

# The Interconnected Era

## Shaping Your Digital Transformation Strategy

28<sup>th</sup> June | Dublin | #InterconnectedEra18



# Agenda

**#InterconnectedEra18**

1

**Charles Meyers, Equinix**  
– *Meet you at the Digital Edge*

2

**Nameer Kazzaz, Blueface & Scott McConnell, Equinix**  
– *Evolving for the Interconnection Age*

3

**Clare Dillon, Tech Evangelist**  
– *Innovation in the 4<sup>th</sup> Industrial Revolution*

4

**Evros & Origin Enterprises plc.** – *The Road to Future Flexibility: Embarking with Evros*

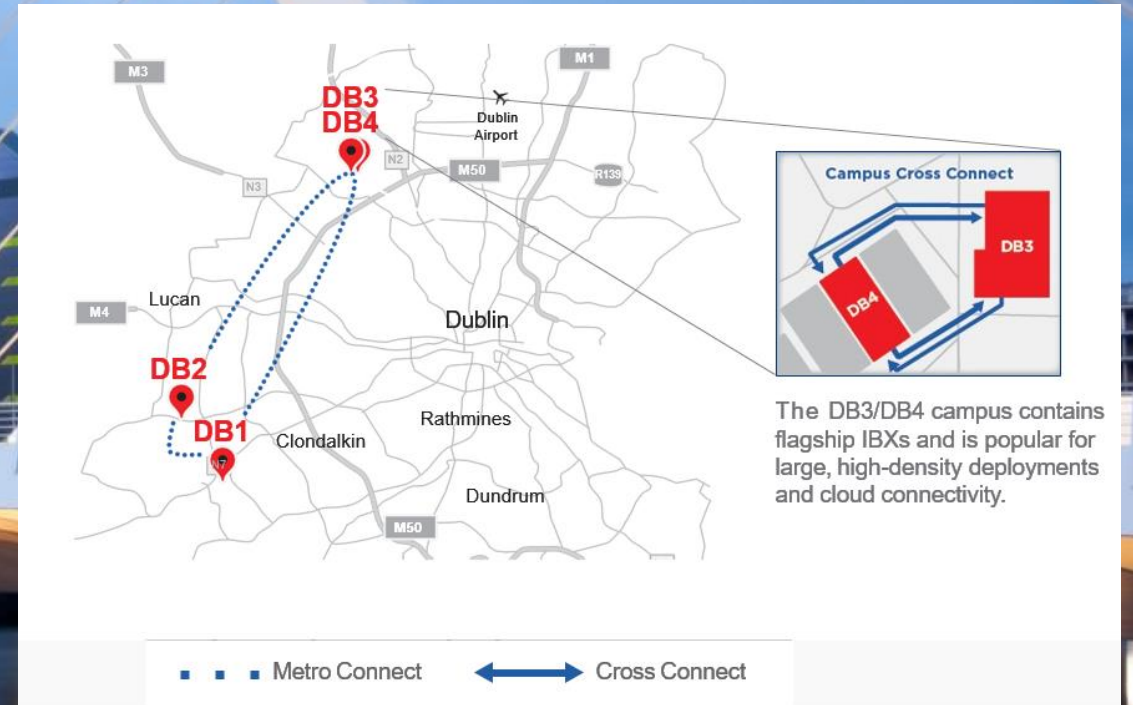
5

**Q&A Panel Discussion**  
*John Asher | John Abel | Nicholas Roger*



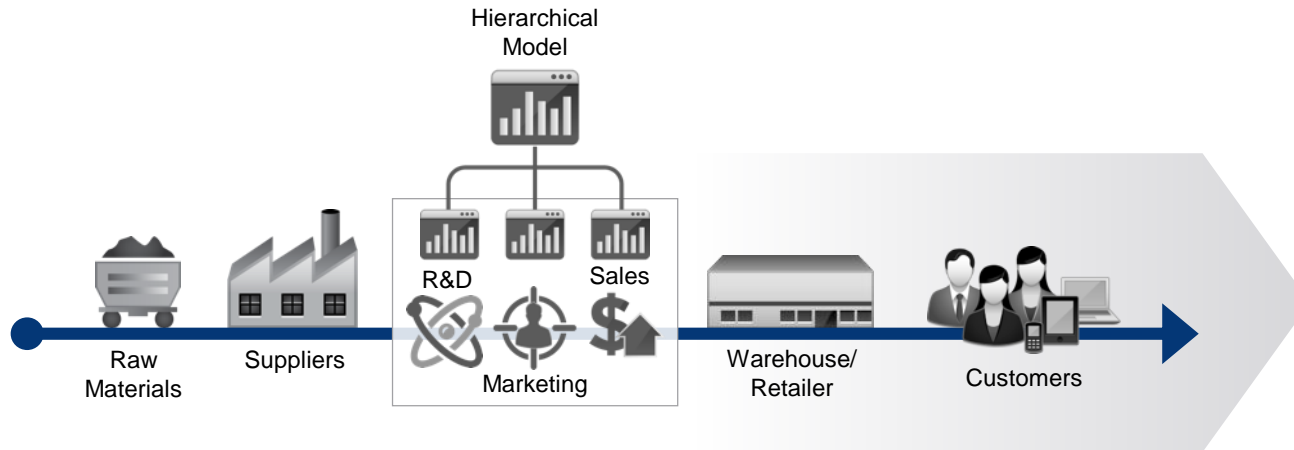
# Equinix in Ireland

- Largest & most network dense IBX estate;  
**50+** carriers, **230+** customers
- Full suite of managed IT & network services;  
ECX Fabric | Metro Connect|  
Equinix Connect | IX and IaaS
- Over **4,000** cross connects
- ECX Fabric connections since launch, **141**
- Channel partners in Ireland, **10**
- Early adopters of Equinix IX since launch, **8**

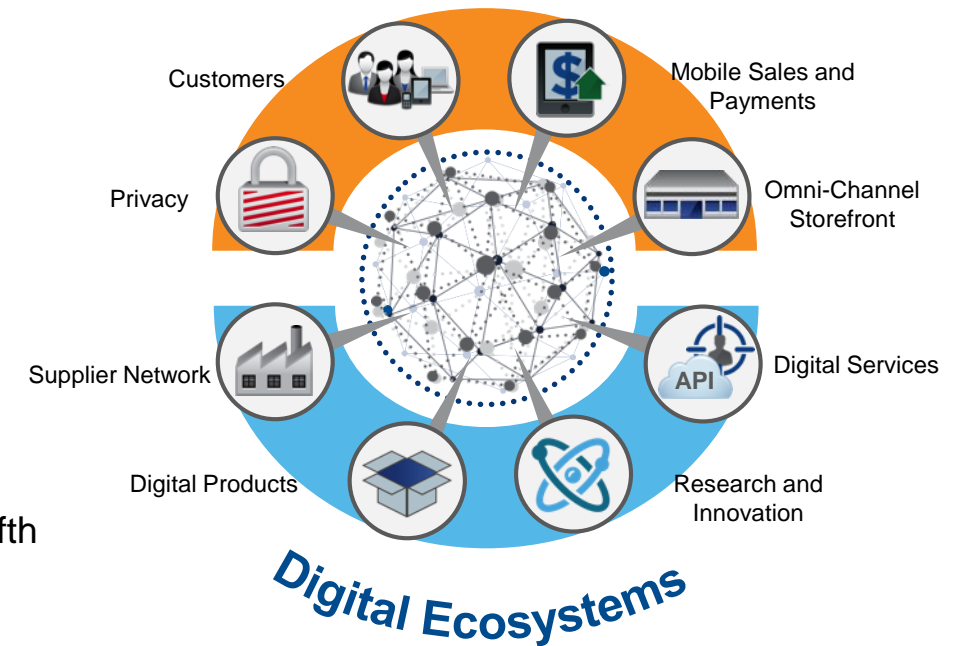


# The Rise of the Interconnected Era

From siloed and fixed ...




... to integrated and dynamic





- 41%** Of Irish companies expect their store of data to grow by more than one-fifth over the next 12 months.
- 51%** Of Irish respondents agree the Interconnected Era is replacing the Information Age.
- 89%** Of Irish companies believe it's important for their business to connect with external digital ecosystems in order to scale.




# A Growing Cloud Economy

 **85%** of Irish companies deploy cloud technologies<sup>1</sup>

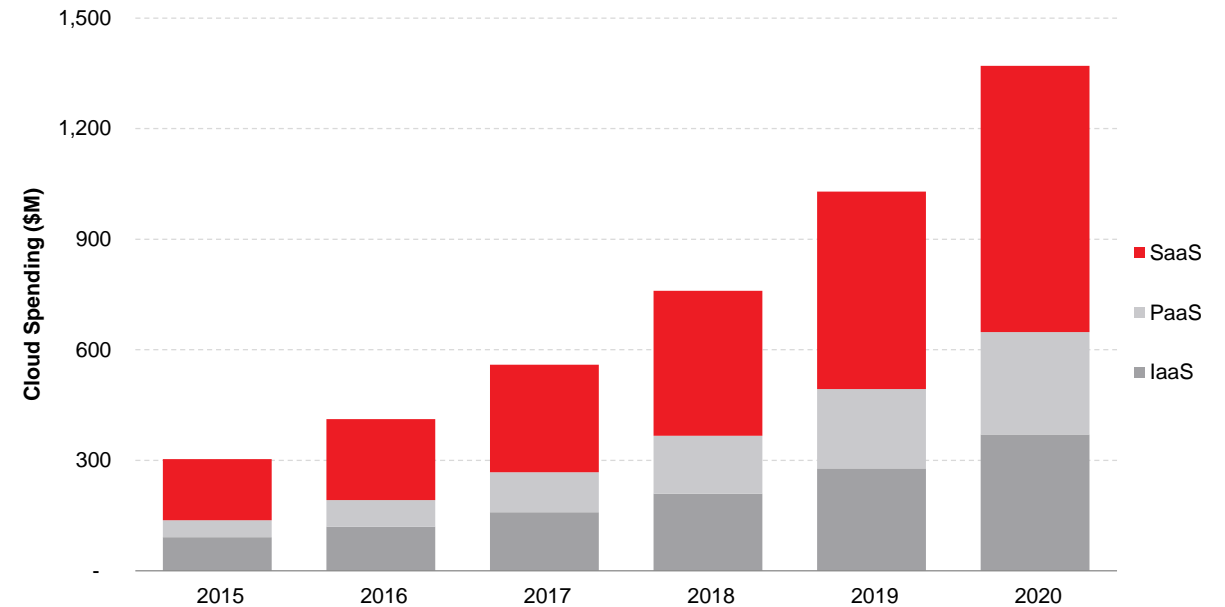
 **91%** of Irish companies are considering or planning increased cloud adoption in the next year<sup>1</sup>

