

EQUINIX

“IT Strategy as key factor in times of digital transformation”

Donald Badoux, Managing Director

Connections between people and ideas change the world

The village square

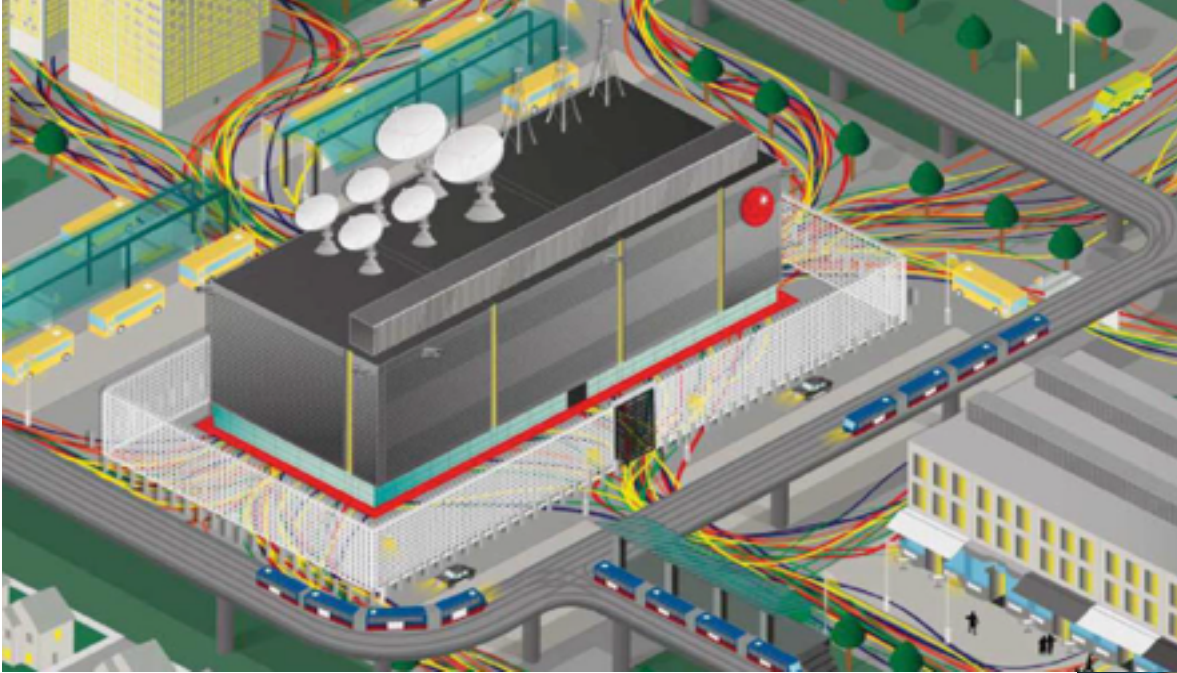


Colonial Trading Routes



Connections between people and ideas change the world

The digital marketplace

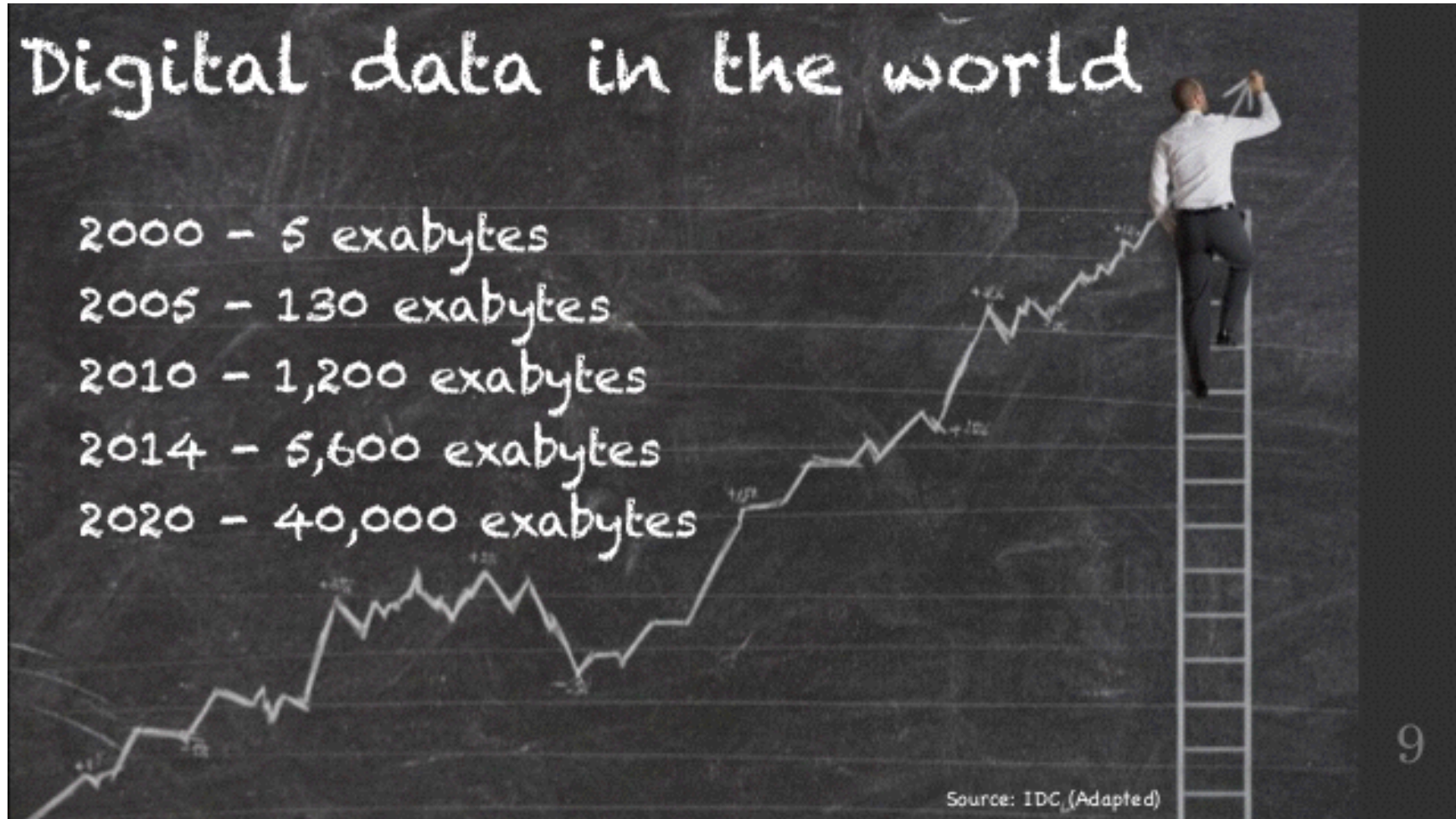


Internet traffic flows



Traffic - We created 5 exabytes of data by 2000...

...and we now create that much every day!



History lesson: what's changing?



