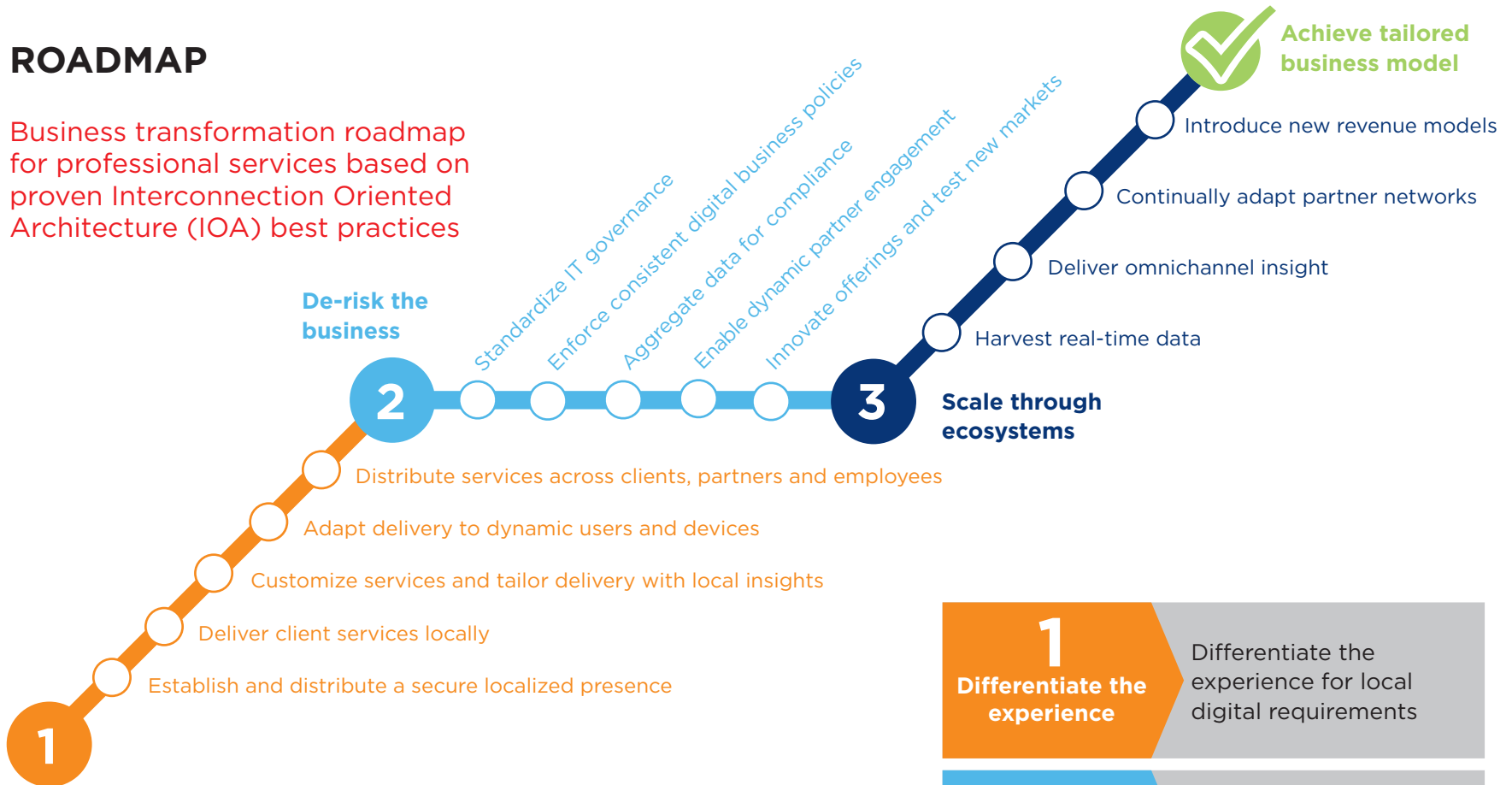
Scale through interconnected insights and ecosystems

- Locally harvest, process and exchange client-centric data.
- Provide timely intelligence to clients, partners and employees.
- Expand value chain for superior outcomes.



