

Just add metal

3 steps to register an Equinix Metal™ opportunity

- 1** **Communicate**
With your Primary Agent to let them know that you have an opportunity for Equinix Metal.
- 2** **Complete**
Fill out an Equinix deal registration form at EquinixAnalytics.Force.com/DealRegistration or ask your Primary Agent to complete the form.
- 3** **Confirm**
Ensure Equinix Metal is selected as a primary Equinix service of interest on the deal registration form.

Deal registration acceptance is pursuant to Equinix guidelines

5 Key Takeaways About Equinix Metal

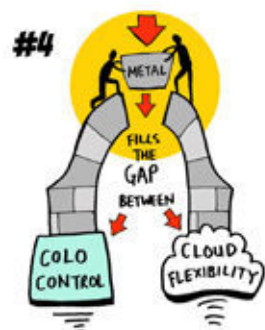


#1 Metal is like automated colocation.

When agility and flexibility are important, metal is better.



#3 When customers prefer an OPEX model, metal is better.



#4 Metal fills a gap between colocation and cloud.

Metal is an alternative to colocation.





3 key drivers to add Equinix Metal

Gain greater global reach

- Quickly provision compute and networking infrastructure in markets they want access to before investing CAPEX (capital expenditure) for hardware to place in colocation.
- Quickly scale a Software as a Service offering to improve performance with proximity to customers in growing metros.
- Implement cloud adjacent storage to move data closer to end users.

Moving to OPEX / cloud

- Stop managing their own hardware.
- Consolidate data centers or migrate to the cloud after a merger or acquisition, and use Equinix Metal to bridge a hardware or application re-architecting gap.
- Migrate complex workloads to the cloud from on-premises to a cloud-like ownership experience.

Reduce cloud spend

- Reduce public cloud egress costs and reduce risk by scaling infrastructure on demand based on customer traffic.
- Protect data from ransomware attacks with 100% dedicated single tenant servers.

What to listen for	What to say
▪ Automated rapid provisioning ▪ On-demand deployment ▪ Entering new markets—not ready to invest CAPEX yet ▪ Scale Software as a Service (SaaS) globally ▪ Moving away from CAPEX to OPEX model ▪ Data center consolidation ▪ Moving data closer to the customer ▪ “Pay as you go,” contract later ▪ Need more control, performance, and/or locations than public cloud offers ▪ “Lift & shift”—Migrate workloads without needing to re-architect applications for the cloud ▪ Bare metal/100% dedicated servers ▪ Add new as a Service infrastructure and capabilities like storage or AI (Artificial Intelligence)	Many of our customers are choosing metal for some of their complex workloads because it provides the best of both colocation and cloud: ▪ Performance, control and access to edge locations ▪ Developer automation, an OPEX model and deployment flexibility By adding Equinix Metal to their hybrid infrastructure, customers can continue to use our interconnection, global reach, and neutral ecosystems just the same as they do with colocation and the traditional cloud providers.

18 Equinix Metal metros

APAC	AMER	EMEA
▪ Singapore ▪ Sydney ▪ Seoul * ▪ Tokyo * ▪ Hong Kong *	▪ Sao Paulo ▪ Silicon Valley ▪ Dallas ▪ Washington DC	▪ Chicago * ▪ Los Angeles * ▪ New York City * ▪ Toronto * ▪ Amsterdam ▪ Frankfurt ▪ Paris * ▪ London * ▪ Madrid *

* Committed usage only (no on-demand capacity)



Which type of infrastructure?

Positioning Equinix Metal opportunities

Use this table when customers ask about choosing between colocation, metal or hyperscale clouds for their digital workloads.

Attribute	Equinix Colocation Long-term governance, sustained control	Equinix Metal Control of colo with the agility of cloud	Hyperscale Clouds Agility, high capacity
Overall Cost	\$	\$\$	\$\$\$
Cost Model	CAPEX	OPEX	OPEX
Deployment Agility	Very Low	High	Very High
Tenancy	Single tenant	Single tenant	Multi-tenant
Operation and Management	Complete control; completely self-managed hardware and software	Some control; fully automated infrastructure and networking	Little control; wide range of solutions, from IaaS to PaaS and SaaS
Implementation	Difficult	Moderate	Simple
Connect to Customers, Partners, Vendors	Broad	Broad	Limited
Performance	High	High	Medium
Latency	Low	Low	Medium
Reach Edge Locations	Very High	High	Medium
Workload "Weight"	Heavy – traditional core workloads E.g., huge amounts of data, large databases in memory, requires special approved tested hardware configurations	Medium – workloads that are I/O and bandwidth-intensive applications, too large or otherwise unsuitable for standard virtualized environments E.g., big data analytics, backup and recovery cycles, media encoding tasks, machine learning, visual rendering projects	Light – workloads that demand a lot of capacity but don't routinely demand high levels of performance E.g., highly transportable containers, small amounts of cores, small routers, file servers, logging and analytics
Example Workloads	• SAP • Oracle • Any non-x86, non-ethernet app • Tier 1 workloads	• OpenStack • VMware / vSAN • iSCSI storage (e.g., Pure Storage as a Service) • Containers you want to control • OpenShift, Anthos, open-source Kubernetes	• Virtual machines • CaaS (Containers as a Service) • IaaS, PaaS, SaaS solutions



Sales qualification questions

Initial discovery questions to ask your prospects about interest in Equinix Metal

Cloud	Provisioning	Latency	Security	Performance
• What challenges are you experiencing with your cloud deployment? (latency, data egress, etc.) • Have you ever incurred cloud cost overruns? If you have, how did you address it? • How much do you spend per month/year on cloud services? • What problems do you foresee implementing a multitenant environment? • What cloud platforms do you use? (AWS/GCP/Azure/Alibaba/etc.)	• Who is responsible for deploying infrastructure for new applications and initiatives? (e.g, developers) • Are you interested in automated provisioning on demand? • What tools are you currently using in your DevOps stack (or application development toolchain)? • What platforms/clouds are you deploying to? (AWS/GCP/Azure/VMware/etc.)	• What applications are you developing that would benefit from reduced bandwidth costs? • What are your concerns around latency issues with your workloads in the cloud? • Where is your infrastructure currently, which vendors? • If you had an option to more easily move your application closer to users, would that be interesting to you?	• What is your current plan for protecting the integrity and security of your applications? • How do you create and enforce policies to ensure operational consistency? • Does your executive have concerns about sharing data with other enterprises? This is common when investing in a public cloud solution.	• What problems have you faced in the past related to performance loss or corruption? • How much of your software team time is spent optimizing? • Are there any specific performance metrics that are a must when evaluating the product fit?

Who we are

Equinix 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. We enable our customers to access all the right places, partners and possibilities they need to accelerate advantage. With Equinix, they can scale with agility, speed the launch of digital services, deliver world-class experiences and multiply their value.

For more information about Equinix Metal

Please visit Metal.Equinix.com