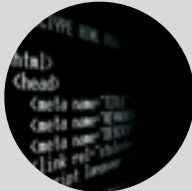
Computing Era

1982
Time Magazine
declares computer the
"machine of the year"



Networked Era

1990
The *World Wide Web* is born when Tim Berners-Lee, a researcher at CERN, the high-energy physics laboratory in Geneva, develops HyperText Markup Language (HTML)



Connected Era

According to the U.S. Department of Labor, in 1995 there were only **22M internet users** in the United States. By 1998, the figure had **quadrupled to 88M**

Equinix founded



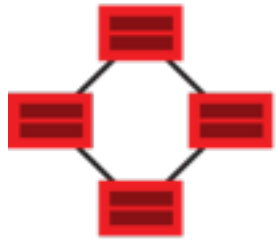
Interconnected Era

2014 - ??
IDC estimates the Internet of Things sector will hit **\$7.1 trillion by 2020**

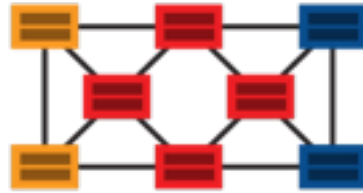


Interconnection drives growth

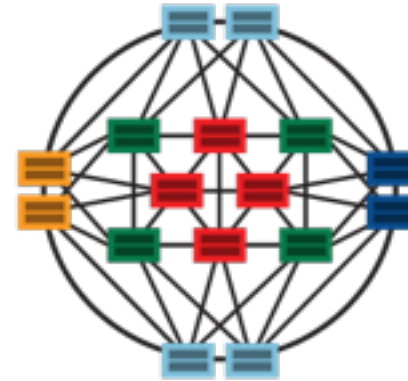
Interconnection-enabled ecosystems



Network



Network
Content
Financial



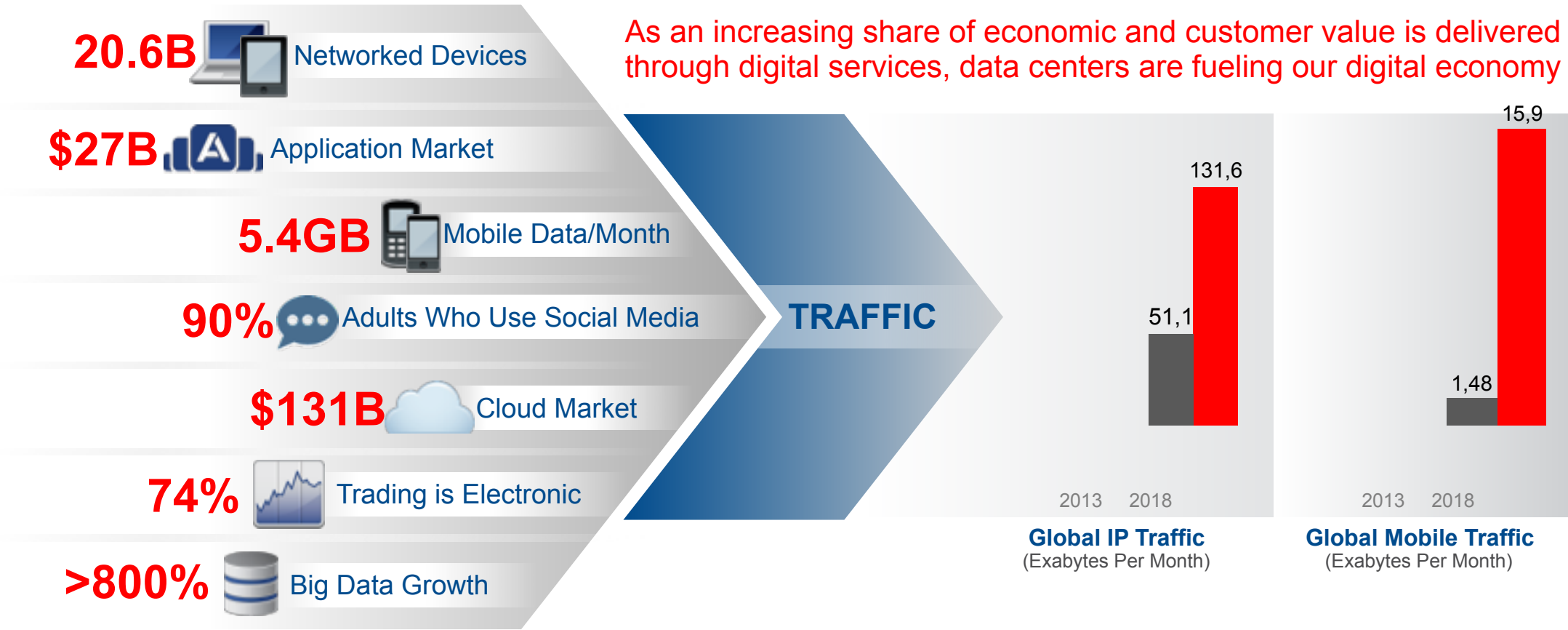
Network
Content
Financial
Cloud
Enterprise



Network
Content
Financial
Cloud
Enterprise
Payments
IoT

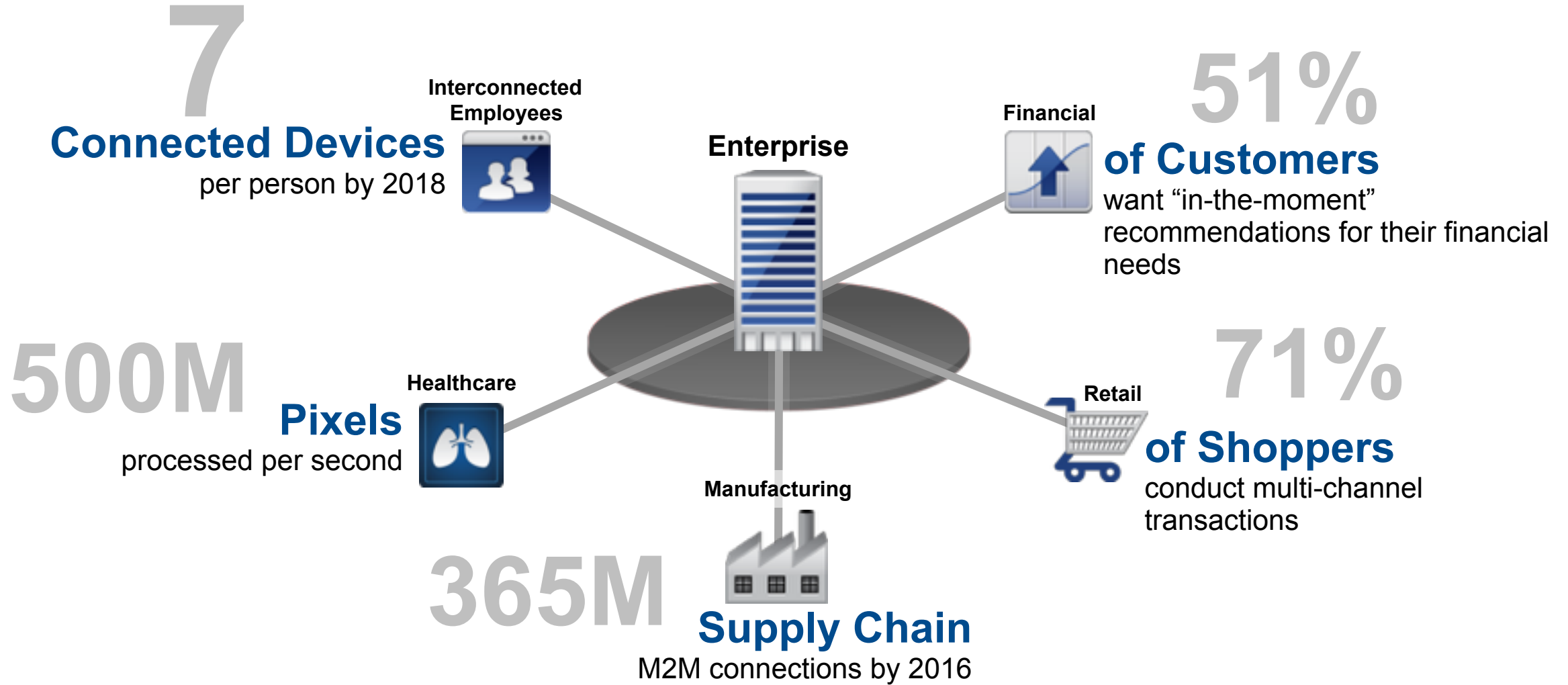
Increasingly Our Economy's most Valuable Currency is Digital

