



# EQUINIX PARTNER PROGRAM

## Guide to Program Benefits and Resources that Help Partners Grow Their Business

### Program Overview

The Equinix Partner Program makes it easy for partners to align their go-to-market plans with Equinix to create steady demand and maximize marketing return on investment. The program aims to deliver benefits based on the partner's commitment to achieving sales and marketing goals.

The program is structured to support three partner categories and three partner participation levels, based on strategic value, alignment and commitment to revenue targets.

### Partner Ecosystem

The partner categories are organized to support indirect channel and technology partners. Each category supports three levels of participation.

### Partner Categories

- **Platform Partners** are vendors that provide technology and solutions that help Equinix deliver integrated solutions to our mutual customers.
- **Resellers** provide an indirect sales channel with Equinix and other solution providers to their customers. VARs (value-added resellers), SIs (systems integrators), MSPs (managed service providers), etc., specialize in buying and configuring product and services from many vendors to build complete IT solutions for their customers.
- **Sales Agents/Consultants** include Equinix master sales agents (MSAs) that are highly aligned with Equinix sales and marketing strategies. MSAs also support sales agents which may be independent business entities from the MSA but align sales activities under the guidance of the MSA. Consulting partners are included in this group and perform the same role in EMEA as sales agents in the AMER markets.

### Partner Program Participation Levels

The program rewards partners with increasing benefits based on their strategic alignment with Equinix, revenue contribution and commitment to joint marketing efforts. All partners access program benefits through Equinix Partner Central.

- **Silver Level** - Partners typically engage in nominal sales motions with Equinix and require limited marketing support to execute their programs.
- **Gold Level** - Partners at this level provide an ongoing and substantial sales effort to mutually benefit the partnership. These companies commit to and actively participate in go-to-market (GTM) planning and execution to help drive sales. Gold level partners are assigned Equinix business development executives and participate in quarterly business reviews (QBRs).
- **Platinum Level** - Partners engaged with Equinix at this level make a substantial commitment to strategy alignment, marketing support and field enablement that drive a high sales commitment or have the ability to commit resources to support Equinix's long-term strategy.

### Program Highlights

Our partners are an essential part of our selling strategy. We have invested considerable resources in improving how we support our partners, including programs that focus on driving new revenue.

- **Equinix Partner Central** is a new portal for our partners worldwide where they can access collateral, tools and templates, and request marketing support.
- The **Equinix Marketplace™** is a restricted online ecosystem of Equinix customers and partners worldwide where they meet to do business. It's available only for Equinix customers and partners.
- **Equinix Forum** is a public-facing portal where current and prospective customers explore the latest innovations from Equinix partners and service providers that support Equinix cloud and data center solutions around the globe. Browse white papers, webinars, videos, events and much more.





## Program Benefits - Equinix Partner Central

All benefits are delivered through Equinix Partner Central (<http://partnercentral.equinix.com>).

We encourage all partner sales and marketing staff to register for portal access where they can get training and Equinix collateral. Once the partner profile has been created, all partner users (staff) are automatically linked to their company and will have instant access to the portal. All users may self-select to maintain the partner profile. The Partner Admin will be responsible for maintaining the partner profile that will be used in the Equinix Partner Directory (planned).

