



A SOLID DATA CENTER STRATEGY STARTS WITH INTERCONNECTIVITY

Connections are great. Having a network to connect to is even better. Humans have been connecting, in one form or another, throughout history. Our cities were born from the drive to move closer to each other so that we might connect. And while the need to connect hasn't changed, the way we do it definitely has. Nowhere is this evolution more apparent than in business. In today's landscape, business is more virtual, geographically dispersed and mobile than ever, with companies building new data centers and clustering servers in separate locations.

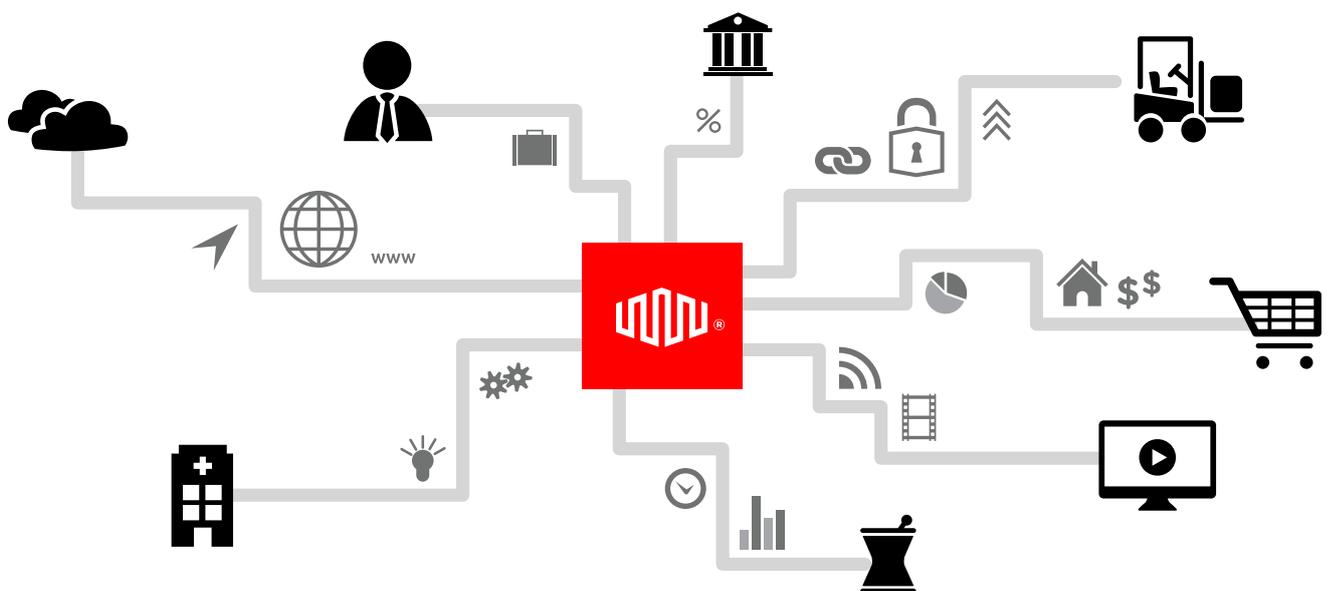
The challenge is that companies vary hugely in scale, scope and direction. Many are doing things not even imagined two decades ago, yet all of them rely on the ability to connect, manage and distribute large stores of data. The next wave of innovation relies on the ability to do this dynamically.

This has created a business environment in which organizations are leveraging data centers to connect with each other, with service providers, and with customers, like never before. And it raises important questions: Is your company able to scale IT quickly? Do you have the agility you need to meet rapidly changing plans and forecasts? Can you process and interact from the cloud? Being able to answer "Yes" to these questions is critical to the success of any modern enterprise.