Our planet is changing how it communicates, connects and collaborates

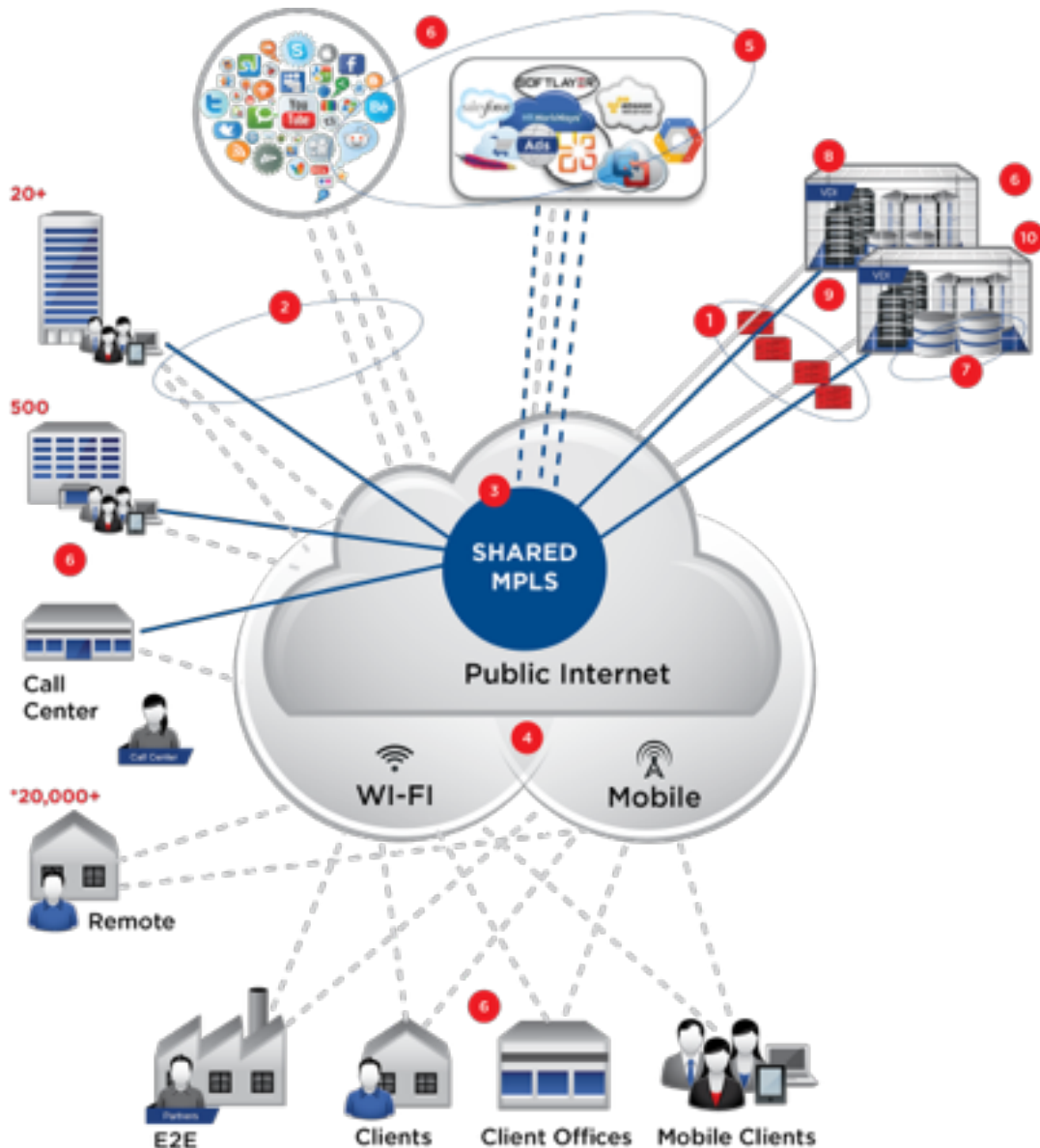


Today's Enterprises: Interdependent and Cloud Enabled

More points of engagement with more users, partners and providers across an ever-widening footprint



Demands changed, traditional IT didn't...