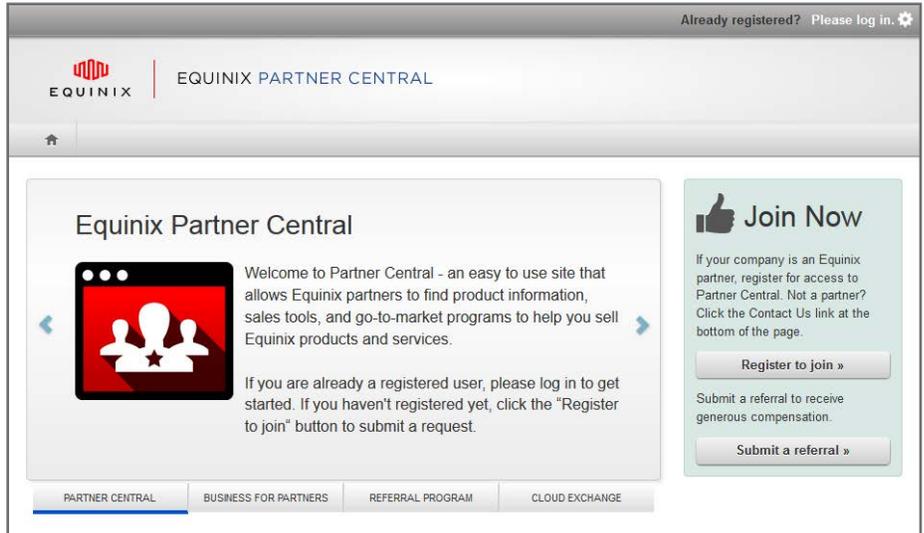


Figure 1 - Equinix Partner Central portal

Companies providing referrals are encouraged to use the simple "Submit a referral" button on the Partner Central home page. This links to an online form that is sent to our Channel Partner sales team for immediate review. For more information about the Equinix Referral Partner program, visit: [www.Equinix.com/Solutions/](http://www.Equinix.com/Solutions/).

Benefits are available to partners participating at each level in the program, with platinum level partners receiving the highest level of benefits. Silver level partners can access Partner Central to download collateral, view online training and access sales training tools.

Benefit Category	Benefit	Platinum	Gold	Silver
<b>GTM Support</b>	Program Planning & Development	✓ *	✓ *	
	Webinars	✓ *	✓ *	
	Lunch n' Learns	✓ *	✓ *	
	Equinix Partner Directory Listing	✓ *	✓ *	
	Marketplace Guest Access	✓ *	✓ *	
	Co-Marketing Events	✓ *		
	Co-Sponsored Tradeshows	✓ *		
	Digital Marketing Campaigns	✓ *		
<b>Content and Collateral Development</b>	Use Cases	✓	✓	✓
	Testimonials	✓	✓	✓
	Battle Cards	✓	✓	
	Solution Sheets	✓	✓	
	Infographics	✓		
	Video White Papers	✓		
	White Papers	✓		

Benefit Category	Benefit	Platinum	Gold	Silver
Productivity Tools	Self-Service Templates	✓	✓	✓
	Equinix Graphics and Logos	✓	✓	✓
	Request Forms	✓	✓	✓
	Brand Guidelines/AUP	✓	✓	✓
Sales Enablement	Equinix Value Proposition Training	✓	✓	✓
	Equinix Offers/Solutions	✓	✓	✓
	Equinix Product Training	✓	✓	✓
Marketing Communications	Press Release	✓ *	✓ *	
	Equinix Internal Newsbyte Announcements	✓ *	✓ *	
	Media Relations	✓ *		
Social Media	Equinix Blog	✓ *	✓ *	
	Equinix LinkedIn, Facebook, Twitter, Google+	✓ *	✓ *	
Media & Advertising	Digital Advertising	✓ *		
	Print Publications/Syndications	✓ *		

Figure 2 - Equinix Partner Benefits by Level

Partner Central includes online benefit request forms to make it easy for partners to initiate a variety of marketing projects, including:

- Tradeshows/CIO events
- Special joint-sponsor events
- Outbound - demand generation campaigns with call-to-action marketing asset development
- Webinars
- Email campaigns
- Inbound - social media
- Media and paid promotion
- Joint collateral development

All benefit requests are routed to the dedicated regional Equinix Partner marketing team for review and support.

### The Equinix Marketplace

The Equinix Marketplace is a powerful and user-friendly tool that makes it easy to connect with over 4,500 Equinix customers worldwide. Using Equinix's ecosystems, Marketplace participants can quickly locate potential suppliers, partners or customers offering the right services in the right locations.

Figure 3 - The Equinix Marketplace

Gold and platinum level Equinix partners can register for a guest account to use the Marketplace's convenient search tools to identify customers by location or offered services.

To learn more about the Marketplace, visit <http://marketplace.equinix.com>.

