

Brochure
Partner Program



EQUINIX

EQUINIX PARTNER PROFIT ECOSYSTEM

One global platform to combine all the
right places, partners and possibilities
your company needs to succeed

[Equinix.com](https://equinix.com)



Help Your Customers Solve Business Problems

Equinix is the world's digital infrastructure company. Digital leaders harness our trusted global platform to bring together and interconnect the foundational infrastructure that powers their success. Platform Equinix® brings businesses together to connect with the world's largest ecosystems of interconnected partners and providers to accelerate digital transformation. Equinix has invested more than \$27 billion to create Platform Equinix and in other expansions.¹ This investment, unmatched in our industry, gives you unparalleled access to the markets and ecosystems that drive digital business worldwide.

The Partner Profit Ecosystem helps you position Platform Equinix with your customers so they can bring together all the right places, partners and possibilities to create the foundational infrastructure they need to succeed. Understanding where to go for answers, knowing how to use new IT solutions for success, and earning income by helping your customers solve business problems just got easier.

With our Partner Profit Ecosystem, you can address the biggest IT problems your customers face today. Whether you plan to migrate their IT infrastructures from on-premises to an Equinix data center, or if you want to take advantage of direct connections to our breadth of cloud and managed service partners, we have a way forward for you.

Let us show you how to leverage our Partner Profit Ecosystem of:

1,800+
network providers

2,900+
cloud and IT providers

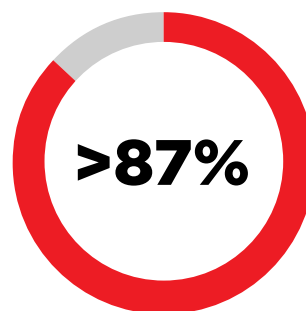
220+
data centers

10,000+
global customers

Capturing your customers' shift to the cloud

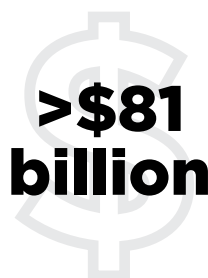
As digital transformation drives the distribution of services and controls closer to customers, employees, partners and ecosystems, there is a massive shift to the cloud, and your customers are looking for answers to solve the most common issues. Equinix has been working hard to build the world's largest interconnection platform inclusive of the most sought-after networks, clouds and managed service providers.

If your customers have workloads that require high network performance, reliability and security, the internet isn't always up to the task. In fact, for workloads like hybrid cloud, big data, business continuity/disaster recovery and compliant data, direct, private access to the cloud is much more effective. With Equinix Fabric™ and Performance Hub®, that is exactly what your customers get, while bypassing the public internet entirely and optimizing connectivity and performance.



87% of surveyed organizations are multicloud and most still struggle with security.*

Source: "The State of Application Services," F5, 2020



Spending on cloud system infrastructure services is expected to grow from \$44 billion in 2019 to \$63 billion in 2020, reaching \$81 billion by 2022.*

1. Includes all expansion CAPEX and acquisitions from 1998 through September 30, 2020. Source: Equinix Company Fact Sheet

*Source: "Cloud Shift Impacts All IT Markets," Gartner Research, October 26, 2020



A path to direct cloud access begins with Equinix Performance Hub

Equinix Performance Hub is an extension of your customers' enterprise network into an Equinix International Business Exchange™ (IBX®) data center. It enables your customers to connect securely and reliably to multiple network and cloud providers using off-the-shelf networking and other standard equipment.

Benefit to customer

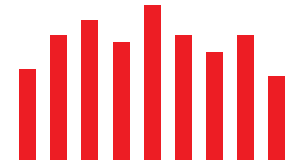
An easy way to create a hybrid cloud setup and establish a connecting point to cloud providers and multiple network providers from either a one-to-one basis using Cross Connects or a one-to-many basis via Equinix Fabric.

Solution

Performance Hub allows your customers to easily create a rich WAN node as an extension of their existing network to facilitate expanding their access to the cloud and gaining on-net access to needed clouds, networks and service providers. Just one rack starts their journey to the cloud and enables an interconnection strategy.