1) Isolated resources: multiple points of failure

2) Security: large attack surface, not scalable

3) Circuits: too many, expensive to scale

4) Perimeter: backhauled to HQ, not scalable

5) Management: fragmented, difficult

6) Operations: increasingly complex

7) Data: isolated, centralized

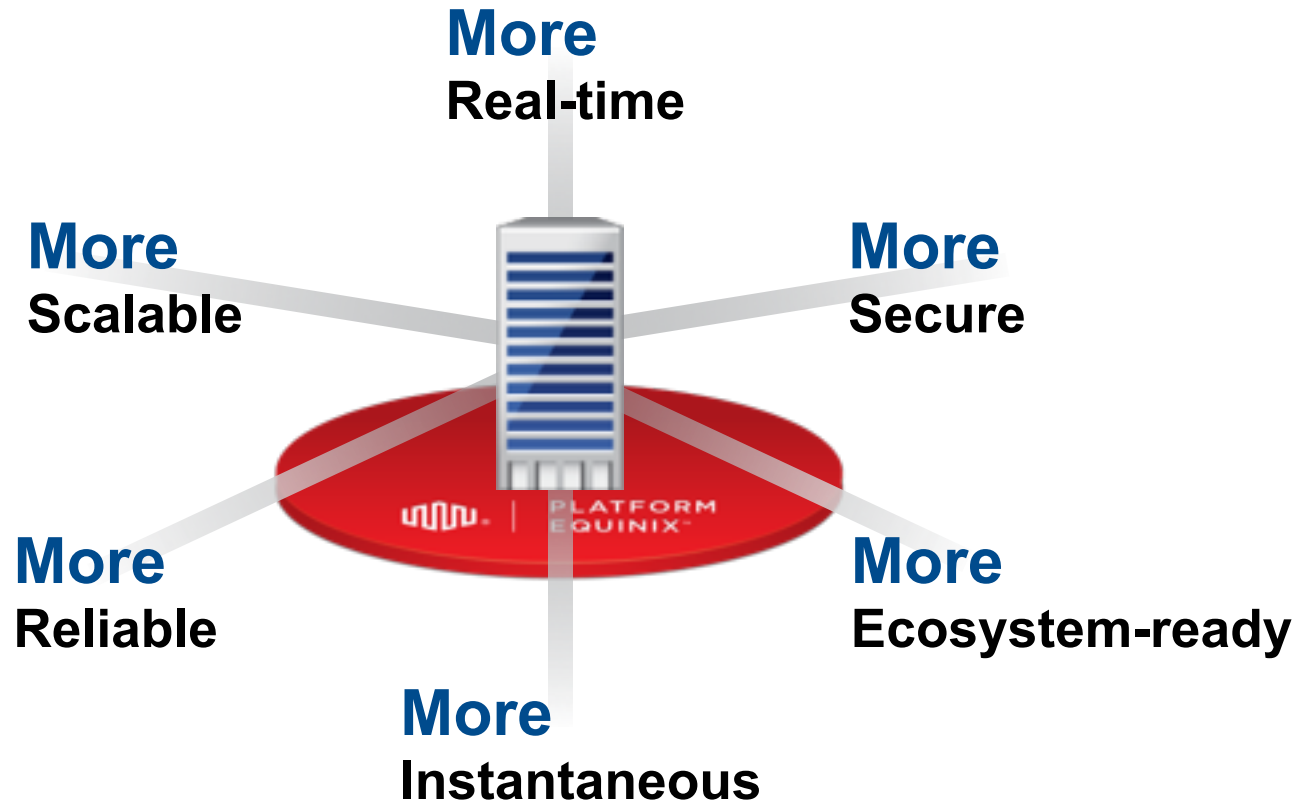
8) BC/DR: expensive, not cloud ready

9) Hybrid: where, when, how?

10) Costs: high fixed costs

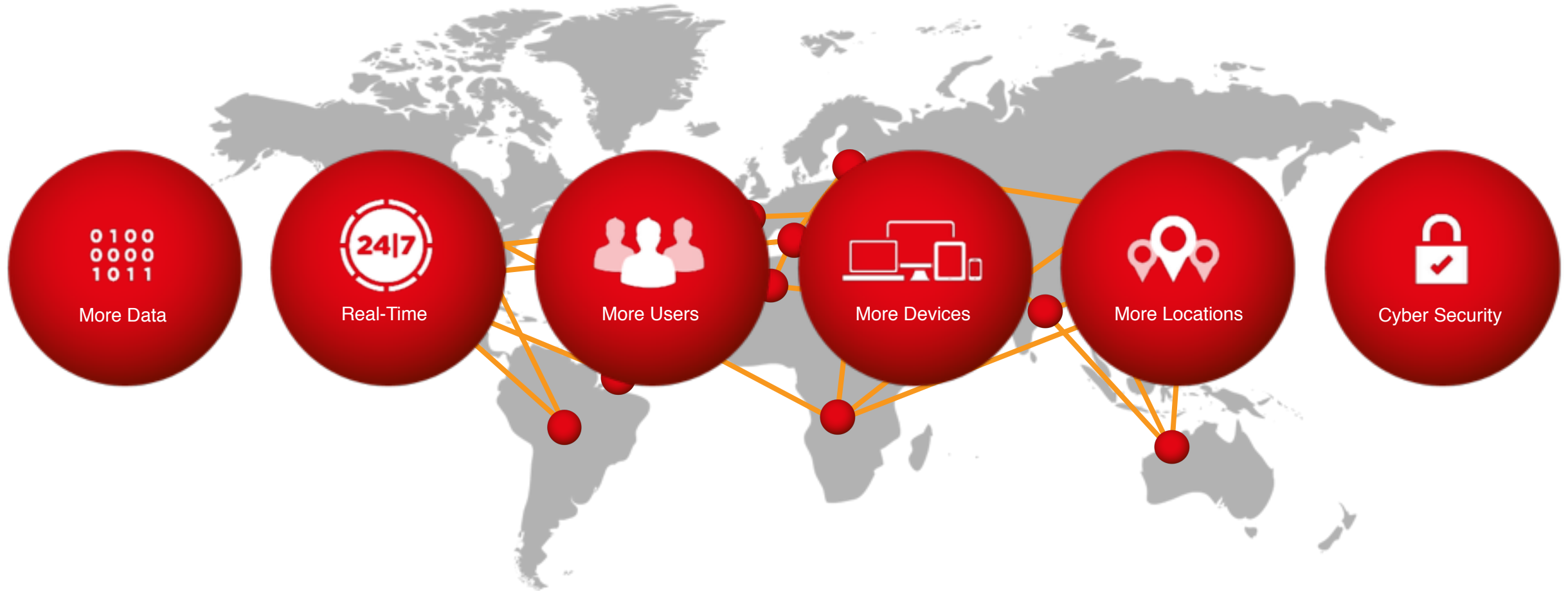
A New Level of Interconnection is Required to Compete

In the interconnected era, more interconnection = more competitive advantage



Interconnection gives you the ability to integrate partners, customers, employees and geographies in any connected manner required to accelerate your business performance and create new opportunities.

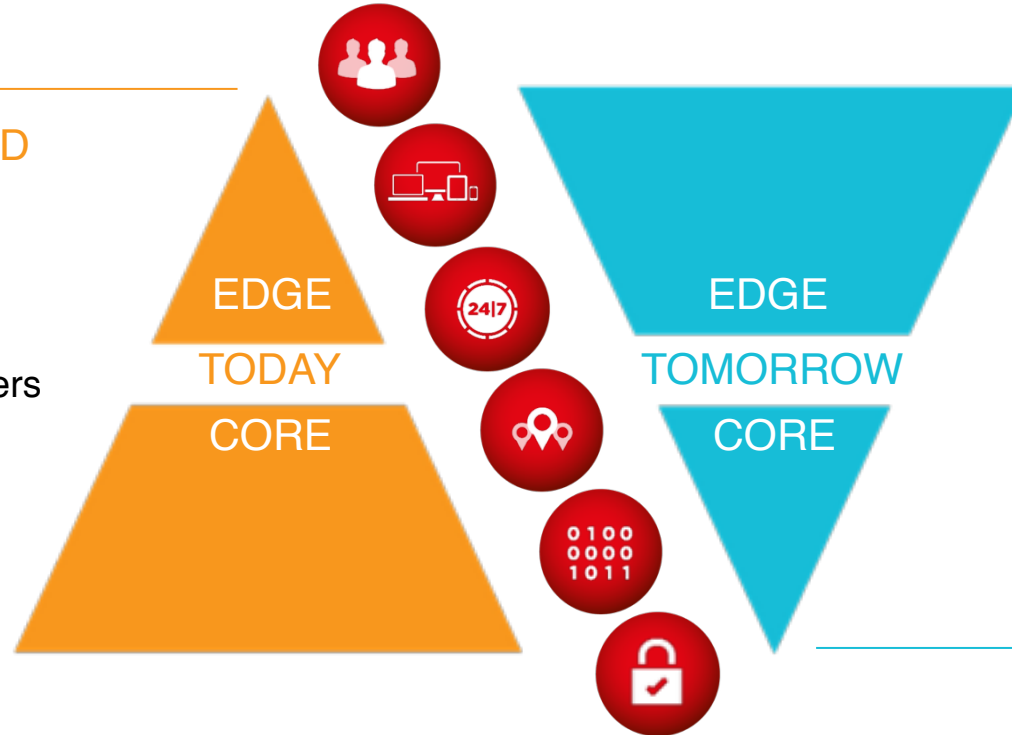
Enterprises Face Challenges when Transitioning to Omni-Channel



