




EQUINIX



WHY EQUINIX WINS:  
A PRIMER FOR PARTNERS



# INSTANT UNDERSTANDING

## Who we are

We're the leading global interconnection platform.

## What we do

We accelerate business performance by connecting companies to their customers and partners inside the world's most networked data centers. Accelerating business performance means that we help customers:

- Spur revenue expansion
- Step up competitiveness
- Strengthen performance
- Create differentiation
- Secure relationships
- Spark innovation
- Seize leadership

Equinix provides three categories of data center services:

**Interconnection** provides a cost-effective, secure, point-to-point direct communications link between two companies.

**Colocation** is the sharing, operation and management of data center space for other companies.

**Professional services** are consulting, implementation and operations support offerings provided through Equinix experts and engineers.



# INSTANT UNDERSTANDING

## Why we're here

To protect, connect and power the digital economy.

## Why we matter

More than 4,000 of the world's most demanding companies trust us to provide a place where they can run and grow their businesses. They bet their reputations and futures on us, and we never forget that we have their livelihoods in our hands. Equinix continues to invest significantly to grow the business and be where customers need us to be. We are here for the long term. Equinix's continual investment provides scalability advantage. We have invested \$5 billion organically in new facilities and \$2 billion in acquisitions since 1998.

## Why partner with Equinix: We help you win more deals

Partnering with us is simple, easy and will help you boost revenues by winning more customers. We are the market leader with the most networked data centers in the world. Additional reasons why you should partner with us:

- Our technology is highly secure and compliant, helping your customers meet regulatory challenges.
- We have industry-leading performance uptime: All data centers are designed with a minimum N+1 redundancy power system to ensure maximum uptime.
- We can offer you and your customer both network and cloud services, which means as an Equinix partner you can offer the choice for enhanced service bundles.
- Our expert staff of engineers, technicians and customer care specialists offers world-class technical and logistical support at our 95+ data centers 24 hours a day, 7 days a week.



# HISTORY OF EQUINIX

In the early days of the Internet, things were not organized, not well planned and not ready for the growth that was about to happen. Equinix began with the idea that we could help organize and bring together all the disparate elements of the early Internet into an organized place—our data center.

We started with the networking companies. We convinced them that it made sense to run their pipes into our buildings and put their assets with us—all with the idea that they could bring their separate networks together.

Although network exchange points sound simple today, it was a huge leap in the development of the Internet. Prior to this, networks were separate, and people had not come to the realization that the Internet was going to be pervasive. Most early networks were only thinking about serving a specific group in a specific area.

Equinix's founding principles shifted that model dramatically, making people think about all these networks connected together into a massive, global "Web"! Since then, we have weathered both the dot-com boom and bust, and have come out stronger than ever with the largest global network-neutral footprint. Today we are the world's largest data center services provider, and our facilities are among the most densely connected in the world. This allows us to catalyze business opportunities for our customers.



# ABOUT DATA CENTERS AND WHY WE'RE DIFFERENT

All data centers deliver space, power, cooling and connectivity. Beyond that, data centers vary widely in quality, the type of space they provide and even in their business models. In general, data centers can be classified into three basic types: build your own (data centers that are built and run by the companies using them), wholesale and colocation. Both wholesale and colocation providers lease data center space to other companies, but the economics of wholesale space have historically been most attractive to companies requiring at least 1 megawatt of power capacity for data center operations, although some wholesale providers have been courting customers in the 300kW to 500kW range.

Colocation is about more than about leasing space in large refrigerated buildings: it's about picking a service provider with the operational excellence to keep data centers running efficiently and with maximum uptime. It's about high standards for physical security and 24x7 access to expert on-site service and support. It's about customer peace of mind. You may find for core data center services—space, power and cooling—competitors will often beat us on price. Because of this, you may need to challenge prospective customers to compare not just colocation costs, but colocation value. Equinix delivers important business benefits that our competitors, with their smaller scale and fewer network connectivity options, simply cannot match.

International Business Exchange™ (IBX®) is a designation that Equinix created to define a world-class data center. We created the IBX and IBX+ classifications to distinguish between different data center configurations and service offerings. Our IBX data centers are the best in the world: the best in physical security and the best in operations.