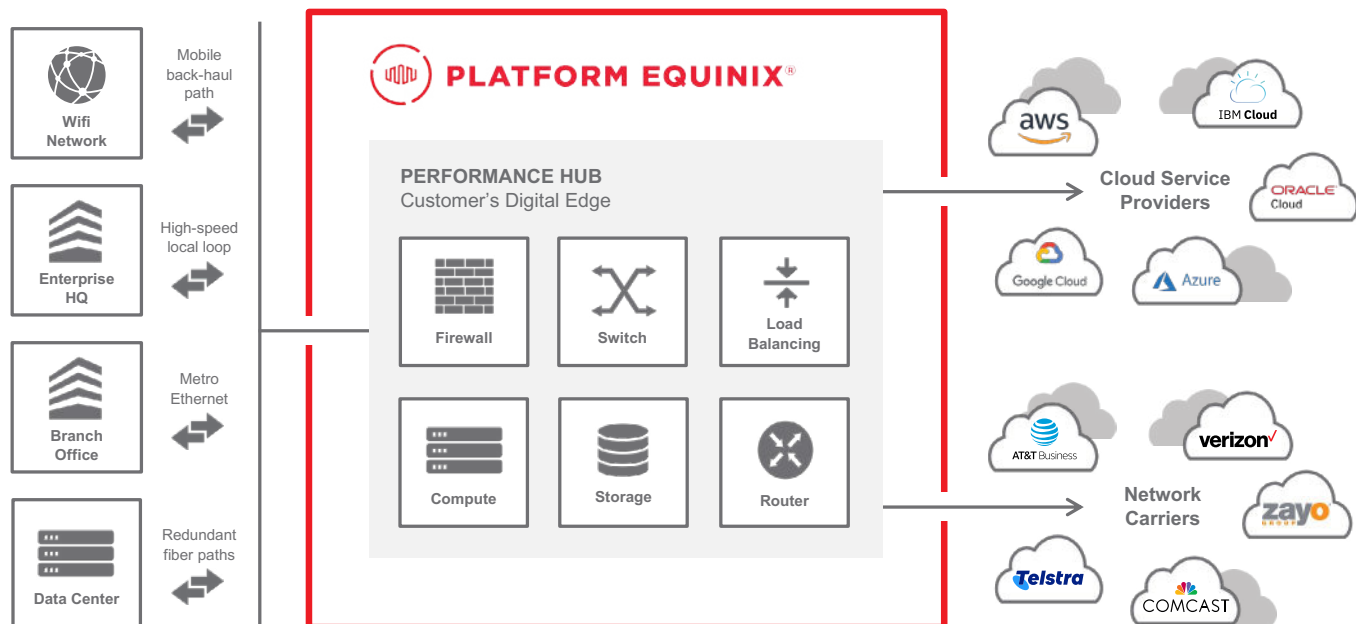
Equinix Performance Hub

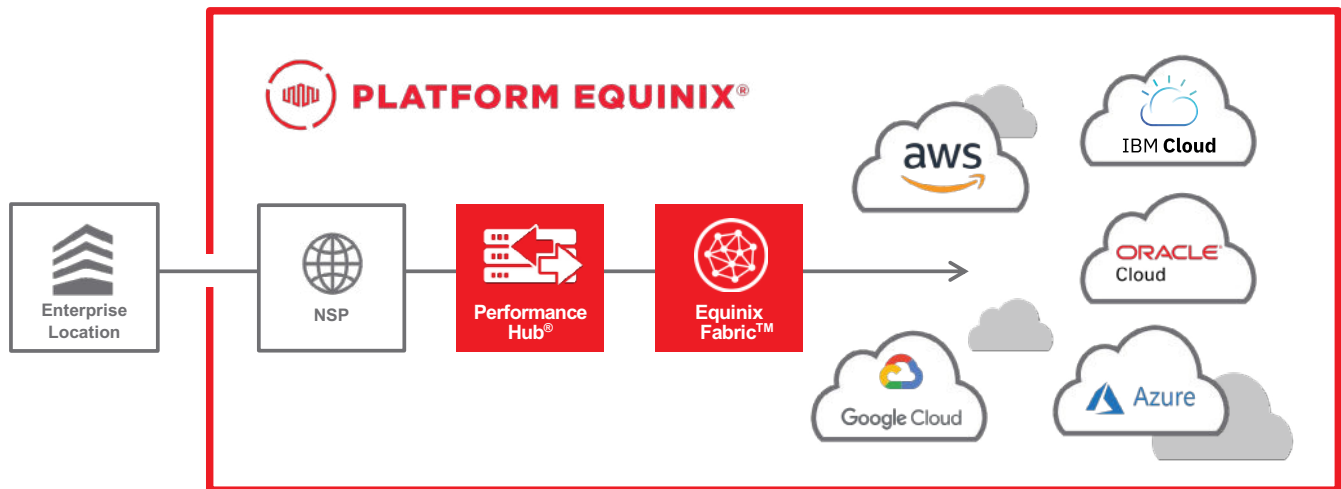
WAN-node extensions deployed to gain proximity to networks, clouds and service providers.