Current IT Architectures are not Designed to Support Omni-Channel

SYSTEMS OF RECORD

- System Centric
- Bring Users to the Data
- Central Own Data Centers



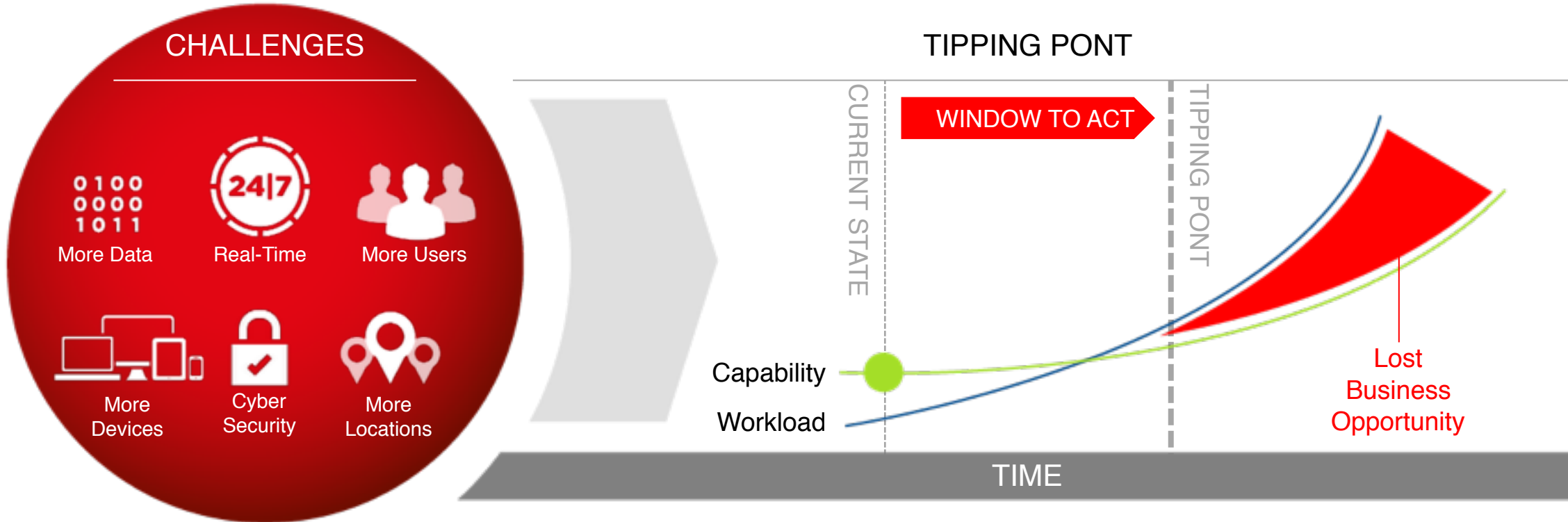
SYSTEMS OF ENGAGEMENT

- User Centric
- Bring Data to the Users
- Distributed Third-Party Data Centers / colo

