



# REDUCE THE COMPLEXITY OF HYBRID CLOUDS

**RIGHT SCALE**<sup>®</sup>

Easily Build and Manage the Hybrid Cloud Environment You Need

## The RightScale and Equinix Solution for Private & Hybrid Clouds

RightScale and Equinix have simplified the deployment and management of hybrid cloud environments. A single, simple interface makes it easy for IT buyers to connect with the diverse and growing Equinix community of cloud service sellers to ensure their enterprises can create the optimal cloud solution for their needs.

Whether you are running web-scale applications or a complex portfolio of enterprise applications, you need to reduce costs, improve performance, and increase the availability of applications. The RightScale cloud management solution provides a unified platform for managing workloads between public and private cloud resources based on user requirements, performance demands, cost considerations and more. You can also deliver private clouds with the same on-demand provisioning and metered pricing that public clouds provide, and you can optimize your clouds to meet specific security and compliance requirements.

With the global footprint and network density of Platform Equinix, you can meet the performance expectations of end users, reduce latency, and accelerate time-to-market for new services. Equinix's industry-leading data center availability and physical security provides the best end-user experience possible.

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## Hybrid Clouds for Mission-Critical Applications

A best-in-class hybrid cloud consists of one or many optimized private clouds that are linked to public clouds for scalability, disaster recovery, and a broad range of application deployment options.

### Features & Benefits Summary

Rapidly build hybrid cloud environments

Maximize performance

Minimize cost

Accelerate time-to-market for new services

Mitigate risk

The combination of RightScale and Equinix delivers a platform that allows enterprises to leverage hybrid clouds to maximize performance, minimize delivery cost, and reduce time-to market for new services all while mitigating risk:

- **Reduce costs** by deploying applications to the lowest-cost internal or external provider for a given workload. Hybrid clouds offer the provisioning and automation efficiencies that are possible with cloud computing without locking applications into high-cost public cloud services.
- **Optimize performance** by matching applications to the appropriate infrastructure resource pools. Maintain the ability to move workloads among resource pools and to repurpose resource pools when capacity is freed up.
- **Mitigate risk** by making multiple infrastructure resource pools available so there are more options during an infrastructure capacity crunch when a public cloud provider has performance issues or your own infrastructure suffers a failure.

## The Power of Two Platforms

RightScale cloud management enables organizations to easily deploy and manage business-critical applications across public, private and hybrid clouds. RightScale provides efficient configuration, monitoring, automation and governance of cloud computing infrastructure and applications.

Platform Equinix combines its state-of-the-art International Business Exchange (IBX®) data centers, global footprint and unique ecosystems to enable businesses to accelerate growth by reducing IT infrastructure costs and locating assets and applications closer to customers and service providers to improve customer and employee experience.

## Together, a Complete Solution for Rapid Hybrid Cloud Deployment

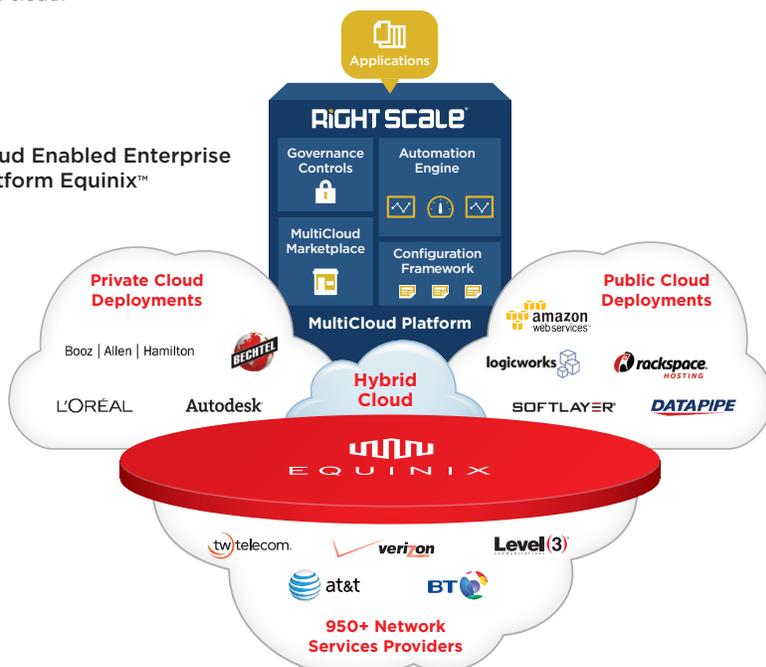
**Easy to Use** — Use a single, simple user interface to connect corporate IT resources to a variety of cloud service operators in real time – and improve visibility into and control over cloud deployments.

**Maximum Choice** — Leverage Platform Equinix and the RightScale Multi-Cloud Marketplace for the maximum ease and the most choice in building out a hybrid cloud.

**Flexibility** — Obtain the flexibility and agility you need to achieve performance, scalability, geography and compliance goals.

**Scalability** — Manage applications, not machine images, and achieve true resource elasticity and self-service.

### The Cloud Enabled Enterprise and Platform Equinix™



## RIGHT SCALE®

### About RightScale

RightScale cloud management enables organizations to easily deploy and manage business-critical applications across public, private, and hybrid clouds. RightScale provides efficient configuration, monitoring, automation, and governance of cloud computing infrastructure and applications. Since 2006, millions of servers have been launched with the RightScale solution by leading enterprises including the Associated Press, CBS Interactive, Intercontinental Hotels Group, PBS, and Zynga.

### About Equinix

Equinix, Inc. (Nasdaq: EQIX), connects more than 4,000 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 31 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.

Learn more at [www.equinix.com](http://www.equinix.com)

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