# ABOUT DATA CENTERS AND WHY WE'RE DIFFERENT

What sets Equinix data centers apart—and justifies our price premium—are these attributes:

1. Our data centers offer a wide selection of networks, compute and storage services (IaaS) and IT service partners on site in our IBXs. In most IBXs, our network density and service provider diversity is far superior to competitors'. Supplier choice within data centers is important to customers for three reasons:
  - a. It gives them more flexibility to mix and match services and network routes to improve data center performance.
  - b. It enables them to reduce costs by having more prospective service providers competing for their business. Customers can also save money by switching from expensive local leased lines to direct connections available through most Equinix IBXs.
  - c. It minimizes the risk of vendor lock-in and gives customers the option to change providers and services as business needs change.
2. Our high standards for operating data centers give customers peace of mind. From our global standard of 99.999% uptime and N+1 design to our world-class physical security, we deliver services at a level that exceeds what customers can do for themselves.
3. We offer industry-leading expertise and complimentary, vendor-neutral guidance to help customers identify and deploy data center services that best suit to their business.

## SELLING TIP

Let your customers know that data centers are not all equal. Equinix builds and operates the world's best data centers—and we're widely acknowledged as the leader in our industry. That's why the saying "no one gets fired for buying IBM" also applies to Equinix. Our operational excellence, reputation as a leader and high service standards ensures that no one gets fired for using Equinix.

# PLATFORM EQUINIX

Equinix sells a variety of data center services that keep its customers' mission-critical operations and information working and flowing at peak efficiency. "Platform Equinix" encompasses the following:

- The global network of 95+ data centers that Equinix has built to deliver its colocation and connectivity services
- The business value customers find in the rich interconnectivity and network density within Equinix data centers
- The revenue opportunities that customers gain by selling and connecting to the 4,000+ other customers within Equinix data centers.

**Global Data Centers** — Equinix data centers are in 31 key markets across the Americas, EMEA and Asia-Pacific regions, offering more than 7 million square feet of space. This global network of high-performance data centers maintains a 99.999% uptime record, a key factor for the world's most demanding organizations.

**Interconnection** — With more than 950 networks available through Equinix's global data center network—including the largest global IP backbone networks — customers have incredible choice and flexibility in establishing their service reach. Platform Equinix also includes a number of tools specifically designed to increase interconnectivity, including the Equinix Carrier Ethernet Exchange and GSMA GSX Exchange.

**Business Ecosystems** — Exponential Internet traffic growth and increasing reliance on cloud technology means businesses must rely more and more on access to business ecosystems for their operations and future growth. Through Platform Equinix, customers have access to more than 4,000 potential customers and technology partners, including many in the Fortune 500.

## SELLING TIP

Play up our high service standards and expertise. Customers often say they find tremendous value in the complimentary services delivered through our Global Solutions Architects, their Solutions Workshops and the Solution Validation Center.



# OUR UNIQUE SELLING POINTS

**Our operational excellence provides peace of mind, global consistency and the highest levels of service.** Equinix is committed to operating facilities that meet the rigorous standards and compliance needs of global business. Many independent certification and standards groups have recognized Equinix for industry-leading operational excellence, energy efficiency and sustainability, including LEED certifications. The many network providers in our facilities offer redundant network paths to improve reliability and resiliency. Our “never go dark” capacity-expansion philosophy means ample space and power for growth and Equinix’s rigorous processes, testing and maintenance ensures the highest level of uptime and the best experience across all of our data centers.

**Our global footprint supports customers today and tomorrow.** No one can match our global presence. Equinix has 95+ data centers located in 31 strategic markets in 15 countries across five continents. By becoming your single global partner we can help you speed your customers’ time to market, simplify customers’ global expansion plans and offer a consistent experience across strategic markets.

**Our operations staff and support are second to none.** We have the skills, people and processes to keep things running at all times. Equinix offers more amenities and services than anyone else. With our Smart Hands services we can do anything for anyone in the data center—build, fix, move and more. At each data center, we also offer temporary workspace, wireless, showers, break rooms and offices.