- Transact
- Connect & Collaborate
- Collect & Predict

- Store
- Maintain
- Report

Failure to Act Now Could Result in Lost Business Opportunity



Enable Omni-Channel by Interconnected People, Locations, Clouds & Data

PEOPLE

Interconnect Employees,
Customers and Partners



LOCATIONS

Interconnect Geographic
Markets, Ecosystems and
Business Location



CLOUDS

Interconnect Hybrid Cloud
Services Across Multiple
Locations

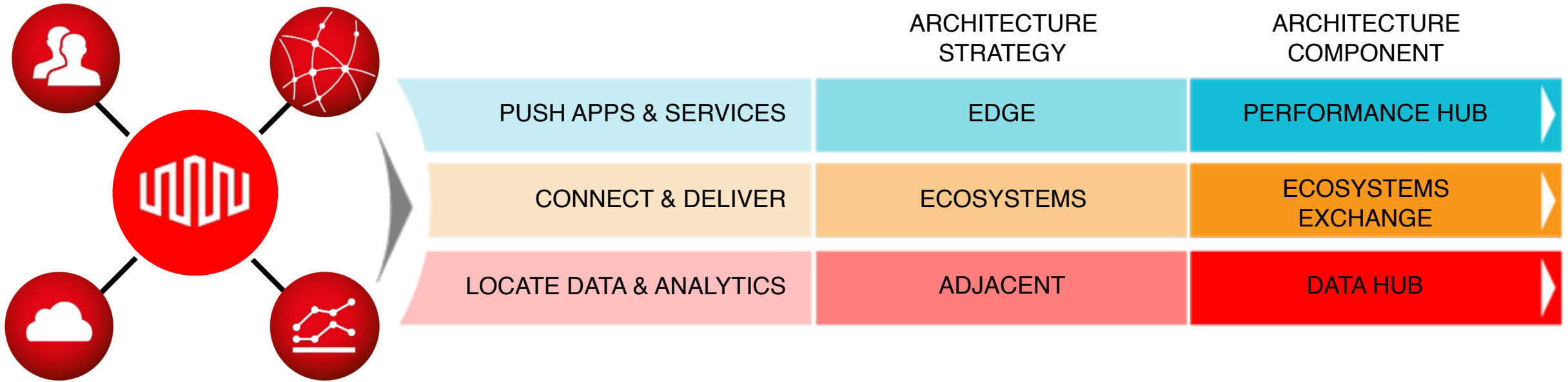


DATA

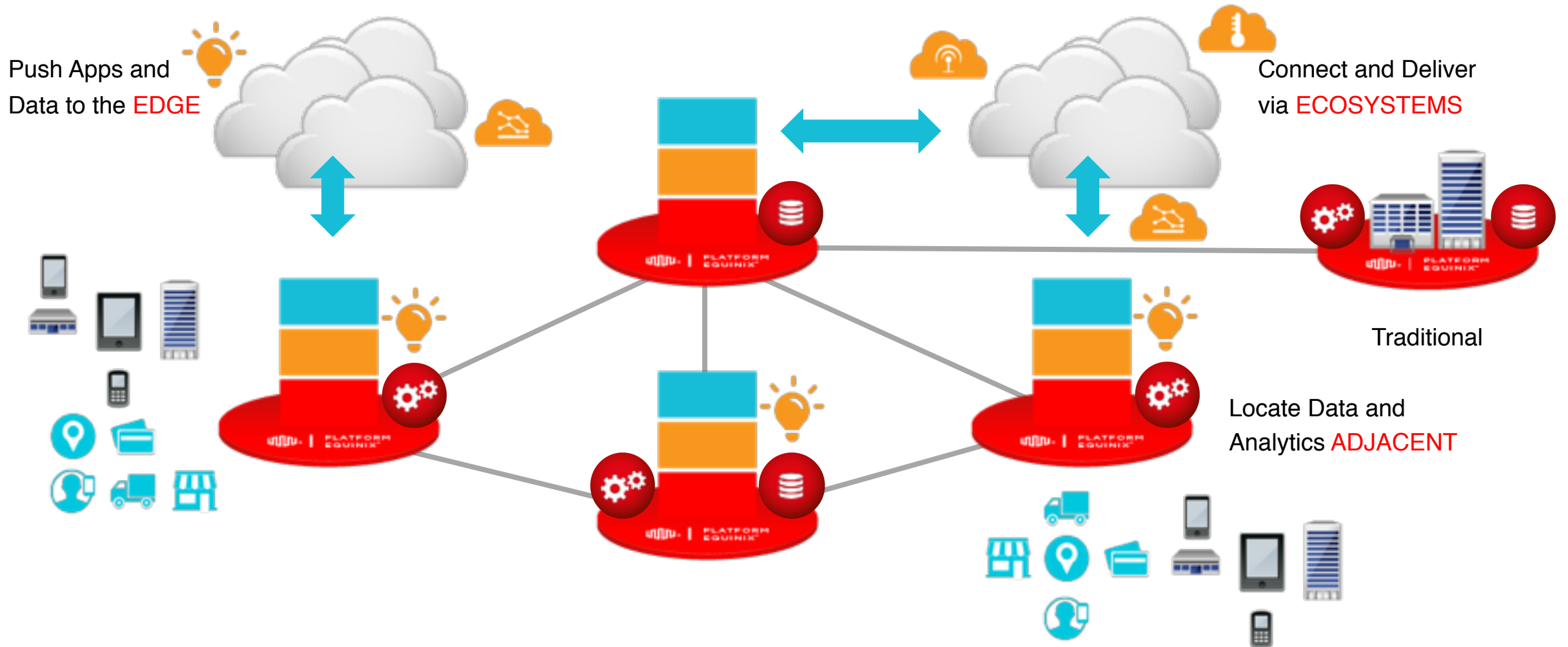
Interconnect Data
for Accessibility and
Real Time Analytics



Enterprise Interconnection Oriented Architecture™ Delivered

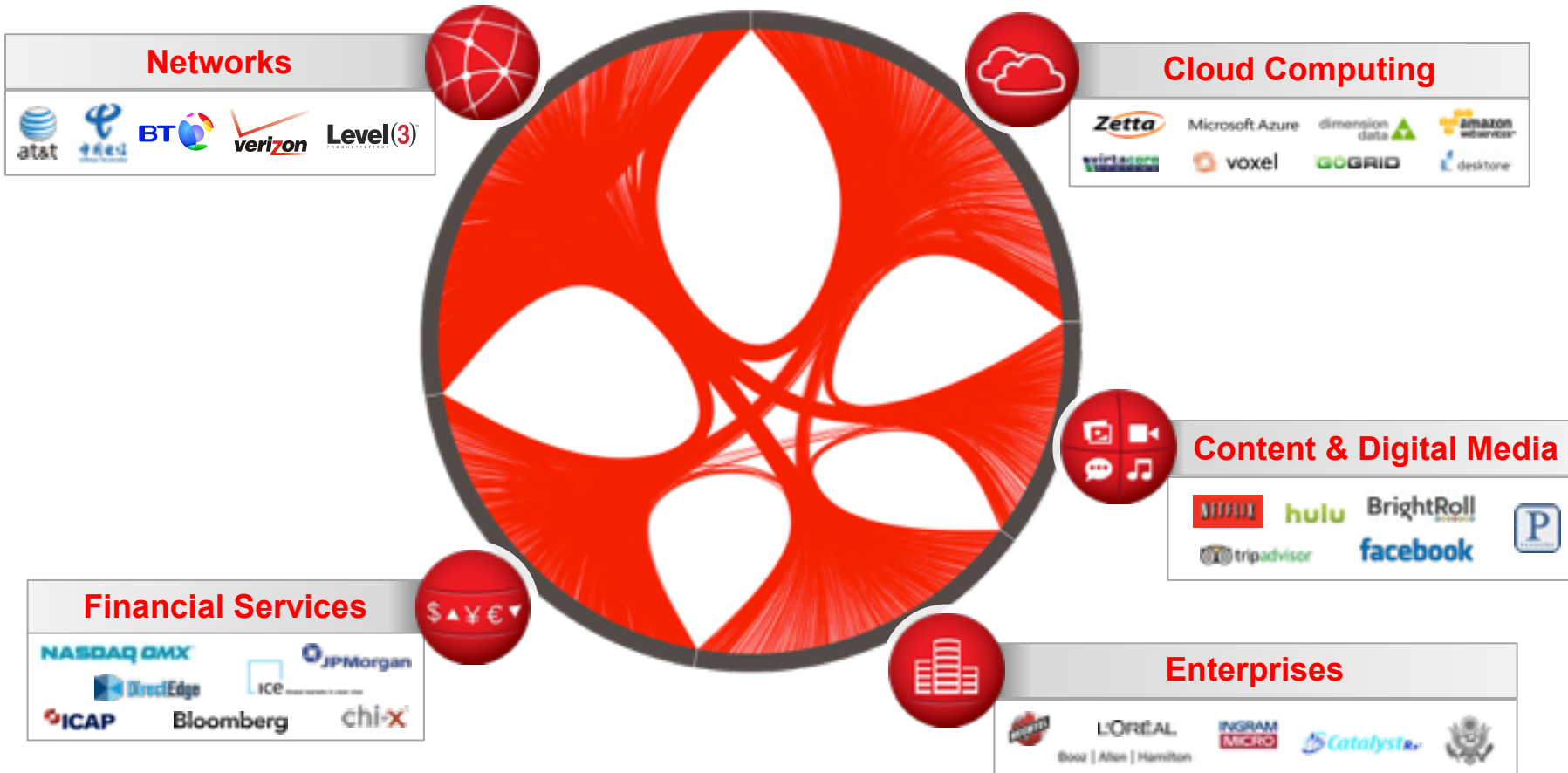


Enterprise Interconnection Delivered in Colocation at the Edge



Interconnection Drives Growth and Performance

How customers in Equinix data centers interconnect across industries to create business opportunities



Your digital supply chain is as important as your physical supply chain

- As much as 20% of the world's products and services are now digital and are distributed via digital supply chains

How you interconnect within and between industry ecosystems is vital

- You need to interconnect to multiple partners, in multiple geographies with facilities that allow for high performance at minimal cost

