The Journey to Digital in the Interconnected World

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Integrating Cloud Ecosystems …

... with an Interconnection Oriented Architecture™ …

... on Platform Equinix™
We protect and connect the digital economy

- Unmatched Global Data Centers
- Leading Interconnection Solutions
- Vibrant Business Ecosystems
- Proven Expertise

8500+ Enterprises & Providers
1,150+ Networks
500+ Cloud and 600+ IT service providers
800+ financial services firms
145 Data centers in 40 major business markets across 21 countries
Unmatched Global Market Reach

Global reach with Telecity & Bit-Isle

5 Continents
21 Countries
40 Metros Areas
145 IBX Data Centers

Cloud Exchange Availability

5 Continents
11 Countries
21 Metros
79 IBX Data Centers

Equinix Locations
Partner Data Center
Equinix Telecity
Bit-Isle Equinix
Equinix Cloud Exchange Locations
Interconnection builds and reinforces ecosystems …

1,150+ Networks, **177,200+ Cross-connects**, 100% of Tier 1 Network Routes

| Networks came to connect to other networks to scale the Internet | Content providers came to connect to networks to reach end users | Ecosystems began to emerge, first with financial customers, then with content providers | Cloud providers joined to capitalize on our network density and reach enterprises | Enterprises came to re-architect their IT, to access the cloud, reduce costs and improve user experience |

- Interconnections
- Networks
- Content & Digital Media
- Financial Services
- Cloud
- Enterprise
Digital is here and now, forcing businesses to **transform**

To transform, the Business needs IT to **disrupt**

To disrupt, IT needs to **re-architect** the network and the edge

To accelerate to digital you need an **interconnection-first architecture**

Solve your **journey to digital** with IOA™
Digital is here and now, forcing businesses to transform …

New Commerce & Collaboration Models

- B2C eCommerce: $1.7T (▲18%)
- B2B eCommerce: $1.1T (▲8%)
- Digital Advertising: $72B (57%)
- B2B Acquired Customers via Company Blog: 44%
- Skye for Business Hours: 1.6B

New Connectivity & Data Models

- Connected Devices: 4.9B (▲30%)
- App Usage Sessions: 2.1T (▲76%)
- Data Created & Stored: 4.4ZB (▲40%)
- Hybrid Cloud: ~50% ENT adopting hybrid cloud by 2017
- Mobile Application Spend: 20B (▲22%)
- Cloud Services Spending: $176B (▲16%)

* Equinix Vertical & Market Insights, 451 Digital Infrastructure Research, Gartner Digital Business Research, Forrester Digital Enterprise Research
…shifting competitive advantage to Digital Disruptors…
Equinix provides a secure **Neutral Marketplace** for all Digital Business

A diverse ecosystem of participants to **exchange** commerce, insights, and ideas

**Greatest Density** in: Cloud, Content, Networks, and Financial Services. Enterprise is now fastest growing
To transform, the Business needs IT to **disrupt** …

From siloed and fixed …
To disrupt, IT needs to re-architect the network and the edge....
To disrupt, IT needs to **re-architect** the network and the edge …

**Step 1: Re-architect how systems engage People**
To disrupt, IT needs to **re-architect** the network and the edge …

**Step 2:** *Re-architect network topology to accommodate growth in Locations*
To disrupt, IT needs to **re-architect** the network and the edge …

*Step 3: Re-architect for secure & flexible delivery of services across multiple Clouds*
To disrupt, IT needs to **re-architect** the network and the edge …

*Step 4: Re-architect the platform to accommodate distributed analytics and Data*
To disrupt, IT needs to **re-architect** the network and the edge ...

*Step 5: Converge architecture change at the Edge*
To accelerate to digital you need an interconnection-first architecture …

**Connect, Place, and Integrate**, services in a tailored node

1. **Connect** and consume application & capacity services from the clouds

2. **Place** Network, Security and Data Services in colo

3. **Integrate** via Communication Hub & Ecosystem Exchange Points

**Co-lo**

**To build a tailored node**
We codified Interconnection best practices into a repeatable architecture called an Interconnection Oriented Architecture™ …
To accelerate to digital you need an **interconnection-first architecture** …

*Deploy the nodes to build your global interconnection platform*
Summary

- Digital is here and now, forcing businesses to **transform**
- To transform, the Business needs IT to **disrupt**
- To disrupt, IT needs to **re-architect** the network and the edge
- To accelerate to digital you need an **interconnection-first architecture**
- Solve your **journey to digital** with the IOA™ Playbook