 **58%+** of Irish companies are using multiple CSP's<sup>1</sup>

 **24%** of Senior Irish IT professionals say that more than **25%** of their IT budget is on cloud spending<sup>1</sup>

 **€190k** avg. estimated annual spend on cloud per company over the next 12 months<sup>1</sup>

## Cloud Spending in Ireland<sup>2</sup>



**Cloud spending in Ireland looks set to almost double from 2018 to 2020.**

# Ireland – a Growing Globalised Economy

**4<sup>th</sup> in the world** Ranked by Forbes as **4<sup>th</sup> best country** in the world for business 2017.

**6 of top 10** most **innovative global companies** have a presence in Ireland.

**Over 500** Wholesale Financial Services Operations. Ranking **Ireland 7<sup>th</sup>** in Europe.

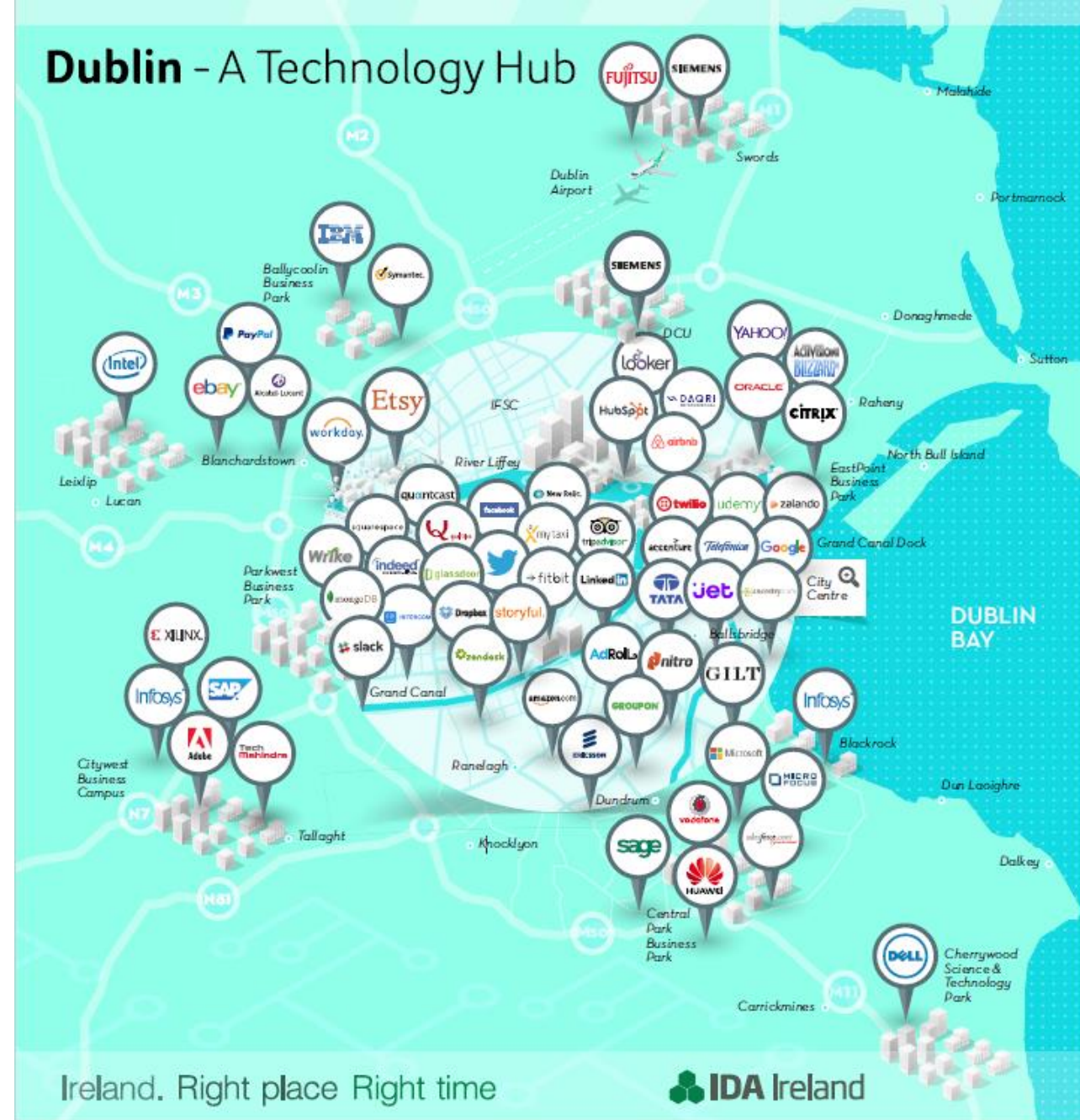
**9 of top 10** **global pharma companies** are located in Ireland with 33 FDA approved plants.

**20 of the world's Top 25** **Financial Services Companies**

**Data Sovereignty** Ireland is Europe's **second** most favoured destination for data-driven investment.\*

**Home to hyper scale CSPs** Microsoft, Google, Amazon, Salesforce.

**Network dense** Extensive connectivity options and to **submarine cable network**.





# Platform Equinix



## REACH EVERYWHERE

Deploy digital  
infrastructure anywhere  
you need to be



## INTERCONNECT EVERYONE

Discover and reach anyone  
on demand, through one  
connection to the world



## INTEGRATE EVERYTHING

Activate your digital edge  
through leading technology  
tools, partners and services

# Meet you at the Digital Edge

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#InterconnectedEra18

**Charles Meyers**  
President | Strategy, Services and Innovation





# Agenda

- 1 **Introducing Equinix**
- 2 **Equinix & The Digital Edge**
- 3 **Customer Use Cases**
- 4 **Q&A**

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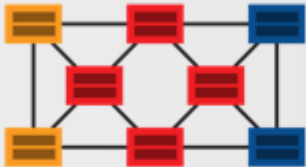
# Founded in 1998 to help the internet scale inside neutral, interconnected data centers...

Equinix Data Center

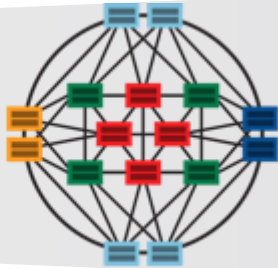
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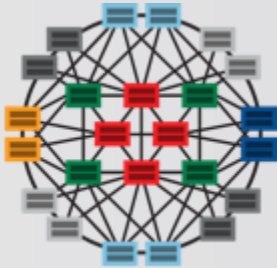
Networks



Network  
Content  
Financial



Network  
Content  
Financial  
Cloud



Network  
Content  
Financial  
Cloud  
Enterprise

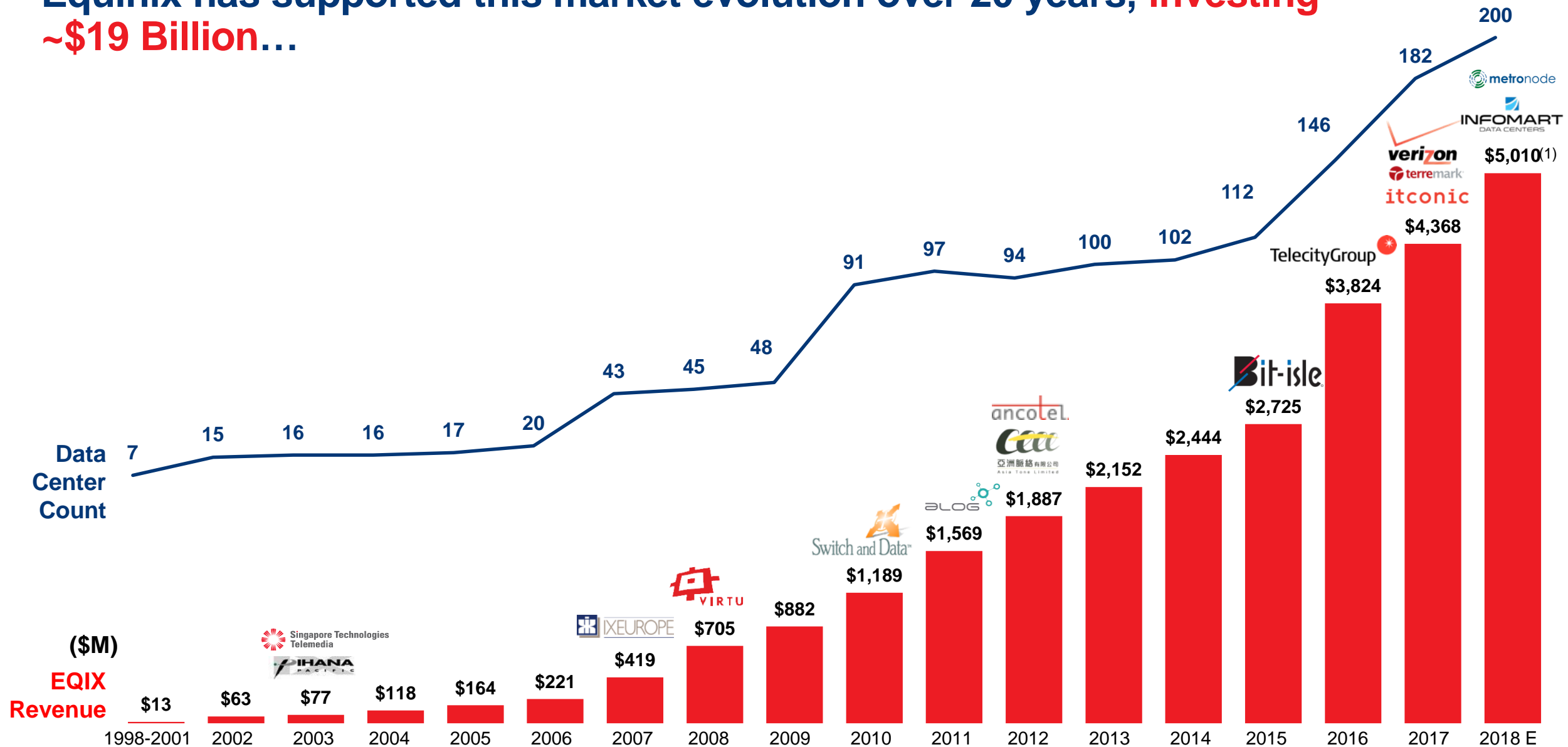


Network  
Content  
Financial  
Cloud  
Enterprise  
Payments  
Internet of Things