Use Case – Lincoln Financial

Interconnection use case: Lincoln Financial

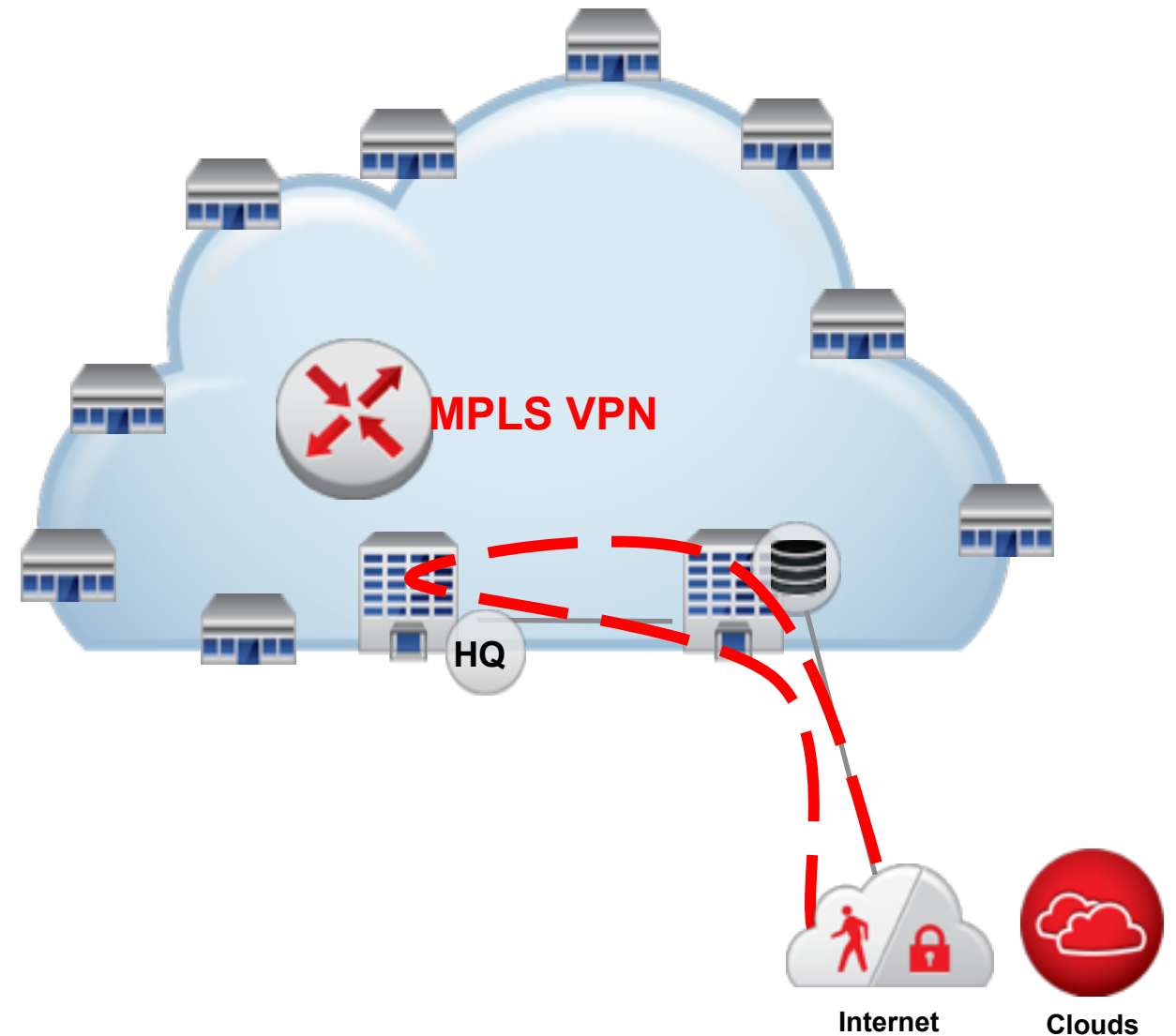
- Legacy network

Customer Problem

- Bandwidth costs scale linearly
- Long provisioning intervals
- Poor end-user experience caused by “tromboning” traffic
- Lacking cloud migration strategy

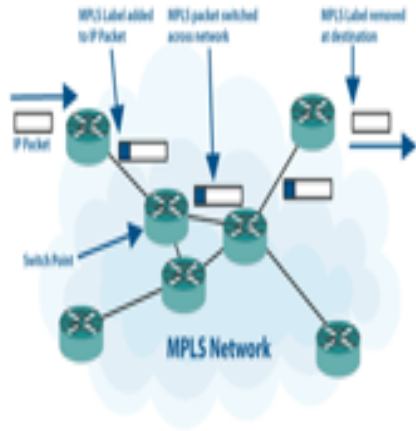
Interconnection Oriented Architecture™ (IOA™) Proof Points

- Interconnecting people
- Interconnecting locations
- Interconnecting clouds

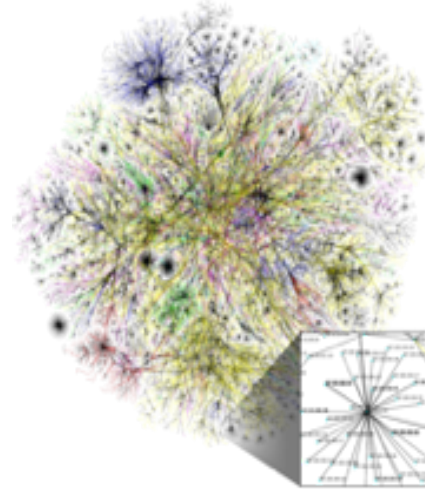


Interconnection use case: Lincoln Financial

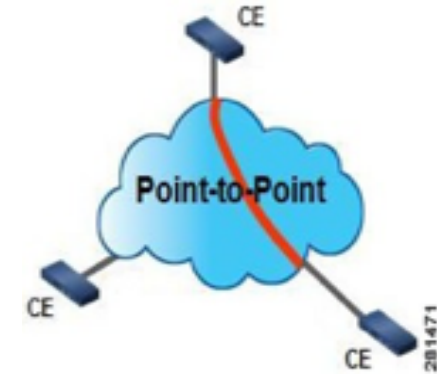
- What are the potential options?



MPLS



Internet



EPL

Technologies	Pros	Cons
Multiprotocol Label Switching (MPLS)	<ul style="list-style-type: none"> • Uptime, performance • QoS/congestion management • Security 	<ul style="list-style-type: none"> • Cost • Time to implement • SP controlled
Internet	<ul style="list-style-type: none"> • Cheap • Control • Network agnostic 	<ul style="list-style-type: none"> • No QoS • Reliability • Security
Ethernet Private Line (EPL)	<ul style="list-style-type: none"> • Cost (vs. MPLS) • Security • Route control 	<ul style="list-style-type: none"> • Scalability • Time to implement • Self-managed