>25%

Application Performance Improvements





Help customers connect directly and securely to the cloud with Equinix Fabric

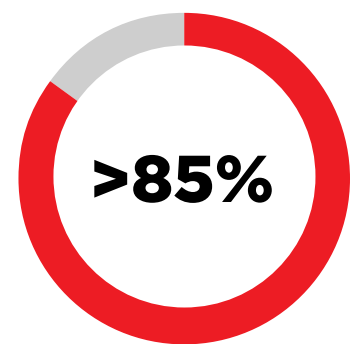
Equinix Fabric directly, securely and dynamically connects distributed infrastructure and digital ecosystems on Platform Equinix via global, software-defined interconnection. Available across 45+ locations, Equinix Fabric is designed for scalability, agility and connectivity over a self-service portal or API. Through a single port, discover and reach anyone on demand, within a metro or globally, to drive your digital future forward.

Benefit to customer

Secure, flexible, on-demand connections to a wide range of cloud service providers and ecosystems to facilitate computing and storage needs in the region and between regions to improve user experience.

Solution

Equinix Fabric boosts cloud application performance while reducing latency. It allows for scaling to multiple clouds—in a single region, between multiple regions or globally—and provides optimum network control, visibility and compliance readiness. Direct connections to the major cloud providers can also result in a 50% to 80% reduction in monthly egress fees to your customers.



85% of infrastructure strategies will integrate on-premises, colocation, cloud and edge delivery options by 2025*

*Source: David J. Cappuccio and Henrique Cecci, "Your Data Center May Not Be Dead, but It's Morphing," Gartner, September 17, 2020.



Help customers connect between multiple regions with Equinix Fabric

In addition to directly, securely and dynamically connecting your customer on Platform Equinix, Equinix Fabric uses a single port to discover and reach the entire Equinix ecosystem on demand, within a metro or globally, while allowing your customer to be competitive in today's digital economy. Businesses have a choice of thousands of networking, storage, compute and application service providers in the industry's largest infrastructure ecosystem.

Benefit to customer

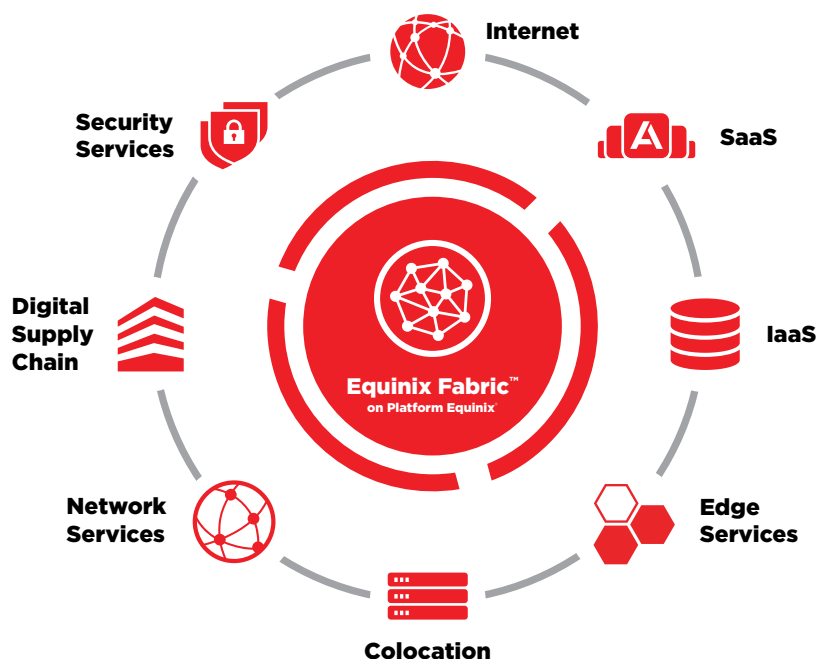
Enables a customer in one Equinix Fabric metro to connect to a cloud provider or any Equinix Fabric participant in a different Equinix Fabric metro or globally on demand in minutes, with flexible bandwidth options ranging up to 10 Gb.