2020



# Equinix has supported this market evolution over 20 years, investing ~\$19 Billion...

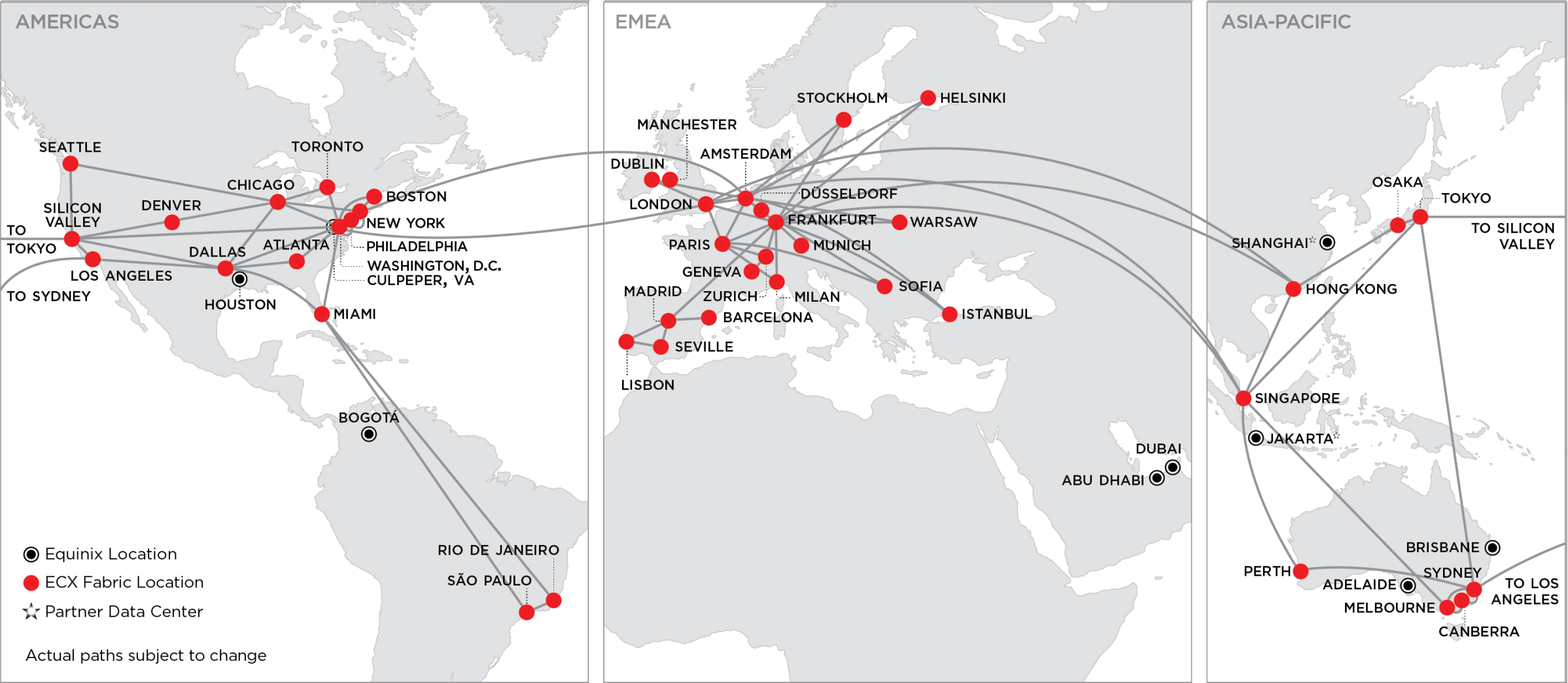


(1) FY 18 Guidance as announced on form 8-K filed Feb 14, 2018. This does not constitute an update or reiteration of such guidance

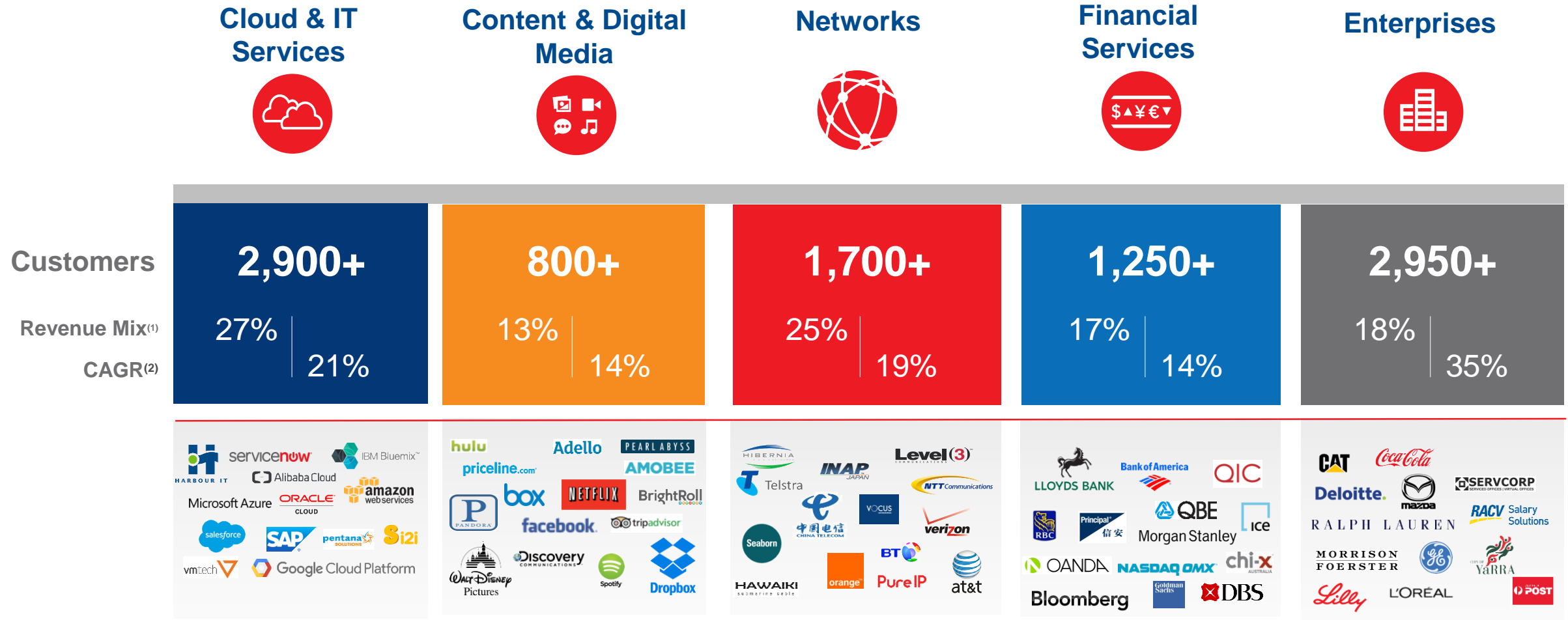




...to build a globally connected edge, in most **major markets** worldwide



# ... and the largest global secure, private marketplace for digital business



<sup>(1)</sup>Revenue mix as of Q4:17 and includes all acquired entities through Q4:17 <sup>(2)</sup>CAGR = 2013 - 2017; includes all acquired entities through Q4:17

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# Interconnection is at the center of today's key macro trends fueling Digital...

## Digital Technology Use



Need to support  
real-time interactions  
with performance and  
scale

## Urbanisation



Need for digital services  
within proximity

## Cyber Security & Data Sovereignty



Need to bypass the  
internet and deploy data  
and security locally

## Digital Trade



Need to support new  
global business  
processes connecting  
customers, partners and  
employees

Source: [The Global Interconnection Index](#)



# ..and to compete in today's digital economy, **businesses need to transform**

## B2C eCommerce



**\$1.7T**

▲18%

## B2B eCommerce



**\$1.1T**

▲8%

## Digital advertising



**\$72B**

## B2B acquired customers via company blog

**57%**



## B2B customer support via Facebook

**44%**



## Skype for business hours

**1.6B**



**New**  
Commerce and collaboration models

**New**  
Connectivity and cloud models

**4.9B**

▲30%



**Connected devices**

**2.1T**

▲76%



**App usage sessions**

**4.4ZB**

▲40%



**Data created & stored**

**~50%**

ENT adopting hybrid cloud by 2017



**Hybrid cloud**

**20B**

▲22%



**Mobile application**

**\$176B**

▲16%



**Cloud services**

\* Equinix vertical & market insights

# Until recently, Interconnection, the private exchange of data between companies, has never been quantified or analysed

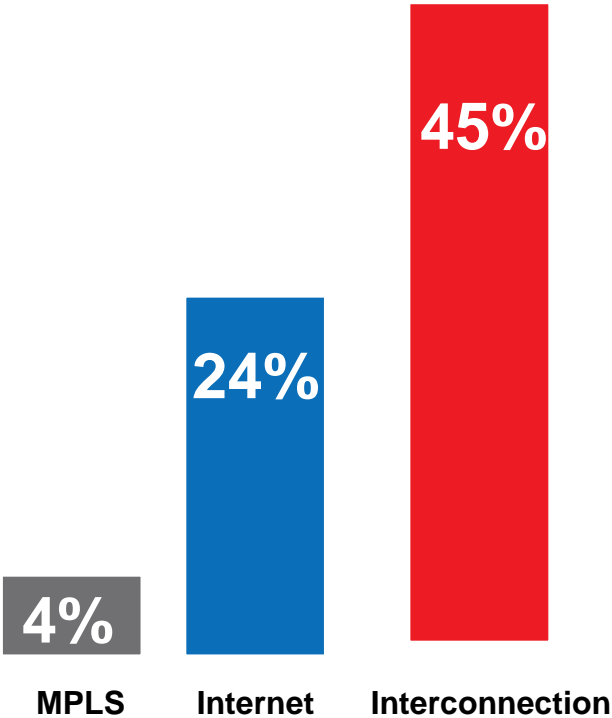


## INSIGHTS INTO THE GROWTH OF THE DIGITAL ECONOMY

BY 2020, INTERCONNECTION BANDWIDTH...