Equinix solves the interconnection challenge

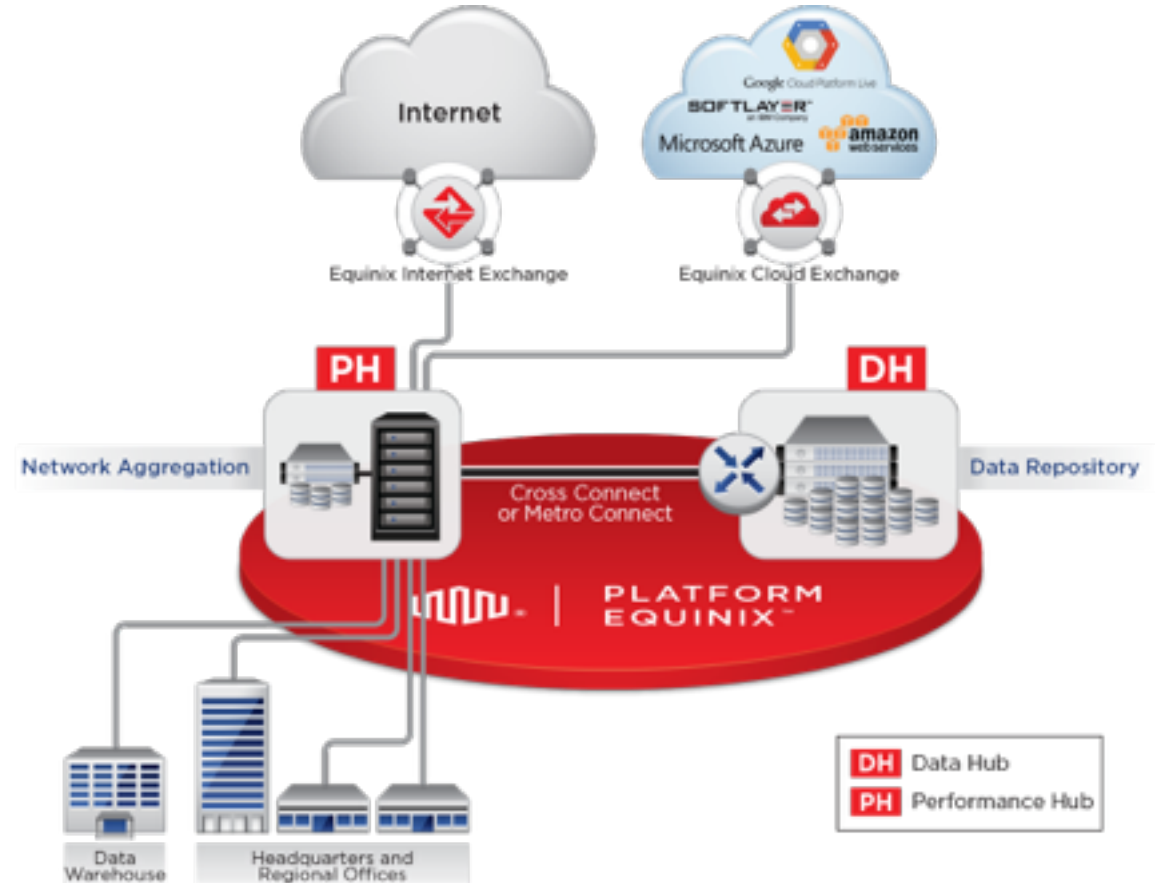
- Equinix provides ALL service provider options on a single platform

Performance Hub (PH): Enterprise communications hub for network aggregation

Data Hub (DH): PH-tethered IBX location for real-time analytics, IoT, data collection and data protection

Equinix Cloud Exchange (ECX): Software-automated interconnection platform aggregating major CSPs, NSPs and enterprises

Internet Exchange (IX): Public peering platform for the efficient exchange of Internet traffic



Interconnection use case: Lincoln Financial

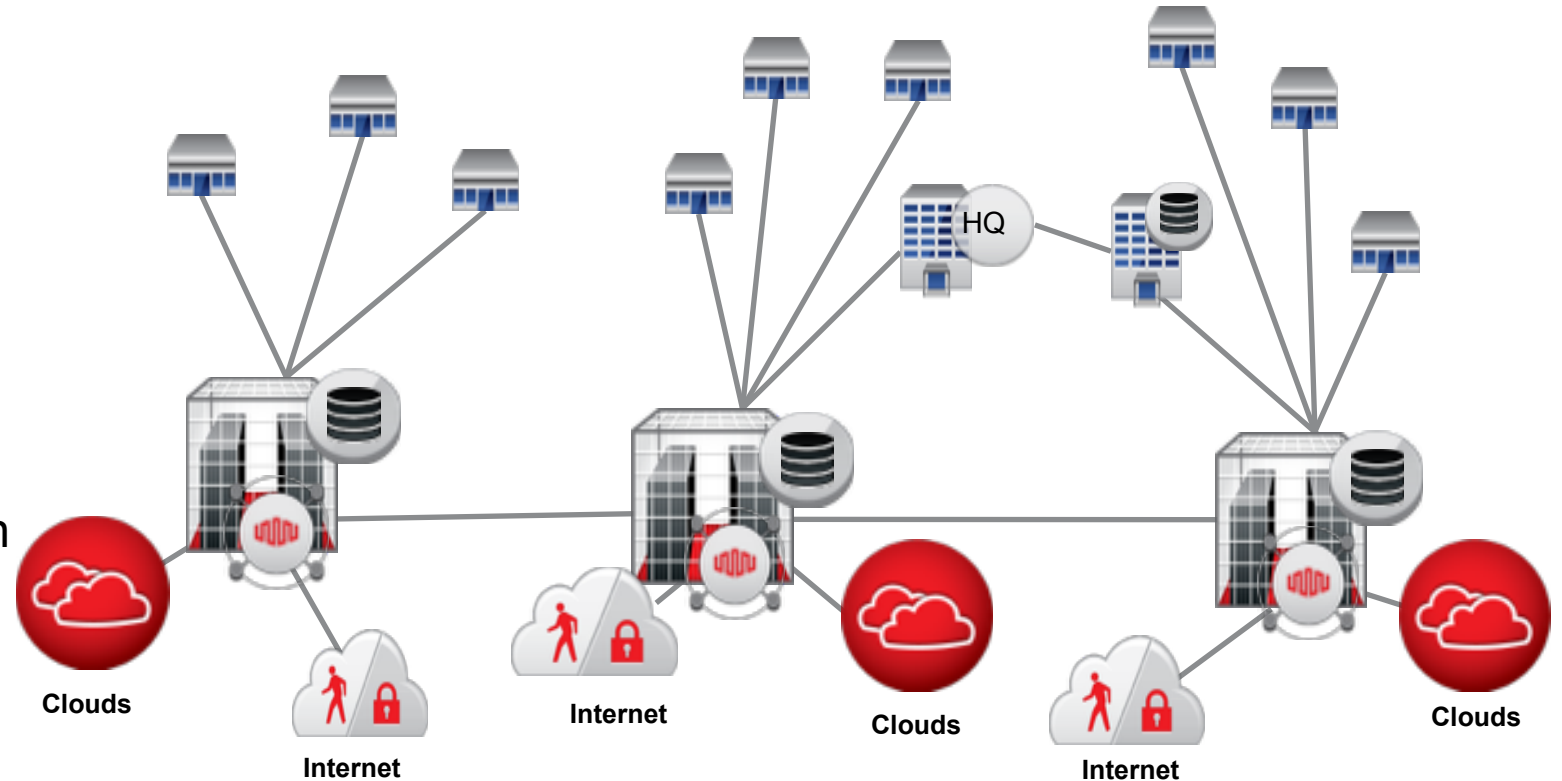
- Equinix-optimized network

Equinix Solution

- IBX as the physical hub for enterprise integration
- EPH + ECX is the “easy button” for managing integration

Validated Impact

- Forrester: 45% reduction in bandwidth OPEX per employee
- Equinix: 40% reduction in latency of customer-facing applications





EQUINIX

WHERE OPPORTUNITY CONNECTS