Solutions for use cases

- **Network optimization**—Localize and optimize traffic by integrating your infrastructure, cloud and IT services and security across multiple metros.
- **Hybrid multicloud**—Simplify your IT by directly connecting to multiple clouds, in multiple metros, through a software-defined portal.
- **Distributed security**—Build a more secure and distributed IT architecture by deploying private connections, bypassing the public internet.
- **Distributed data**—Disaggregate IT resources and connect between them at the edge for the improved end-user experience.
- **Application exchange**—Engage in digital business ecosystems. Solve engagement challenges with the network, cloud, security, data and exchange hub.



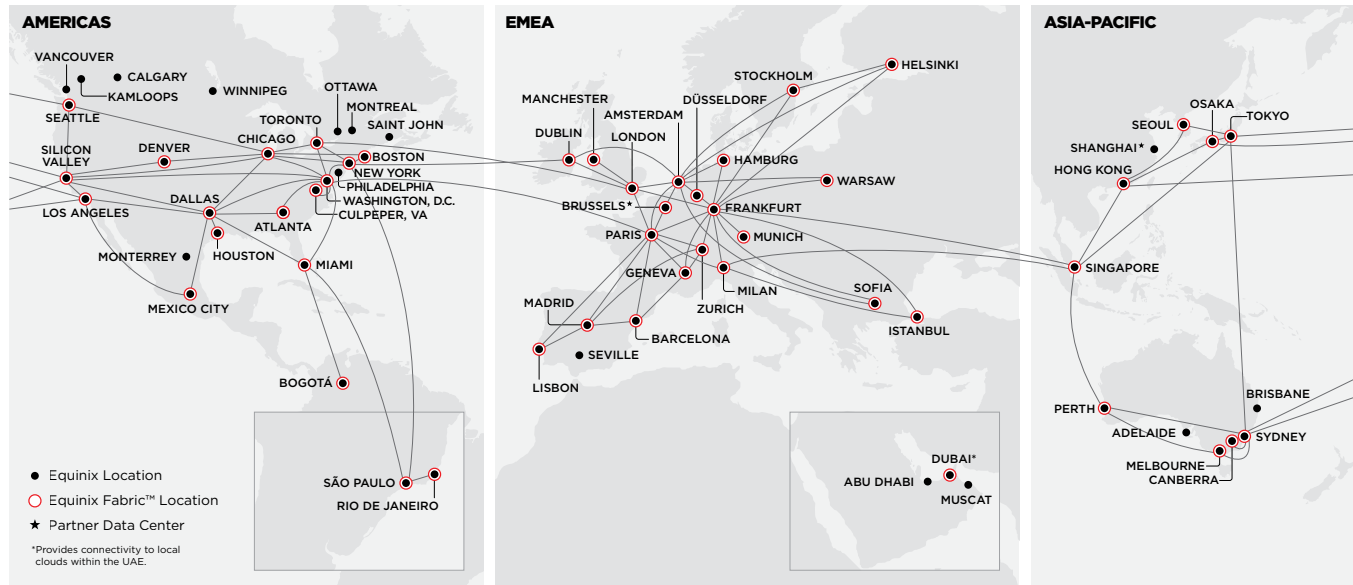
Our global footprint gets your customers within 10 milliseconds of 90% of the world's business population.





Equinix global footprint and Equinix Fabric locations

Today, Equinix Fabric is available in 45+ markets around the world for your customers to interconnect.



Architect your customers' IT for a digital edge with an Interconnection Oriented Architecture® (IOA®) strategy

Digital business requires a re-architecture of the IT platform to be able to react in real time and adapt quickly to change, while securely connecting employees, partners and customers within a digital ecosystem. The strategy to architect your customers' digital edge is Interconnection Oriented Architecture (IOA).

Benefit to customer

Bring applications and services closer to users to optimize multicloud connectivity and boost performance.

Solution

By leveraging an IOA strategy deployed on Platform Equinix, your customers will bring applications and services closer to users, optimize multicloud connectivity, enhance security and reliability, and boost performance. Our interconnection solutions empower businesses to quickly and dynamically respond to change.

