



# INSPIRE THE NEXT DIGITAL LEADER

The Equinix Customer  
Advocacy Program



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# Your Story Matters

As new digital demands reshape the future of business, organizations have been forced to accelerate their transformation.

Because Equinix customers are among the most innovative and influential in the world, we invite you to become an Equinix Advocate and share your success as a digital leader.







# Your Story Matters

You chose Equinix to bring together all the right places, partners and possibilities your business needs to succeed. You overcome challenges, explore uncharted waters and harness technology to better your customers, your teams and the world.

We know your peers are eager to hear your story.

With that in mind, we are expanding opportunities for you to share your journey and to celebrate you as our valued customer.

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Would you rise up, take the stage and inspire others with your success?

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# Why Become an Equinix Customer Advocate?

The Equinix Customer Advocacy Program is an opportunity for you to position your organization as a digital leader and affirm your trust in Equinix as your digital journey partner. In return, it presents visibility for your business across the global industry landscape.



Raise your professional profile



Demonstrate thought leadership through industry recognition



Network with industry peers and partners



Increase your brand's value and impact



Motivate internal teams by recognizing their projects and successes



Influence media, analysts and other industry organizations



Shape product innovations by contributing to the Equinix roadmap



Showcase your organization and recruit top talent

“

The Equinix Customer Advocacy Program has enabled Children’s Cancer Institute to connect with like-minded peers from around the world. Sharing our vision and research to cure pediatric cancer means increased awareness and hopefully, greater participation in a concerted effort to completely eradicate the disease globally.”

- Children’s Cancer Institute



# How Would You Like to Share Your Story?

How you are profiled is entirely up to you. You can select the advocacy engagements that best align with your goals, participate as often as you like and opt out at any time.



## Publicly

Feature your story, business name and logo in:

**Customer** case studies and videos.

**Media** releases and social media posts.

**Marketing** collateral and analyst reports.



## As a Digital Leader

Share your stories, ideas and insights at or with:

**Equinix** events and Equinix-supported industry forums.

**Exclusive** executive and peer forums.

**Industry** analysts.



## Privately

Showcase your company name in:

**Requests** for proposal and information.

**Private** sales engagements.

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Ultimately, we are your partner and are honored to help showcase your innovations.

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# Our Simple Method

A streamlined, flexible process makes sharing your story easy.

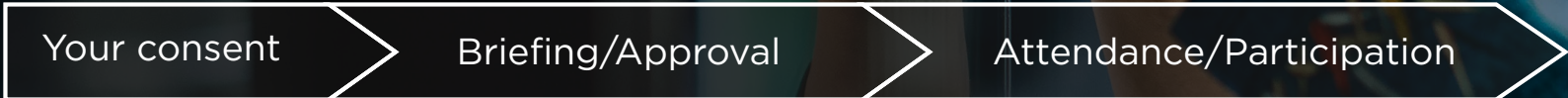
So that you can remain focused on your business, we draft and manage your story and work with your Communications and/or Marketing team for approval.

## Story Development Cycles

### Private



### As a Digital Leader



### Public







# How Do We Begin?

To start showcasing your digital leader story, or to learn more about the Equinix Customer Advocacy Program, contact our team.

Shortly after, we will reach out to discuss your interests and how we can best tell your story with you and your team.

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## Ready to get started?

[customeradvocacy@equinix.com](mailto:customeradvocacy@equinix.com)

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