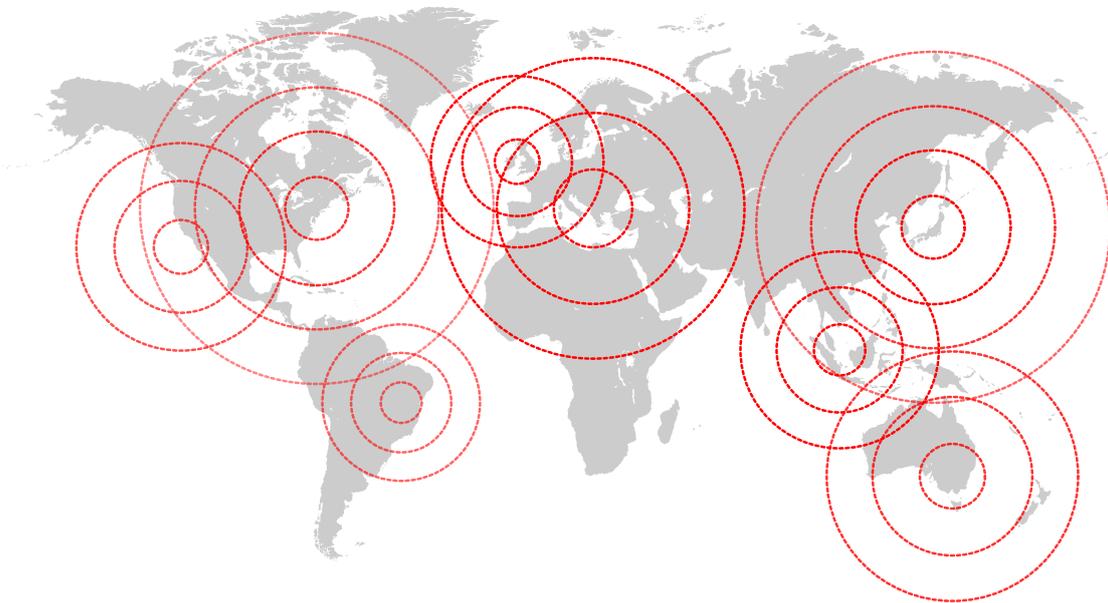
On its surface, interconnection is simple in that it's merely a piece of fiber running from one company's network to another's. What makes it so useful, and thus so powerful, is that it's a completely secure, high-bandwidth connection with zero latency. Strategy comes into play when determining which companies to connect with, where to make those connections, and for what purposes.

“If you don't make the right data center choice, your ability to collaborate with partners, customers, and suppliers worldwide is severely compromised [or—is not what it could be]. Which means your ability to innovate and compete suffers. So does your business growth.”

—Brian Lillie, CTO, Equinix



Equinix data centers are interconnectivity hubs that connect a wide variety of industries across the globe.



TAKING “WE ARE ALL CONNECTED” TO A WHOLE NEW LEVEL

Equinix connects more cloud providers, more content networks, and more companies in more industries than anyone else. No one focuses as much on connecting businesses within the physical data center.



950+ NETWORK PROVIDERS



450+ CLOUD & SAAS PROVIDERS



500+ IT SERVICES PROVIDERS



110K+ CROSS-CONNECTS

INTERCONNECTION EQUALS OPPORTUNITY

Businesses thrive when given opportunities to partner, innovate, and grow. With this in mind, Equinix data centers offer a wide selection of networks, compute and storage services, and IT service partners on site. In most of our facilities, our network density and service provider diversity is far superior to that of our competitors. Having so much supplier choice within data centers also translates to:

Greater flexibility: You can mix and match services and network routes to improve data center performance.

Reduced costs: Your costs go down by having more service providers competing for your business. You can also save money by switching from expensive local-leased lines to direct connections available through most Equinix data centers.

100% OF TIER 1 NETWORK ROUTES ARE DIRECTLY AVAILABLE THROUGH PLATFORM EQUINIX™

95+ DATA CENTERS

— in **31 KEY MARKETS** —

— in **15 COUNTRIES** —

— on **5 CONTINENTS** —

Less risk: You'll minimize the risk of vendor lock-in and have the option to change providers and services as your business needs change.

More speed/reduced latency: You can implement a network architecture that promotes reduced latency via extensive cross-connects. These direct, secure hardline wires inside the data center link you to partners and service providers.