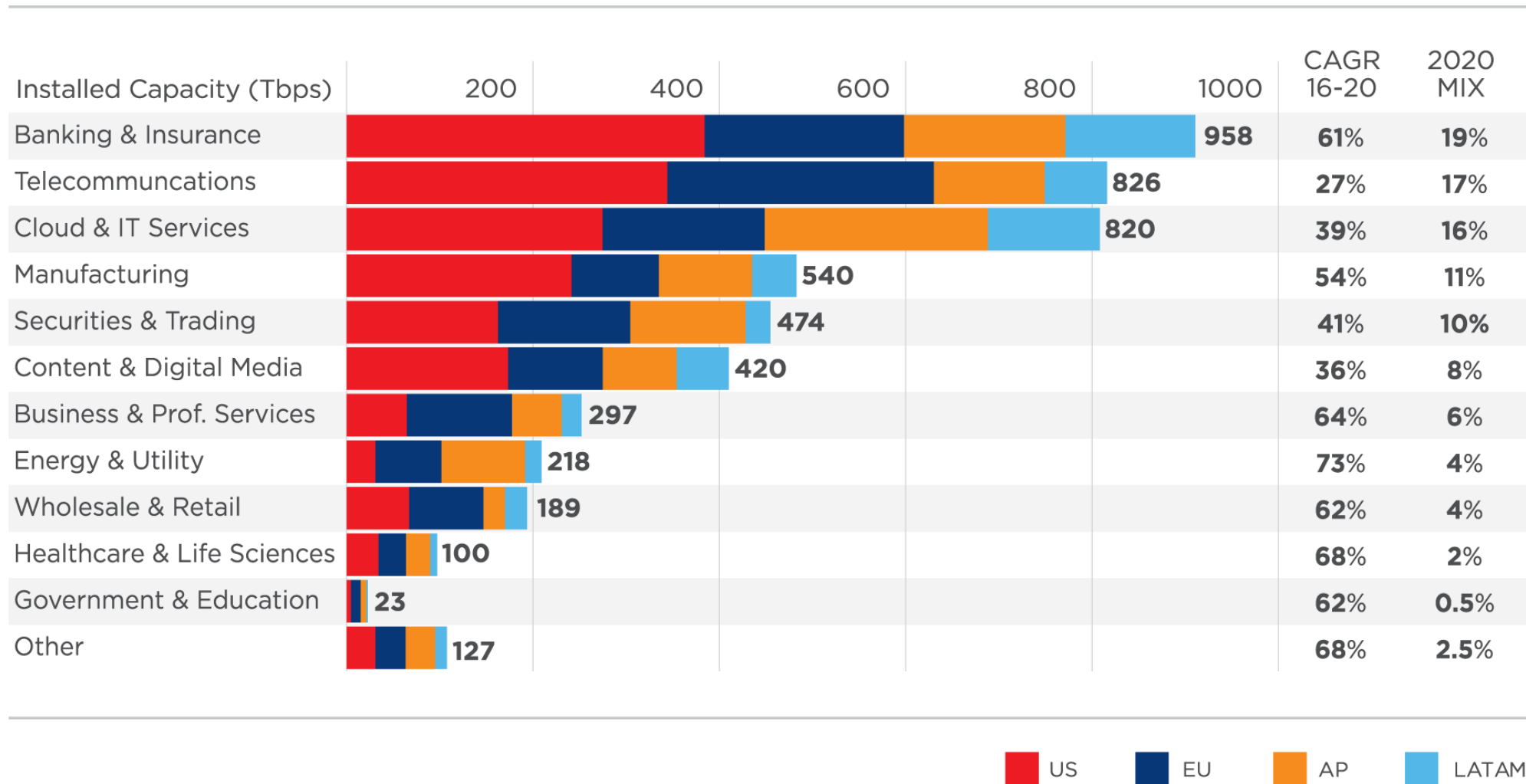
IS EXPECTED TO GROW BY  
**45%**  
TO  
**5000<sub>TBPS</sub>**  
OF INSTALLED BANDWIDTH

...IS EXPECTED TO OUTPACE THE GROWTH OF INTERNET & MPLS TRAFFIC



The Index contains forward-looking statements. These forward-looking statements involve known and unknown risks and uncertainties that may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements.

# 2020 Forecast – Interconnection Bandwidth by Industry Segment

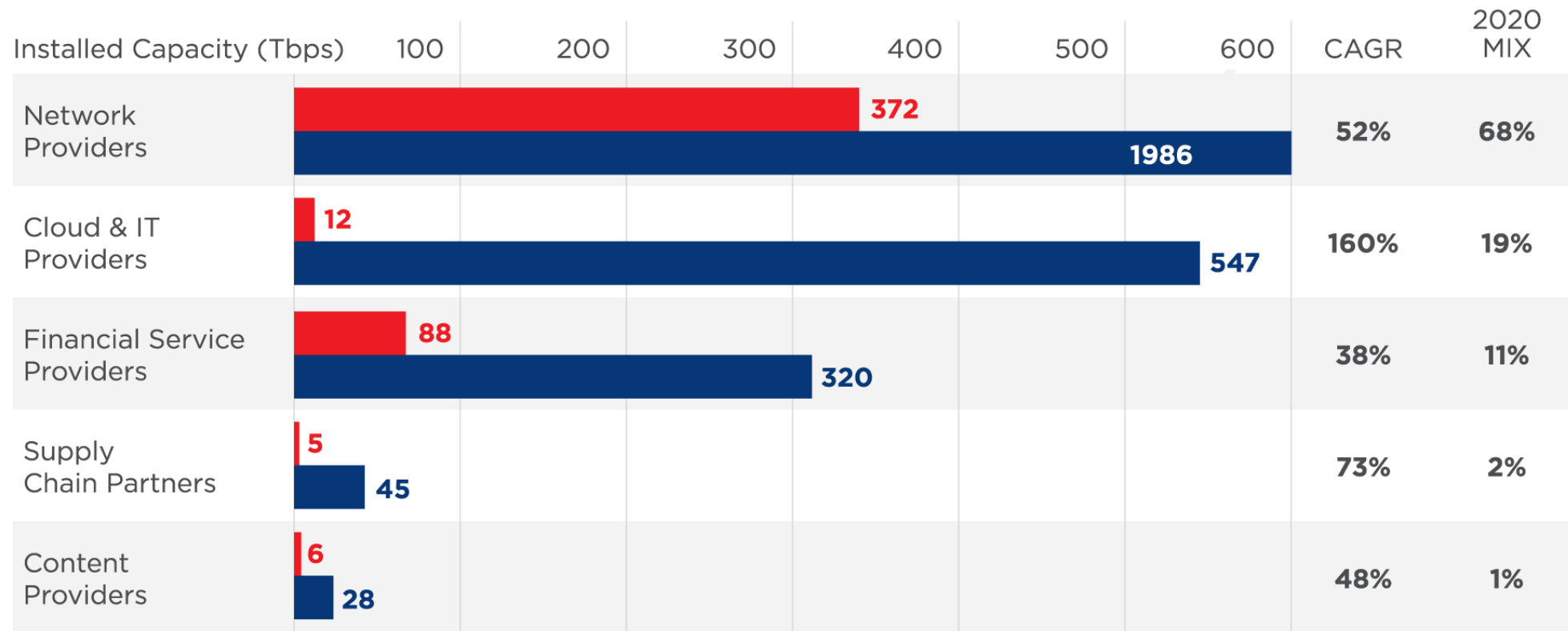


Interconnection Bandwidth is defined as the total capacity provisioned to privately and directly exchange traffic with a diverse set of counterparties and providers at distributed IT exchange points



# 2020 Forecast – Interconnection Bandwidth by Enterprise Use Cases

## ENTERPRISES PROVISIONING INTERCONNECTION BANDWIDTH FOR DIRECT CONNECTION TO...

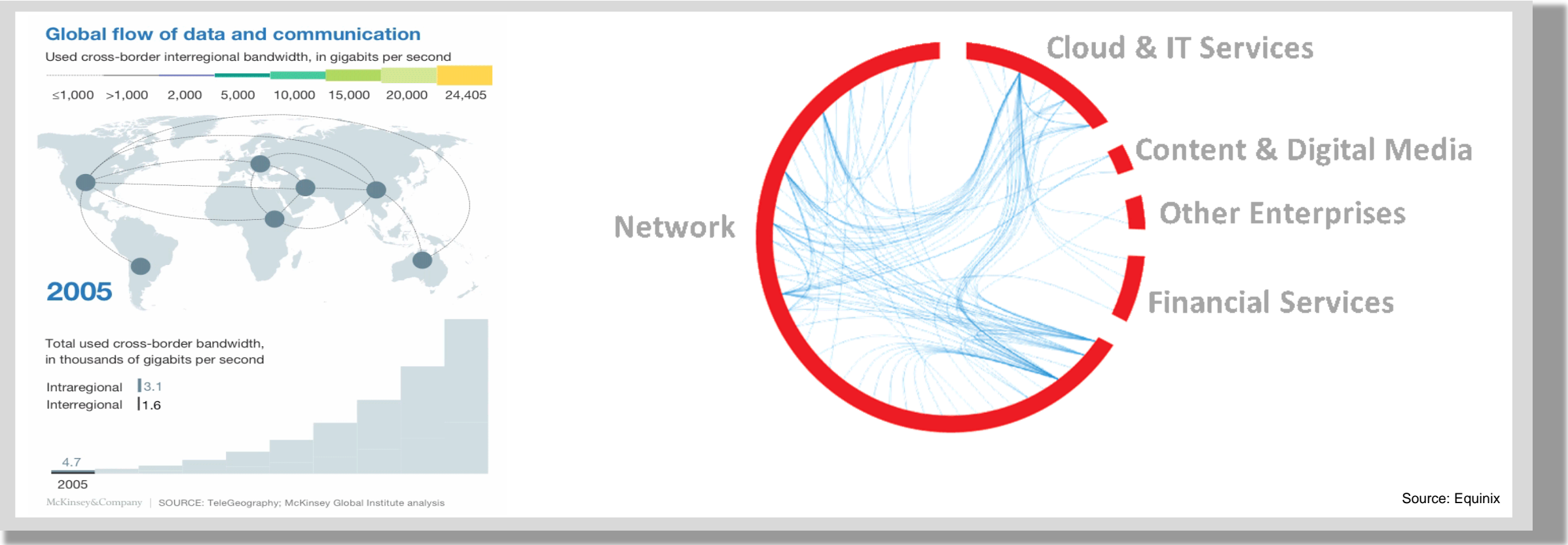


Enterprises are defined as companies with a primary business purpose including Banking and Insurance, Manufacturing, Securities & Trading, Business & Professional Services, Energy & Utility, Retail, Healthcare and Government

■ 2016 ■ 2020

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

# ...and we are seeing that interconnection growth at Equinix



# Equinix is advising enterprises on their architectural strategy for the Digital World...

Shift from centralised to distributed ...