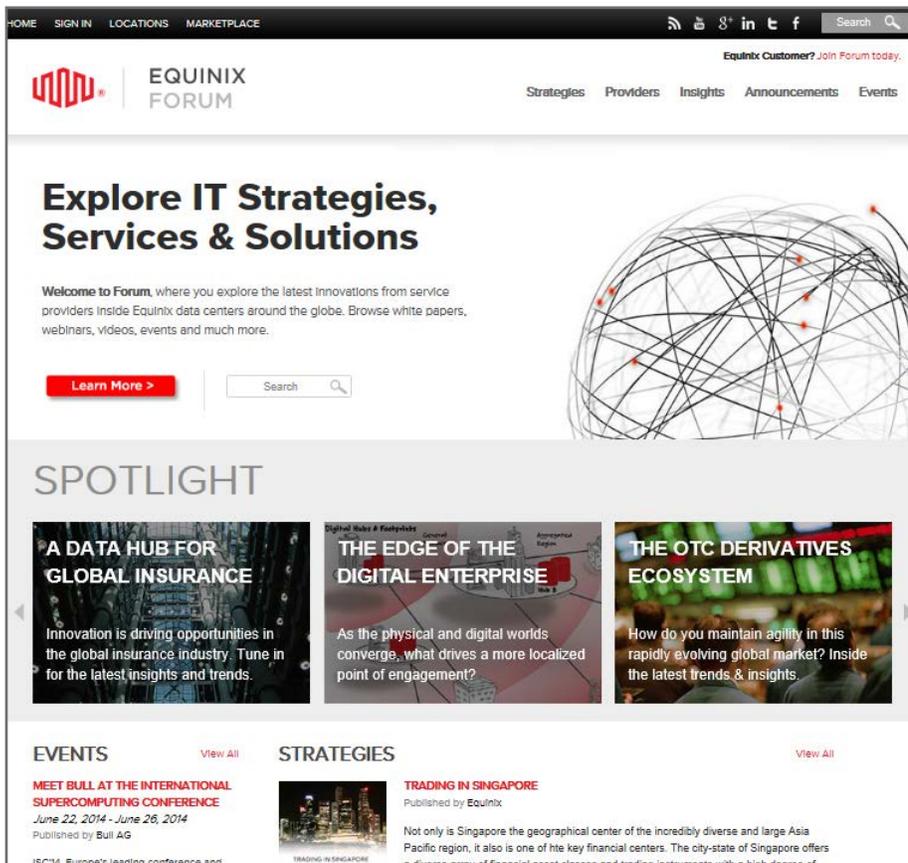
## Equinix Forum

Equinix Forum (<http://forum.equinix.com>) is a new Equinix website that has experienced explosive growth since its introduction in early 2014.

Equinix customers and partners may open a Company Profile on Equinix Forum, where they can easily publish videos, text and other content that is consumed by tens of thousands of IT buyers around the world every month. This audience is looking for IT solutions like yours and this benefit is available to Equinix partners at all levels.

The content published in the Forum is featured in monthly newsletters and is syndicated across the Equinix Forum website, paid media and other venues across the web. This powerful marketing tool can be a key component in the partner's overall marketing mix.

Figure 4 - Equinix Forum



## About Equinix

Equinix, Inc. (NASDAQ: EQIX), connects more than 4,500 companies directly to their customers and partners inside the world's most networked data centers. Today, enterprise, cloud, networking, digital media and financial services companies leverage the Equinix interconnection platform in 32 strategic markets across the Americas, EMEA and Asia-Pacific.

By connecting directly to their strategic partners and end users, customers are forming dynamic ecosystems inside Equinix. These interconnected ecosystems enable companies to optimize the performance of their content and applications and protect their vital digital assets.

To learn more visit:

[www.equinix.com](http://www.equinix.com)  
(go to: Solutions/Partner-Solutions)

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## How to Join the Equinix Partner Program

Contact your Equinix partner account executive or complete the online form at [www.equinix.com](http://www.equinix.com). Other contact information is available in the section to the right.