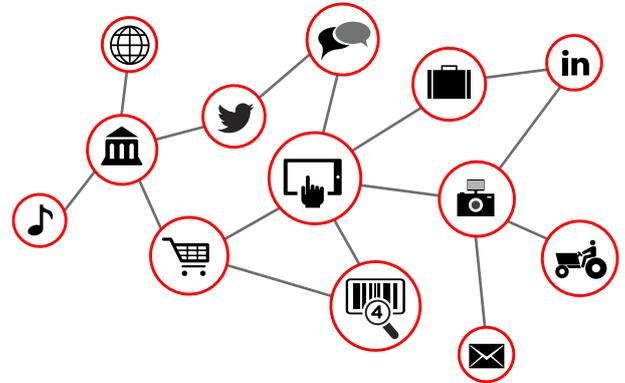
INTERCONNECTIVITY AND THE INTERNET OF EVERYTHING

As the digital world continues to grow, interconnectivity between companies will become increasingly important. It won't be good enough to simply be faster or bigger than the competition; you'll have to be better connected, too. And you'll have to make those connections in a place where they bring maximum value.

Equinix is perfectly positioned to be that place, helping companies adapt and succeed in the face of a new world order called The Internet of Everything (IoE). The IoE will one day connect all kinds of things to the Web, to the cloud, to each other, or to us: highways, buildings, satellites, cars, milk cartons—even livestock and crops. By some estimates, less than 1% of physical objects that may one day be part of the IoE are actually connected today.*

Do you have a strategy in place to adapt to the IoE and the sweeping changes that will come with it? Equinix customers won't be held back from succeeding in the IoE by a lack of needed capital to invest in new technology infrastructure, or by an inability to integrate new technologies with legacy environments. Instead, they will be able to take full advantage of new opportunities because they have us.

Metcalfe's Law states that as the number of connected users and devices increases, the value of the network they're connected to increases exponentially. This turns Equinix data centers, strategically placed hubs where those networks physically meet, into centers of opportunity, centers of growth, and centers of the future.



EQUINIX: A HISTORY OF INTERCONNECTIVITY

Equinix was founded on the idea that we could help organize and bring together all the disparate elements of the early Internet in one place. We created carrier-neutral data centers where customers could interconnect their networks, saving money and time while increasing reliability. For the first time, previously separate networks could communicate, scale, and grow like never before. This, in turn, attracted other companies dependent on Internet access such as content and e-commerce. We became a hub, enabling the explosive growth of the web and positioning Equinix as an integral part of today's digital economy. No other company has the interconnection experience we do. And no other company can help you forge more strategic, scalable, globe-covering, reliable, growth-enabling, secure connections than we can.

“ When Equinix was started, there really wasn't anything like us. There were no fancy data centers yet. There were no e-commerce sites of the size we talk about today. There were problems with congestion. It wasn't commercialized. And for those of us who cared, we knew that a company like Equinix would need to exist. Somebody would have to be the steward of all this infrastructure. ”

—Jay Adelson, Co-founder

*Cisco IoE Economy Global Analysis Report, January 2013



THE WORLD'S MOST CONNECTED DATA CENTERS

By locating your data center within the same enterprise-class facility as the world's most trusted providers of cloud technologies, applications, social media and mobility solutions (as well as the home of some of the world's largest managed services partners and systems integrators), you can access a whole range of new IT service delivery models.

Our list of clients reads like a "Who's Who" of enterprise leaders. This opens up endless possibilities to interconnect with major business partners while maximizing security, speed, flexibility and agility. Data and the resulting insights can be made available in real time, in a compliant fashion, to local and global executives. And you can balance all of this against your own appetite for risk, control and budget.

Equinix has over 9 million square feet of data center space, connecting more than 4,000 companies. Our diverse customer base enables you to keep pace with the fast-changing digital marketplace, and empowers you to connect to whom you want, where you want, when you want. Taking advantage of this freedom is the first step towards becoming the proactive, innovative organization you need to be in order to compete, and to transform your business.

EQUINIX DATA CENTERS: A STRATEGIC ASSET

An Equinix data center isn't just about space; it's about strategy. Our solutions address not only your immediate, logistical needs but also how those needs impact your business goals. And our global community of carriers, service providers, and content networks is the most extensive in the industry. This enables you to pursue the most intelligent answer for the provisioning of your data center requirements while ensuring superior application performance.

So whether you want to develop and execute an intelligent cloud solution, tap into the potential of IT to help address the challenges of a rapidly changing business world, shorten your time to market, or create additional revenue opportunities, make your move to Equinix. Call today to turn your data center into a strategic asset, and go from merely running your business to leading it.

Make your move to Equinix.

1.800.322.9280

OUR GLOBAL DATA CENTERS ARE WHERE YOU NEED TO BE