- Place infrastructure wherever you need it.
- Connect to everything you need to succeed.
- Seize opportunity with agility, speed and confidence.

See how to become a digital-ready enterprise by leveraging a global interconnection platform. Access the entire Knowledge Base of blueprints, patterns and tools derived from real-life implementations. Built for architects and informed by experts who have re-architected for the digital edge, the IOA playbook is a proven and repeatable "how-to" guide to digital transformation.

[To learn more, download the IOA blueprints](#)



Contact us today

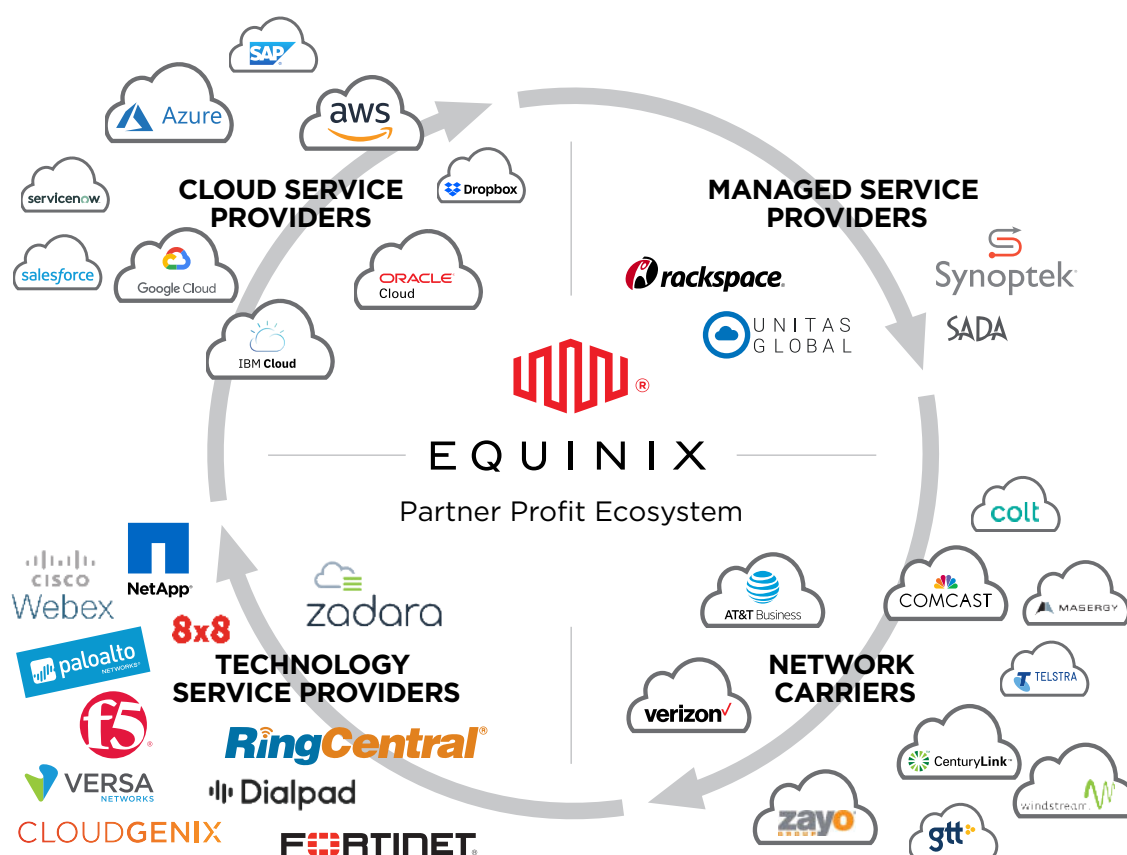
Learn more about Platform Equinix and how to leverage the Equinix Partner Profit Ecosystem for your success.

Email us: partnerprogramteam@equinix.com

About Equinix

Equinix, Inc. (Nasdaq: EQIX) is the world's digital infrastructure company. Digital leaders harness our trusted platform to bring together and interconnect the foundational infrastructure that powers their success.

Equinix.com



Power Your Digital Leadership at Equinix

On Platform Equinix®, digital leaders bring together all the right places, partners and possibilities to create the foundational infrastructure they need to succeed. On a single global platform, place infrastructure wherever you need it. Connect to everything you need to succeed. Seize opportunity with agility, speed and confidence.