... utilising hybrid footprint deployments

...within proximity of users, tailored to local needs

## Physics

Drives proximity, density & gravity

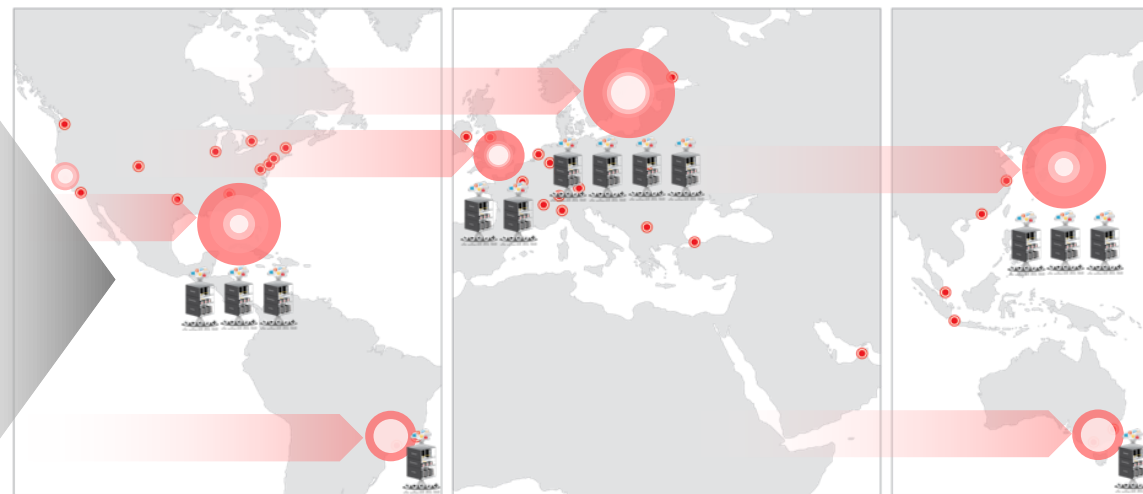
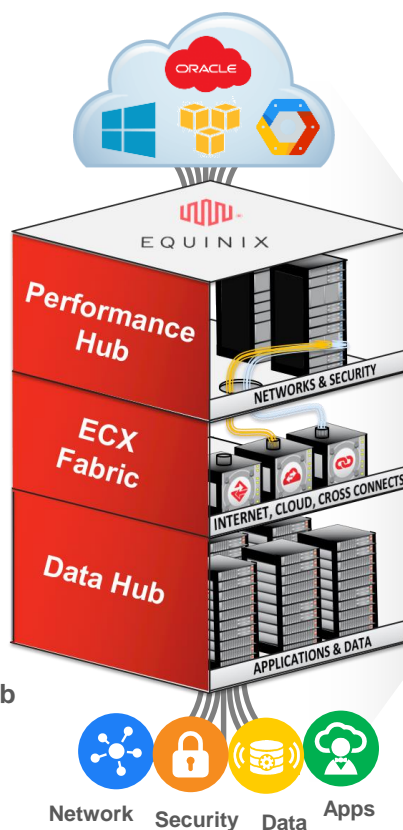
## Volumes

of increasing velocity & workload variety

## Regulations

change security and control, with privacy and compliance

- 1 **Connect** your business locations & networks with performance hub
- 2 **Interconnect** clouds & ecosystems dynamically with ECX Fabric
- 3 **Deploy** your digital infrastructure & Controls with data hub



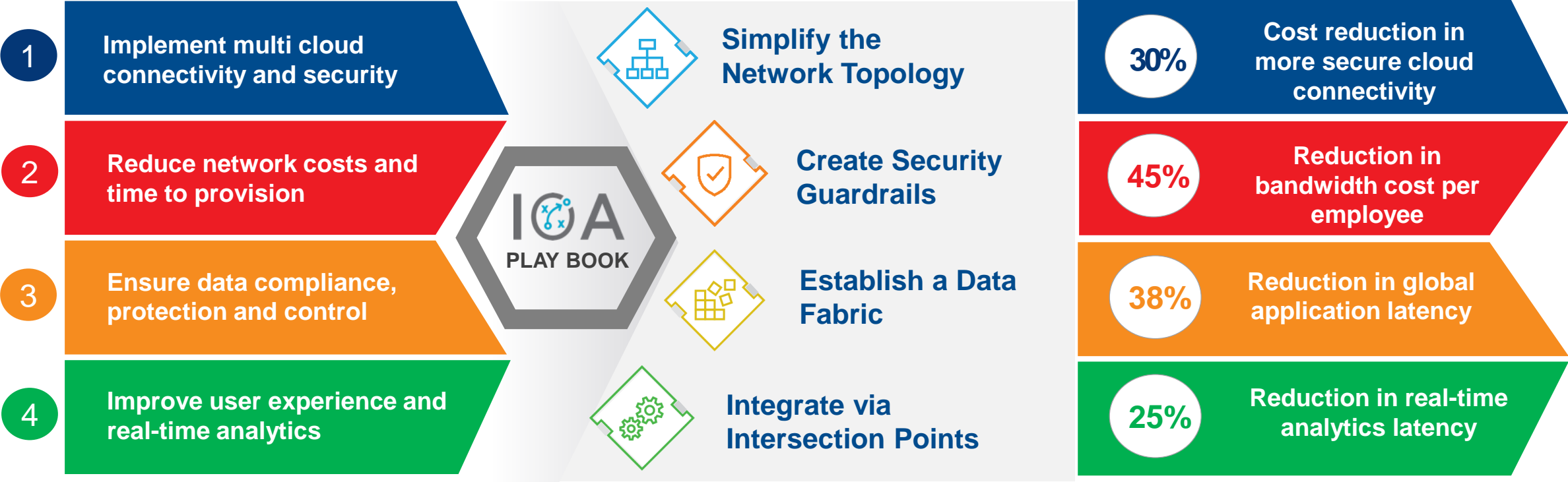


# ...including how to leverage an **Interconnection Oriented Architecture™ (IOA™)** strategy to deliver transformational value

**WHAT:** USE PLATFORM  
EQUINIX® TO:

**HOW:** INDUSTRY BEST  
PRACTICES AND BLUEPRINTS

**WHY:** DELIVER PROVEN  
\$\$ VALUE



**IOAKB.COM**



# ...and implement the **20 Implementation Patterns** required to solve for digital



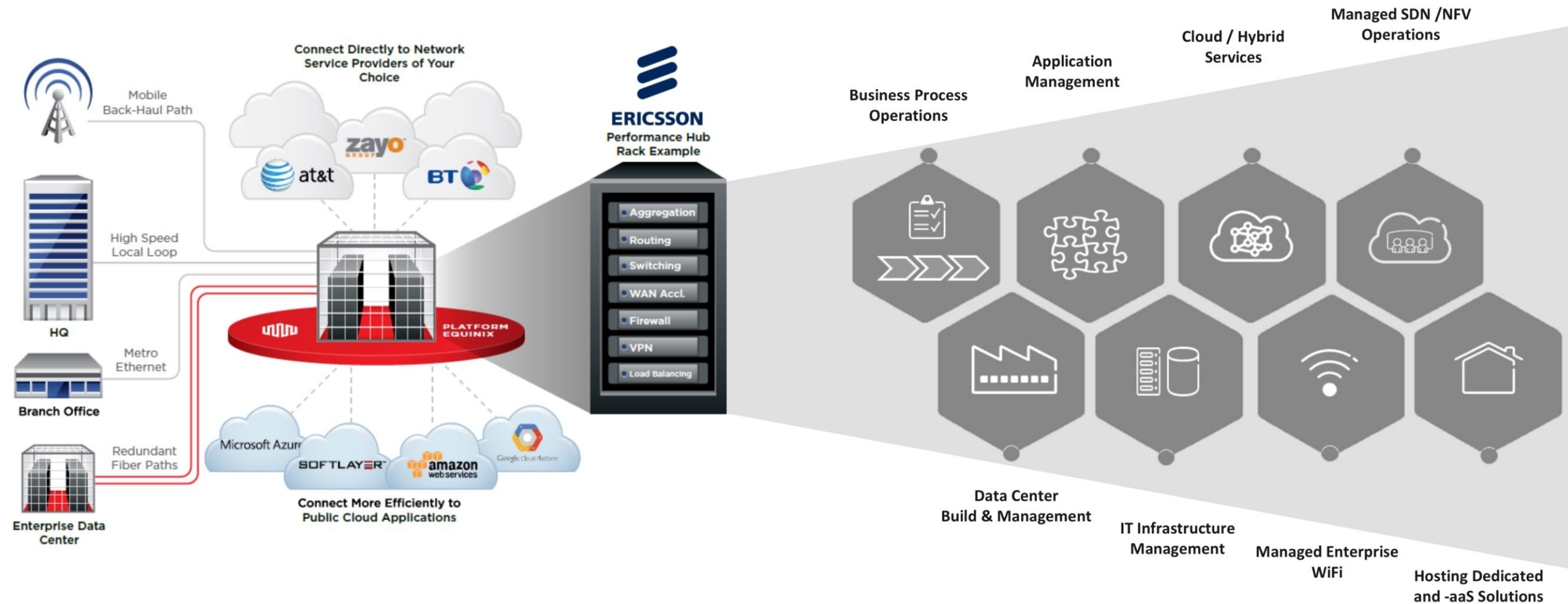
<https://www.ioakb.com/>



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# Ericsson is another great example of an IOA™ Reference Implementation





# Real-time Insights at the Edge and Elastic Compute with AWS: iguazio

## Case Study



### Challenge:

iguazio wanted to globally expand its business by bringing enhanced performance, security, high availability and ease-of-use to its customers' big data and cloud-native applications. For ride-hailing giant Grab, iguazio needed to accelerate its IoT data pipeline analytics performance for faster insights and reduce its cloud costs.

