



# THE STRATEGIC CENTER FOR GLOBAL PAYMENTS

Position infrastructure ahead of the demand for mobile, online and electronic transactions and lead the innovation curve in a rapidly evolving industry

Macro trends around regulation, innovation and the evolution of the global payments industry are rapidly disrupting the traditional payments marketplace. New innovators are advancing payment methodologies, providing new ways for existing customers to pay and creating new revenue streams in emerging and frontier markets. As competition increases, ensuring a quality customer experience while maintaining the flexibility to scale both new services and connectivity is essential for growth.

There are now more payment options than ever before available to consumers, as non-cash payments continue to grow. With over \$235 Billion in annual mobile payment transactions expected in 2013 and approximately 50% of all Visa transactions predicted to be made on mobile devices by 2020, migration towards a cashless society means your company must position itself ahead of the demand for mobile, online and electronic transactions.

When you position payment infrastructure among the widest range of networks and critical components in the digital supply chain, you gain the ability to quickly and efficiently scale connectivity, storage, compute and above all, access innovative new services – all from one central location. The net effect is delivering lower costs and emerging technologies and partners for customers, who increasingly expect instant, secure and simple ways to pay.

## Platform Equinix™ Features

- 95+ data centers
- 31 Global Markets
- 500+ Banks and Financial firms
- 900+ Networks
- 20+ Electronic Payment Systems
- 300+ Cloud Providers
- 500+ IT Service Providers
- 99.999% Availability
- 7+ Million Sq Ft of Space

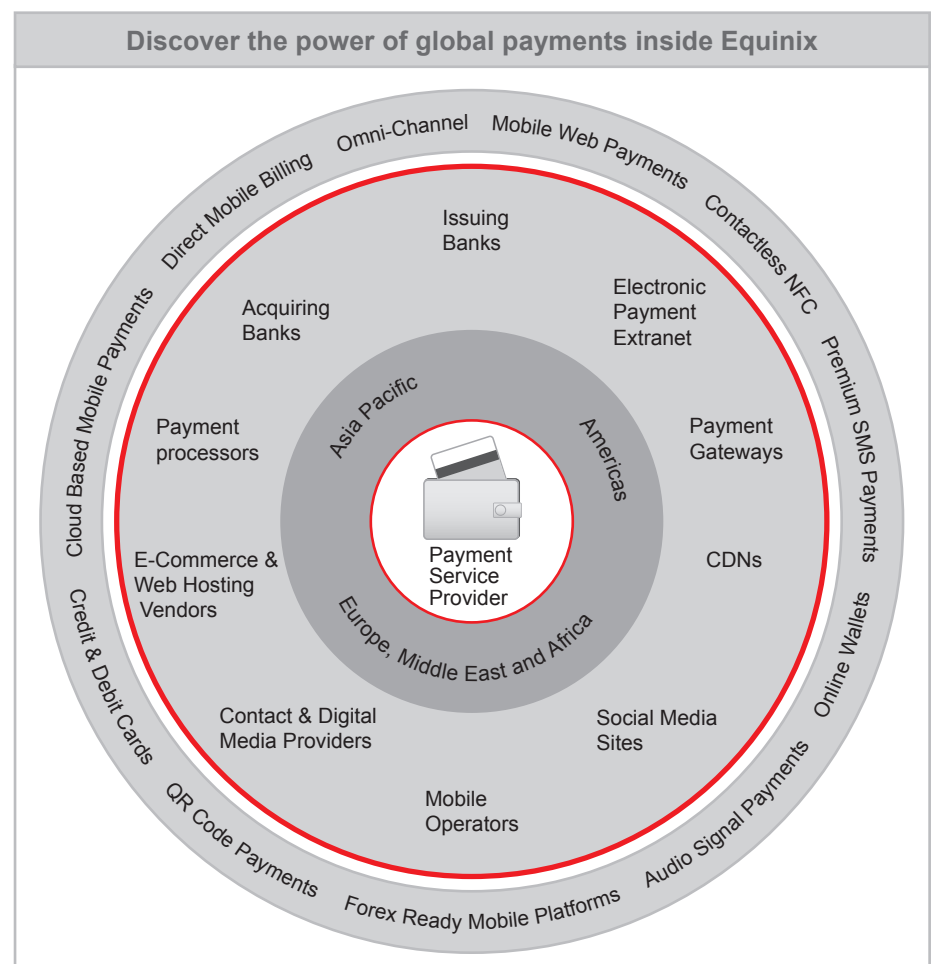
## Data Center Solutions

- Colocation and Proximity Interconnection
- Low Latency Network Connectivity
- Support and Technical Monitoring
- Business Continuity and Disaster Recovery
- Recovery Solutions

## Payments Ecosystem Participants

- Issuing and acquiring banks
- Payment processors
- Electronic Payment extranet
- Payment Gateways
- CDNs
- Social Media Sites
- e-commerce & web hosting vendors
- Mobile Operators
- Content & Digital Media Providers

## Discover the power of global payments inside Equinix



## Payments Inside Equinix

Equinix data centers can help Payments Service Providers and retail banking customers by providing fast, continuous availability of colocation services in a scalable, interconnected environment, capable of meeting business needs from a storage, connectivity and compliance perspective.

- Enable OmniChannel support, directly connecting to issuing and acquiring banks, payment systems, converging services and the widest range of network providers to simultaneously improve WAN performance and drive down costs
- Access content, services and communications links within a single PCI DSS Level 1, ISO 27001 facility, without the need to connect across a public or unreliable connection
- Expand your global reach via hundreds of fixed line and mobile networks, POS providers and e-commerce sites
- Directly plug into key components inside the data center to minimize latency, flatten bandwidth costs and speed time to new services
- Position your infrastructure in the center of rising disruptive payment systems and converging services, such as ad-serving and behavioral targeting
- Leverage instant access to brokers, digital wallets, and market data providers to open up access and gain greater control over monetary flow on Forex market payments

## Global Payment Ecosystem



## Find Out More Information

To find out more about Equinix data centers and position your critical infrastructure where cutting edge ecosystems are evolving right now, simply contact an Equinix Executive at fs@eu.equinix.com - reference FREPS2013

## About Equinix in Global Financial Markets

Equinix, Inc. (NASDAQ: EQIX) global IBX data centers provide a neutral meeting place for the world's electronic payments community. Offering a foundation for competition and collaboration Equinix interconnect electronic payment systems, retail banking firms, networks and technology services to create the world's leading electronic payments ecosystem. These firms locate infrastructure within Equinix global data centers to provide fast, continuous availability of colocation services in a scalable, interconnected environment, capable of meeting business needs from a storage, connectivity and compliance perspective across 31 global markets.

## Accreditations and Associations



ISO 27001 registered Information Management Systems in UK, Germany and the Netherlands



2008 Data Centers Europe Green Award



2012 Datacenter Dynamics EMEA Winner



Green Grid global consortium professional member



ISO 9001 registered Quality Management Systems



PCI-DSS Level 1 Service Provider

## Contact us

Web: www.equinix.com  
 Email: fs@eu.equinix.com  
 Tel: +44 845 373 2900



Please scan QR code to watch the World's New Financial Center Video