**We’ve fostered the largest business ecosystem, with the largest network-neutral footprint, in the industry.** Equinix connects more than 4,000 companies to their customers and partners inside the world’s most networked data centers. The diversity of potential business partners and suppliers on Platform Equinix enable our customers to keep pace with the fast-changing digital marketplace. The breadth and depth of Platform Equinix empowers customers to connect to who they want, where they want, when they want. We have more than 7 million square feet of data center space, with a network density higher than any of our competitors.

## SELLING TIP

Many companies sell what we sell—colocation, interconnection and professional services—so we focus on communicating why we’re different. We provide incredible connectivity to an unrivaled range of customers and business partners. We offer global reach second to none. We offer vendor-neutral guidance and expertise. Perhaps most importantly, our high operational standards and industry reputation ensures peace of mind for your customers.





# OUR UNIQUE SELLING POINTS

**Our uptime record is an extraordinary 99.999%.** Equinix exceeded 99.999% availability in its Americas, Asia-Pacific and EMEA regions for the last three years (2009-2012).

**We have the strongest balance sheet in the industry.** Equinix continuously demonstrates its staying power and ability to scale, with more than \$1.89 billion in annual revenues in 2012; \$547 million in cash, cash equivalents and investments; and \$7 billion invested in expansion since the company's founding in 1998.



# SPARK A CONVERSATION WITH YOUR CUSTOMERS

Use the trends described below, which are derived from analyst forecasts and surveys of IT executives, to spark conversations with prospects about how together your organization and Equinix can meet their needs.

**Data centers are now a strategic business imperative.** Whether data centers are in-house, external or hybrid, inertia is not an option. Do it the right way and you can help your customers to secure a flexible platform that sustains growth and innovation. Make a wrong move and your customers have a costly “data center do-over.” Companies need data center platforms that can meet today’s and tomorrow’s big technology challenges and deliver real competitive advantage. How confident are your customers in their company’s data center strategies?

**Mobile devices drive a surge in data traffic.** By 2017, the world will have almost 5.2 billion people connected through mobile devices. Mobility is the fastest driver of Internet Protocol (IP) growth, and mobile data traffic is predicted to grow 13-fold globally between 2012 and 2017—2.8 times faster than fixed IP traffic. Are your customers’ data centers ready for the rising mobile tide, and can those centres help them profit from new mobile revenue opportunities?

**Companies going global must act local.** Distributing digital products and information wherever they’re needed is becoming increasingly complex, because the distribution range is expanding worldwide while regulations vary locally. You can offer customers data centers at a global scale—providing customers in foreign markets with service that’s comparable to what customers receive in home markets. Simultaneously, you can help your customers to control the flow of digital data, which typically knows no bounds, to comply with local regulations governing commerce and privacy. Data center platforms need to provide global reach with local limits. Can your customers’ data center platforms support their growth strategies?



# SPARK A CONVERSATION WITH YOUR CUSTOMERS

**Cloud services expand their footprint in enterprise IT.** As cloud adoption grows, companies will increasingly connect their enterprise networks and data centers to cloud and IaaS services. By 2016, two-thirds of all data center traffic will come from the cloud, and three out of five data center workloads will be processed in the cloud. As cloud traffic continues its rapid growth and becomes part of the fabric of enterprise IT, how can direct connections to the cloud services your customers rely on most accelerate performance? Can data center colocation enhance your customers' cloud connections while preserving the flexibility and vendor choice needed to future-proof their IT infrastructures?

**Consumer technology powers traffic growth.** Apps are revolutionizing how we live our lives and are a \$10 billion market, doubling each year. Global Internet users will double by 2015. Internet video makes up 40% of consumer Internet traffic and will reach 62% by the end of 2015. The sum of all forms of video (TV, video on demand, Internet and peer to peer) will reach 90% by 2015. Can your customers' data centers scale to accommodate the mass consumerization of technology?

**Hyperdigitalization and the digital economy will drive increased need for information infrastructure and network services.**

Hyperdigitalization is the economic shift toward virtual goods and Services. This virtual part of our global economy is growing significantly faster than the physical part. Hyperdigitalization will result in a data deluge. How can your customers' IT infrastructure scale to future digital information requirements? Can your customers' data centers help them monetize the new opportunities in the world's shift to digital goods and services?



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[www.equinix.ae](http://www.equinix.ae)