### Solution:

iguazio partnered with Equinix to deliver its hybrid cloud, Unified Data Platform. This platform allows Grab and other customers to accelerate access to AWS by using Equinix interconnection solutions and AWS Direct Connect for greater efficiency and reliability, and faster IoT data insights to make real-time business decisions that generate more revenue, while saving on cloud costs.

**Platform Equinix® presence:** Ashburn, VA and Singapore metros

**Accelerated IoT data analytics for faster insights, business decisions and revenue generation**



### The Equinix difference:

- **Equinix Performance Hub™** delivers high-performance, edge-based interconnection closer to data sources and customers for faster processing and analytics, speeding data-driven insights to customers in multiple industries worldwide
- **Equinix Cloud Exchange Fabric™ (ECX Fabric)** and AWS Direct Connect enable a fast, reliable and cost-effective hybrid cloud interconnection platform
- **Equinix Data Hub™** allows scalable, continuous real-time analytics on multiple data stream types and sources for faster data insights to make real-time business- and revenue-generating decisions

“Our unique partnership with Equinix enables customers to place the iguazio data platform at the edge of the cloud so their applications can analyze data close to its sources, such as IoT and mobile devices, while at the same time connecting to any cloud vendor and leveraging the cloud's elastic nature.”

– Steve Lund, VP Business Development

[Download case study](#)

# Interconnection IT service/support: Blueface

## Case Study



### Challenge:

Unified communications provider Blueface hosts its solutions in external data centers. It started with one location in Dublin but needed more data centers to support its international customers and rapid expansion

### Solution:

Blueface chose to work with Equinix. It now has data points-of-presence in Equinix locations around the world. Connectivity between these sites is provided by ten gigabit managed wavelength fiber.

**Platform Equinix presence:** Dublin, Silicon Valley and Washington DC metro areas.



**Up to 98% of  
Blueface's traffic is  
now run through  
Equinix**

### The Equinix difference:

**Equinix IBX® data centers** have enabled Blueface to hit its target of providing a five-nines SLA to all customers and supported the company's rapid international expansion with fast, flexible response and proactive information



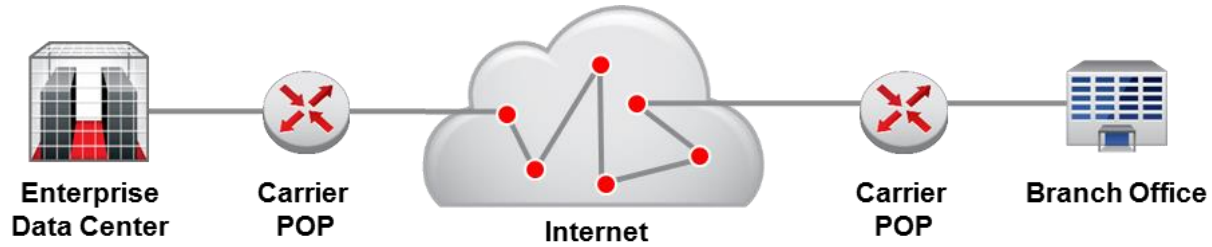
The core of our business is real-time traffic, mostly voice and video, which doesn't like high latency and jitter. Interconnection effectively shortens the cable between the customer and us to give better quality and lower latency."

-Nameer Kazzaz,

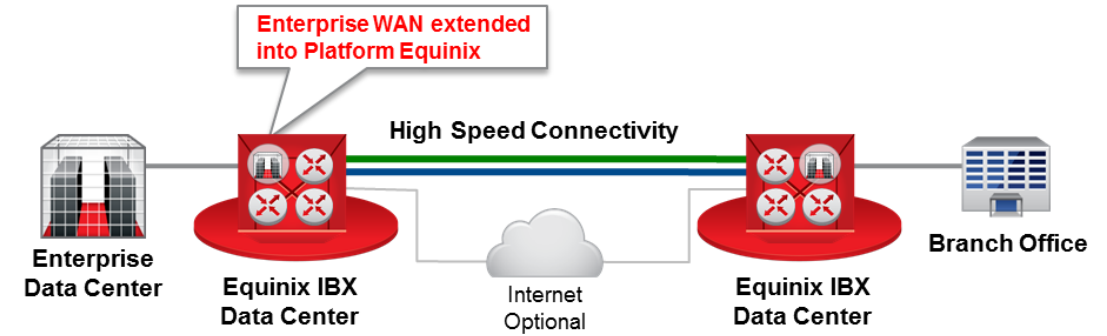
*Network Operations Commander, Blueface*

# @Equinix: We reimagined our network using IOA...

## Old Way: Carrier was the Center of the Network



## New Way: **We** are the Center of the Network



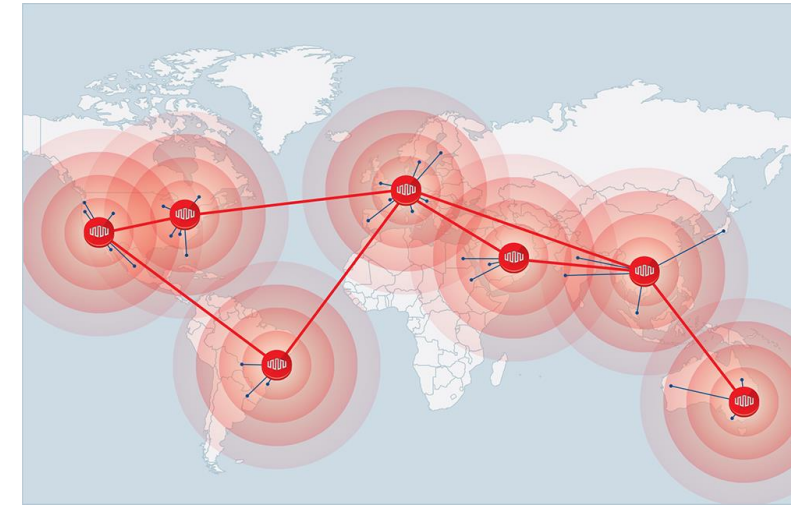
### Our old network:

- Long, costly routes
- Complex topology
- Choke points
- Low reliability
- Unpredictable service
- Variable Quality of Experience

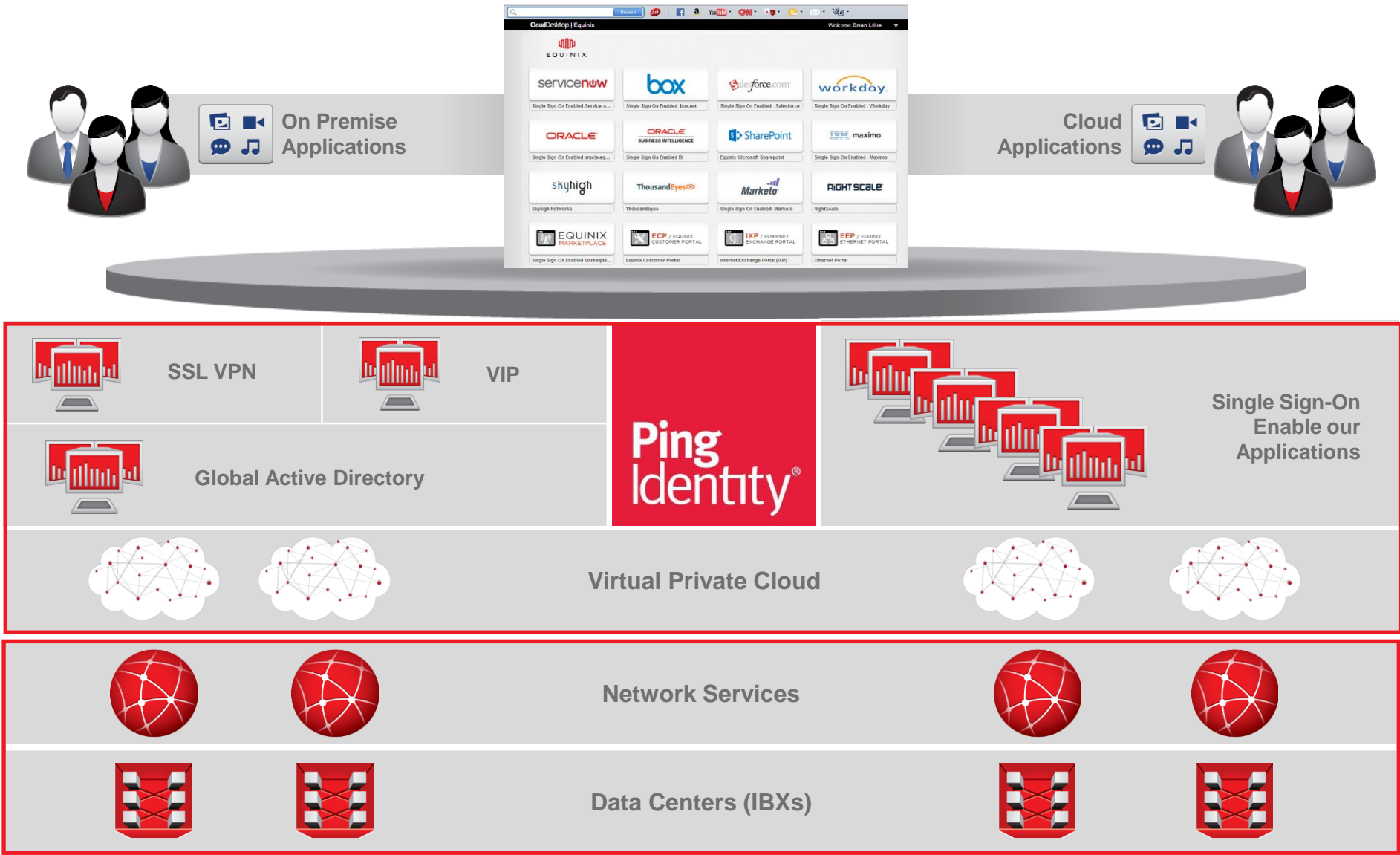


### Our current network:

- Simpler, flatter
- More bandwidth, lower TCO
- More capacity, fewer circuits
- More supplier choice,
- Better performance
- Reduced time to market for new services