# ROADMAP

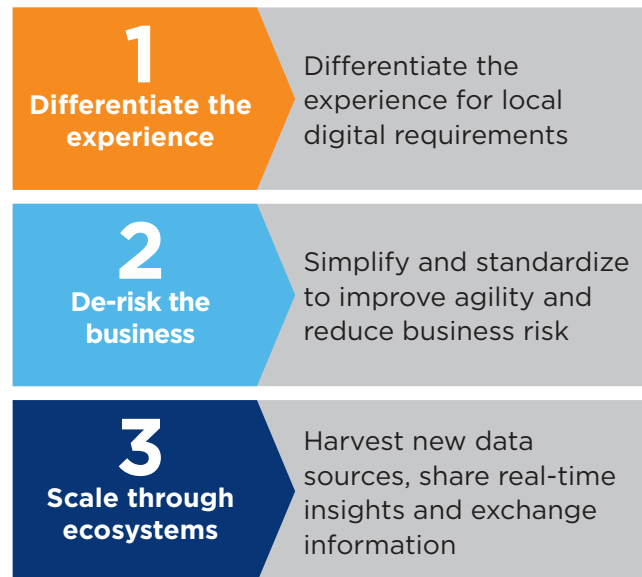
Business transformation roadmap for professional services based on proven Interconnection Oriented Architecture (IOA) best practices



## Differentiate the experience

### Summary

The business transformation roadmap offers professional services firms guidance for achieving a digital-ready business model that captures new revenue growth. Follow the three-step plan to differentiate the experience for clients, partners and employees; de-risk the business; and enable scale through ecosystems. Adoption of these phases can result in new business models that grow revenue through rapid innovation and deliver outcome-based offerings globally.



# PLATFORM

To achieve the benefits of the strategy and the roadmap steps in this playbook, your architecture and platform require three critical elements: global location coverage, private interconnection with rich digital ecosystems and the capability to integrate, standardize and simplify control.

## Global Coverage



Digital edge control point locations where you need them, close to...

Customers

Employees

Partners

Things

### Reach Everywhere

- Global, metro cities and markets.
- Geographical compliance and sovereignty.
- Business operations and offices.

## Interconnection and Ecosystems



Direct and dynamic private exchange of data across...

Networks

Clouds

Payments

Supply Chain

### Interconnect Everyone

- Access network and cloud providers.
- Participate in ecosystems exchange.
- Leverage commoditized services.
- Share and exchange data.
- Transact using digital commerce.

## Integration and Control



Integrate digital and physical services to control and optimize...

Security

Data

Applications

Business

### Integrate Everything

- Marketplace of control functions.
- Cloud and managed services.
- Private data and distribution repositories.
- Globally standard policies.
- Business continuity and control.
- Digital commerce and payments.

# GETTING STARTED

Playbook  
Companion  
Resources

**Request a detailed briefing or strategy workshop with our experts.**

Contact your Equinix account executive and learn more at [equinix.com](http://equinix.com)

## Equinix Americas

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## The Platform Equinix Vision



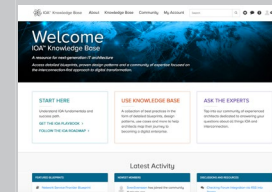
See how professional services companies can leverage a global interconnection platform to scale innovative new services. [eqix.it/PlatformEquinixVision](http://eqix.it/PlatformEquinixVision)

## Global Interconnection Index



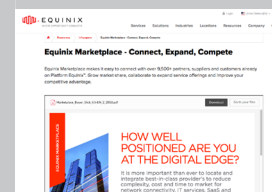
Learn how growth in Interconnection Bandwidth is transforming opportunities for the professional services industry. [eqix.it/InterconnectionIndex](http://eqix.it/InterconnectionIndex)

## IOA Knowledge Base



Download proven network architecture blueprints and design patterns based on industry-leading implementations of IOA. [eqix.it/IOAKB](http://eqix.it/IOAKB)

## Equinix Marketplace



Discover an entire world of service providers or search for new partners, suppliers or customers on Equinix Marketplace. [eqix.it/marketplacebrochure](http://eqix.it/marketplacebrochure)



Equinix, Inc. (Nasdaq: EQIX) connects the world's leading businesses to their customers, employees and partners inside the most-interconnected data centers. In 52 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies. In a digital economy where enterprise business models are increasingly interdependent, interconnection is essential to success. Equinix operates the only global interconnection platform, sparking new opportunities that are only possible when companies come together.

Learn more at [equinix.com](https://equinix.com)

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