



Partner Logo

# LET'S TELL YOUR CUSTOMER'S STORY, TOGETHER

The Equinix Partner  
Customer Advocacy Program





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# Your Customer's Story Matters

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

We believe the customers we jointly serve are among the most innovative and influential in the world. Together, we enable their digital future with technology solutions that improve their day-to-day performance and allow them to focus on growing their business.

The industry is eager to hear how customers are transforming digitally and how their partners made it possible—let's celebrate your leadership in driving their success as digital leaders.

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Will you join us  
in sharing your  
customer's successes?

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# What Do You Get in Return?

The Equinix Partner Customer Advocacy program is a great opportunity to highlight the results of our combined expertise in delivering solutions that power customer success.

We cover all costs associated with the production and promotion of the reference. In addition to the listed promotional benefits, this program will also help:



Create more business opportunities.



Increase your brand's value and impact.



Instill customer confidence in our solutions.



Influence media, analysts and other industry organizations.



Increase awareness of our partnership.



Educate Equinix sellers about your capabilities.

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The Customer Advocacy program has enabled us to deepen our customer relationships through storytelling their success. Being able to share our joint customer stories allows us to practically demonstrate the value of our solutions and capabilities, furthering our market position. It has now become second nature to include this element as part of our account management because we know it helps us close more deals, faster.”





# How You Can Share

Let's showcase our joint innovation—we let you and your customers select the engagements that best align with your mutual goals, at no cost to you.



## Publicly

Feature your customer's success story on:

Case studies and videos.

Media releases like blog and social media posts.

Marketing collateral and analyst reports.

Equinix.com.



## With Peers

Share their story:

As quotes in media releases.

At Equinix events, jointly sponsored events or Equinix-supported industry forums.

In exclusive executive forums.

With industry analysts.





# How Do We Get Things Done?

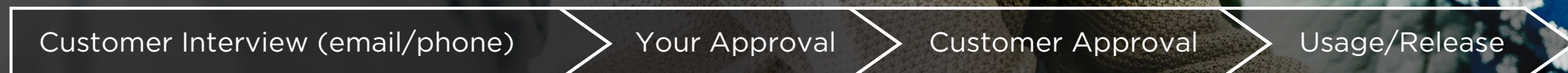
Your time is valuable, so we designed a streamlined and flexible process to maximize your availability.

## Story Development Process

### With Peers



### Public







## How Do We Begin?

Know of an inspiring story among the customers we jointly support? Let's tell that story.

Contact your partner development manager and our team.

We'll then get in touch to discuss how we can engage our customer and best manage the process with you and your team.

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### Ready to get started?

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