# @Equinix: Our transformation included rearchitecting all aspects of IT



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**The time to transform is now  
and Digital is the great forcing  
function...**

**...and there is never a better  
time for us to take a  
leadership role in  
transforming the business!**

# Evolving for the Interconnection Age

Scott McConnell, Equinix

Nameer Kazzaz, Blueface

#InterconnectedEra18





Scott McConnell

Sales Director,  
Equinix



Nameer Kazzaz

CTO,  
Blueface and  
Star2Star



# Innovation in the 4<sup>th</sup> Industrial Revolution

Clare Dillion, [www.linkedin.com/in/claredillon](http://www.linkedin.com/in/claredillon)

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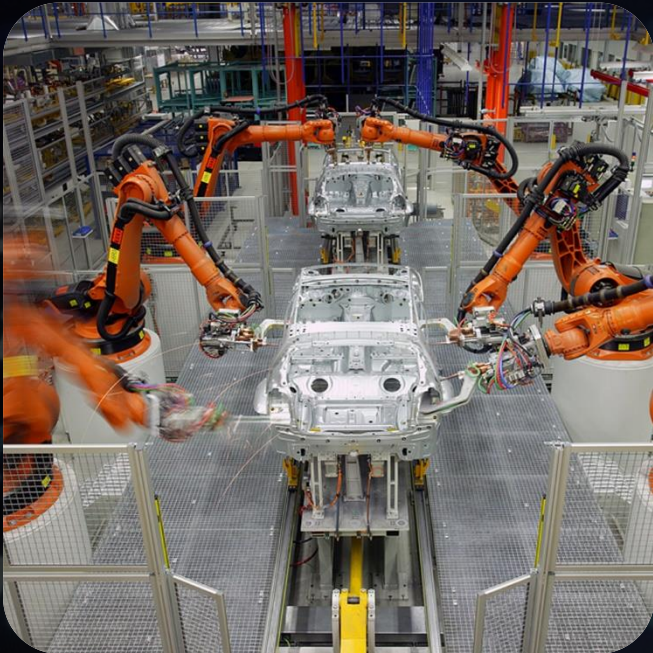




# The 4<sup>th</sup> Industrial Revolution

## Physical

Autonomous vehicles, robotics,  
3D printing, new materials



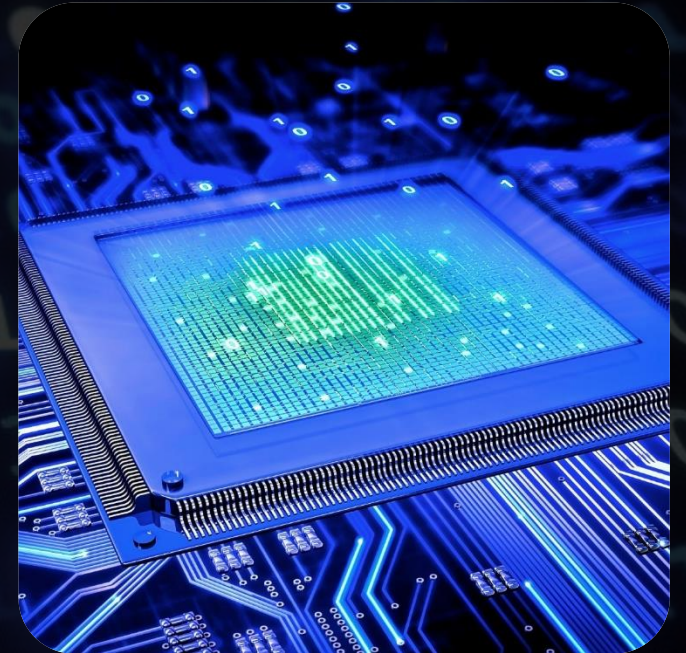
## Biological

Genomic diagnostics,  
treatment, engineering



## Digital

IoT, Blockchain,  
Artificial Intelligence (AI)







Everything is changing....

**Customer  
Expectations  
are changing**

1 | Super-connected

2 | Speed

3 | Personalisation

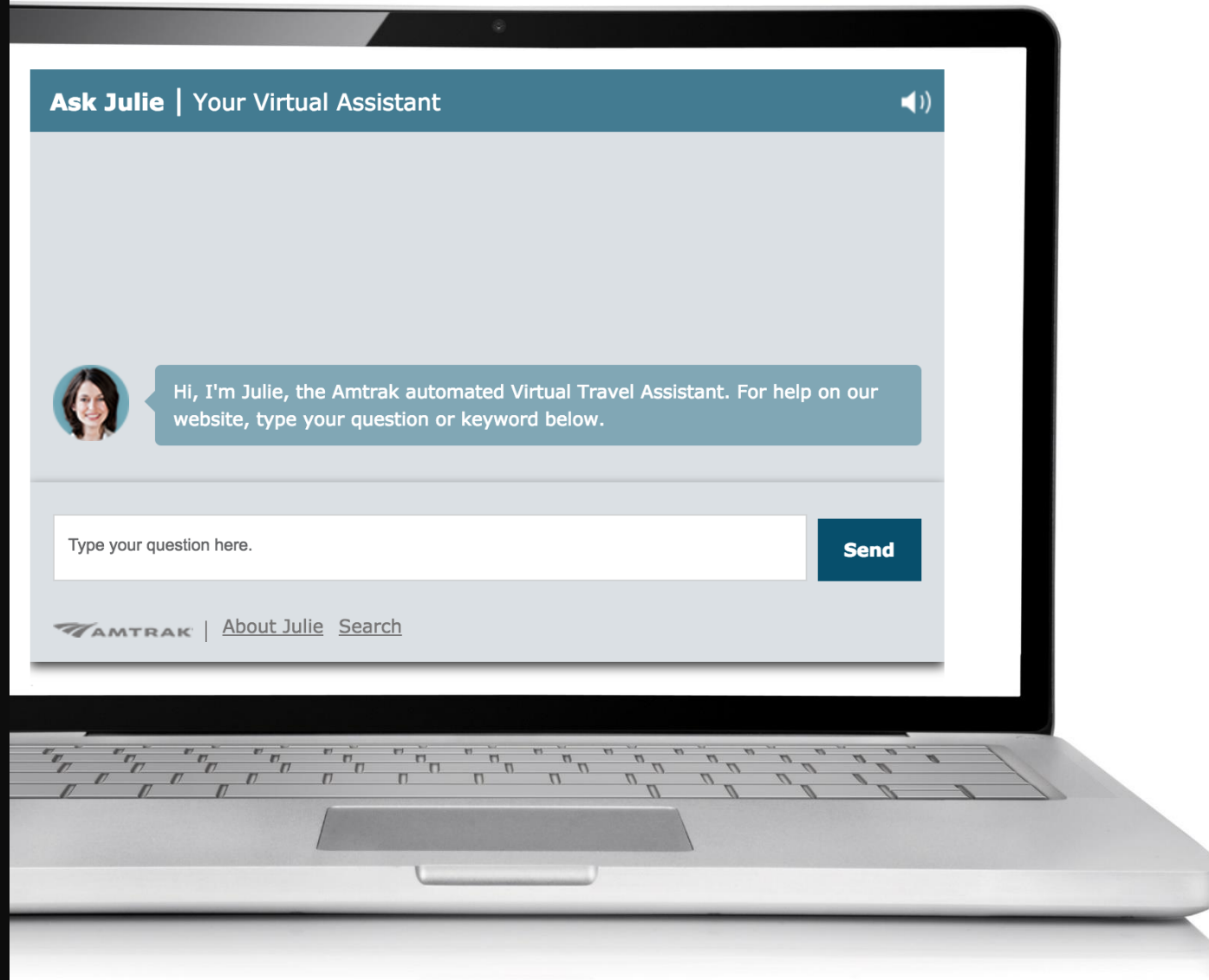
4 | Rent not buy



Organisations  
are  
**Digitally  
Transforming**

1 | How we engage customers

# Amtrak Chatbot: Saved \$1m in Customer Services



Organisations  
are  
**Digitally  
Transforming**

1 | How we engage customers

2 | How we work together



# Fusion Concept

Michael Smith  
Fusion Theme Review | 11:10PM

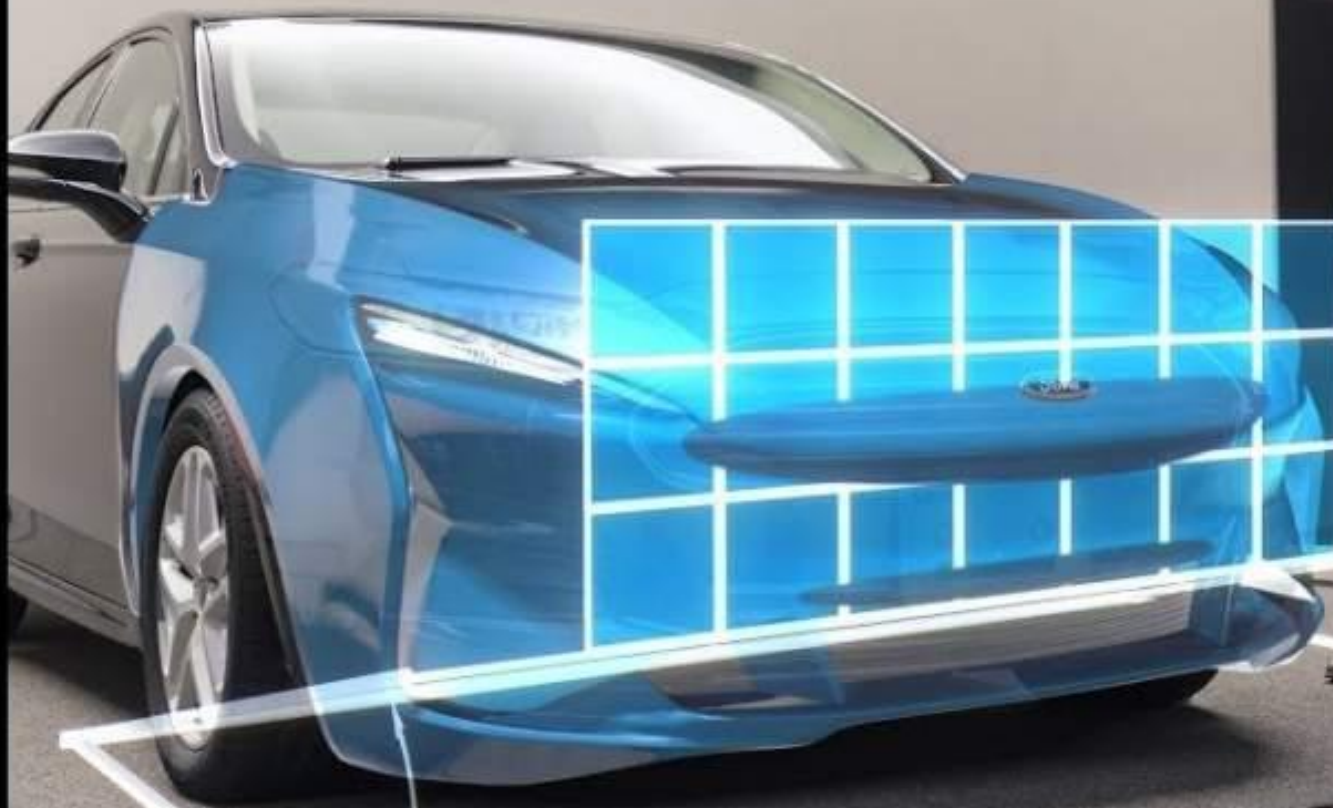
  
Add Annotation

  
View Annotation Gaze

Engineering

Design

Manager





Engineering

Design

Manage

DETAIL





Organisations  
are  
**Digitally  
Transforming**

1 | How we engage customers

2 | How we work together

3 | How we do operations

4 | How we innovate



ZARA



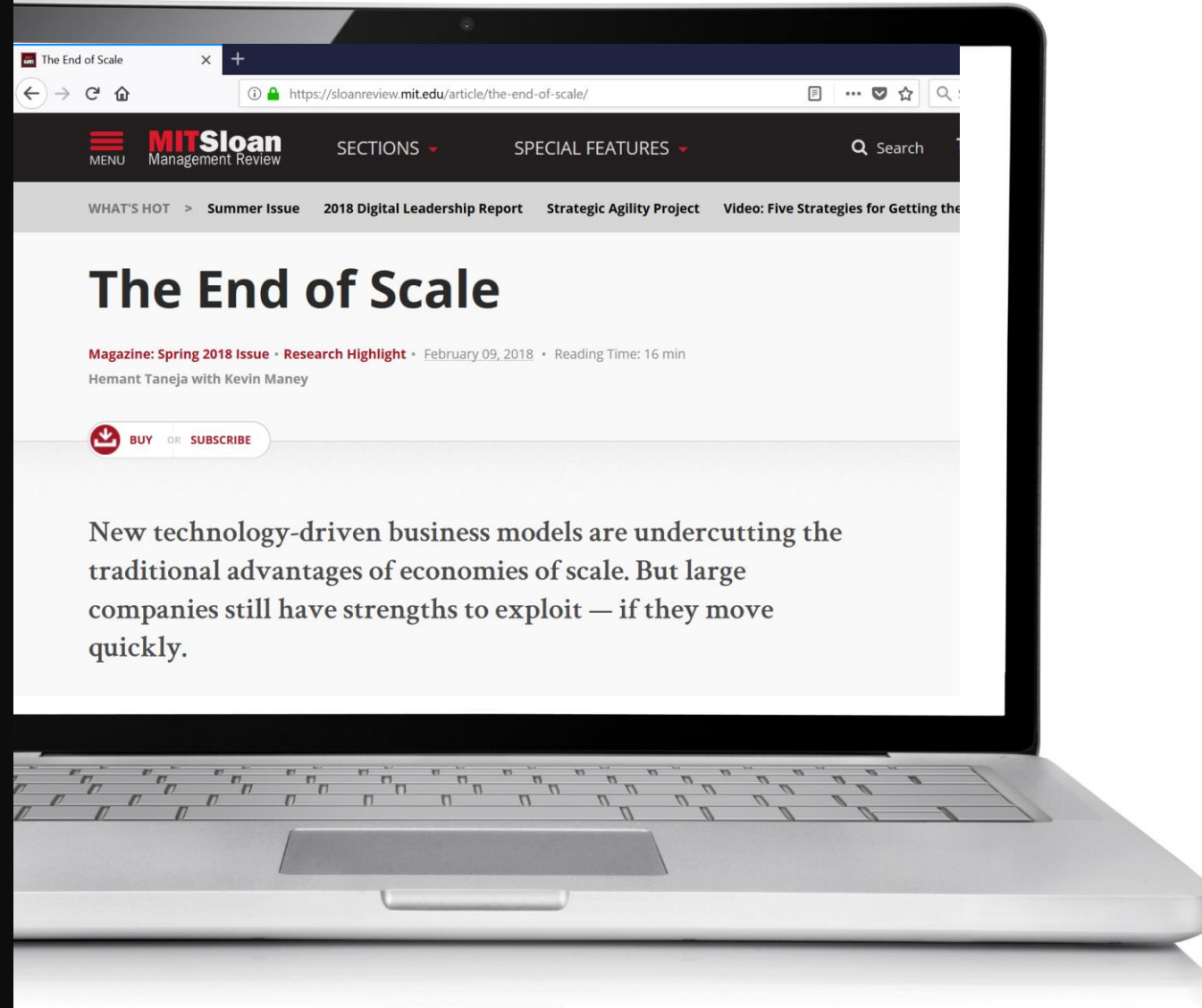
# The Rules of Business are changing

1 | Lower Barrier to Entry

2 | Agility trumps Stability



# MIT Sloan Management Review: The End of Scale



# The Rules of Business are changing

1 | Lower Barrier to Entry

2 | Agility trumps Stability

3 | Competition Changes

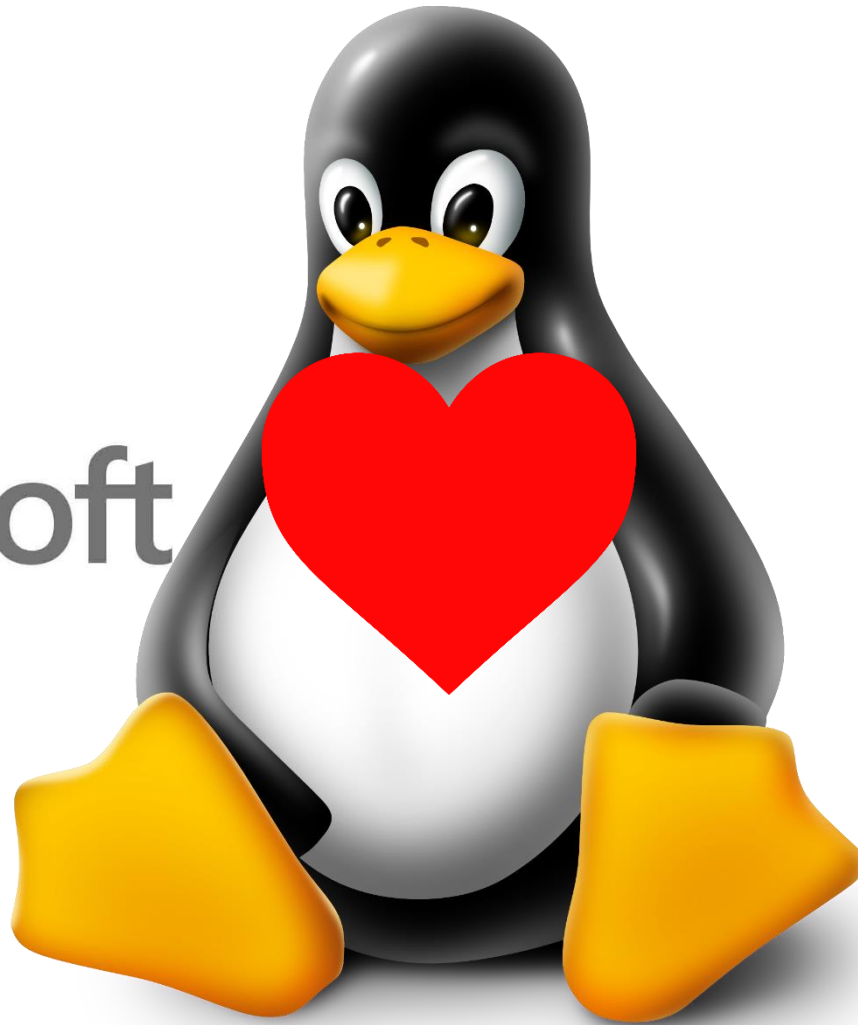
amazon  
fulfillment

A large, three-dimensional sign for an Amazon fulfillment center is mounted on a light-colored building facade. The word "amazon" is rendered in its signature lowercase font, with the letters "a", "m", "a", "z", and "o" in a metallic silver finish, and "n" in a dark grey. The iconic yellow and orange curved arrow is positioned below the "a" and "z". Below the main logo, the word "fulfillment" is displayed in a smaller, dark grey, sans-serif font. The sign is set against a clear blue sky, with the green branches of trees visible in the lower foreground.





Microsoft





# The Rules of Business are changing

1 | Lower Barrier to Entry

2 | Agility trumps Stability

3 | Competition Changes

4 | Complex New Partnerships



"Standing still is the fastest  
way of moving backwards  
in a rapidly changing  
world."

*Lauren Bacall*







Britannica

INDEX



A-K



Britannica

INDEX



L-Z







"I am not a has-been.  
I am a will be."

*Lauren Bacall*



# What will you be?

Clare.Dillon@live.ie

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**Brian Larkin**

Managing Director,  
Evros



**Tim Buckley**

Head of Digital,  
Origin Enterprises  
plc

# The Panel

#InterconnectedEra18



Andrew McCreath

Senior Principal,  
Solution Marketing



John Asher

VP,  
EMEA & APAC



John Abel

Head of  
Technology,  
UK, Ireland &  
Israel



Nicholas Roger

Senior Manager,  
Global Solution  
Architects







EQUINIX