

WHY YOU NEED TO BECOME AN INTERCONNECTED ENTERPRISE, AND HOW YOU GET THERE FROM HERE.

What enterprises need to know to be successful in the emerging digital economy.

Interconnection integrates customers, employees and partners across geographies through direct, secure physical and virtual connections, to accelerate business performance and create new opportunities.

An interconnected enterprise directly and securely connects its employees, partners and customers to what they need, in the right context, using the devices, channels and services they prefer.

START WITH THE RIGHT STRATEGY.

Future interactions among people will be primarily digital and heavily influenced by mobile devices, social media, analytics and the cloud. Within this changing landscape, enterprises are being challenged to fundamentally rethink how they interconnect employees, partners and customers, whether it's to each other or to the critical information and services they need. The next-generation digital enterprise requires an entirely new interconnection-oriented architecture that enables users to collaborate, innovate and produce more easily, quickly and efficiently. Which means that companies need to become more user-centric and distributed and less IT-centric and centralized.



Turning Challenges into Opportunities

Challenge

Poor User Experience – Users are frustrated when business digital experiences don't equal personal ones.

Escalating Complexity and Cost – Increased spending on costly connections and bandwidth without significant gain.

Poor Business Execution – Lack of interconnectivity, data security or intelligence hampers productivity and GTM efforts.

Innovation Fear – Resources better used for innovation and R&D are instead spent troubleshooting user and network issues.

Opportunity

Globally Distributed – Establishing interconnection services in global metros close to users deliver greater responsiveness and performance.

Flexible Interconnectivity – Distributed interconnection hubs let enterprises design IT infrastructures around their users' needs.

Vendor-Agnostic Services – Enterprises can mix and match vendors to suit any business need.

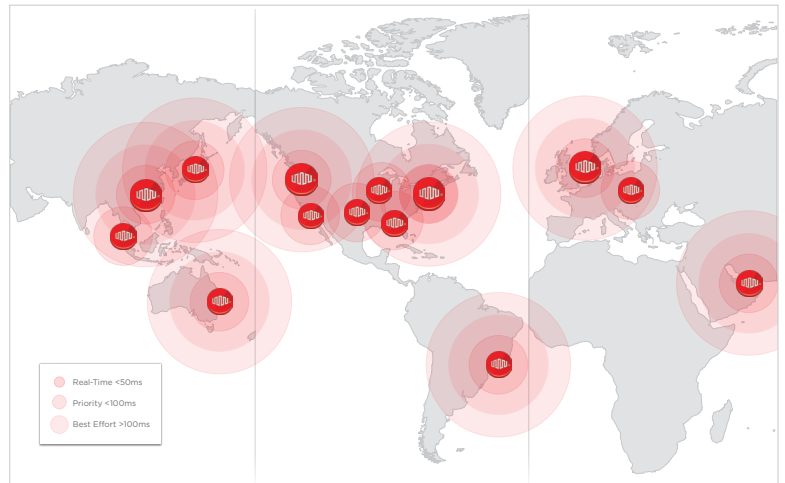
More Secure – Direct, private connections at interconnection access points place security services at the edge.

YOUR JOURNEY TO EMPOWERING DIGITAL USERS STARTS HERE.

When you become an interconnected enterprise, you shift connectivity from centralized IT to a distributed platform that consistently and reliably supports distributed users.

1. EXPAND YOUR INTERCONNECTION POINTS

Create a large number of dispersed interconnection access points in colocation data centers around the world in locations close to your distributed users. By keeping your data close to where it was created, rather than routing it back to the corporate data center, you can increase the ability of users, applications and analytics, to quickly and securely accessing that data through direct connections.



CONSIDERATIONS



User Characteristics

- Globally distributed users
- Dynamic, latency-sensitive applications and services
- Interdependent digital business models relying on ecosystems of collaborating partners, and customers to deliver value
- User digital work-styles (mobile, social, interactive)



Interconnectivity Targets

- Flexibility
- Security
- Choice
- Speed
- Scale

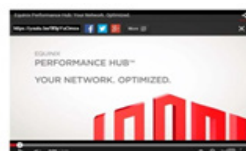
2. PROVIDE FAST AND SECURE INTERCONNECTIONS

Bypass the “best efforts” of the public Internet and Internet-based virtual private networks and establish high-speed Ethernet connections instead. Since these connections go from your premises to global interconnection access points, they deliver the best connectivity performance and a superior experience for users, applications and cloud services.



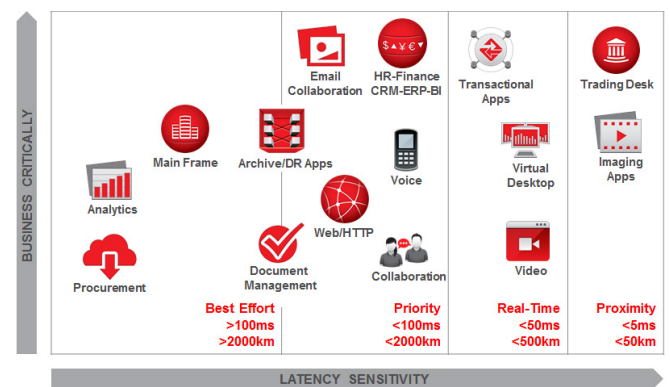
Because they chose an integrated Equinix Performance Hub solution, CDM Smith now has a flexible network model that is application- focused, scalable and cost-effective. And by leveraging a hybrid cloud model using Equinix Cloud Exchange, the company gained access to new dynamic workloads and introduced greater global consistency.

Learn how to lower your latency and optimize your network performance. [View video.](#)



The Relationship Between Latency and Application Performance

Some applications are impacted by latency much more than others. Learn which applications fall into that category and make sure your interconnection strategy puts them in close proximity to the users that need them.



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3. LEVERAGE ECOSYSTEM DENSITY



MAKE POWERFUL CONNECTIONS

Multiple businesses in close proximity delivering services in common or providing a supply chain form ecosystems that provide value in a number of ways. Carrier-neutral colocation data centers that partner with major network providers let you mix and match their connectivity offerings for the best business or workload solutions at the lowest cost..

TAKE ADVANTAGE OF PROVIDER CHOICE

Ecosystem density allows you to assemble a collection of best-in-class cloud services for your users with multiple providers (Infrastructure as a Service, Platform as a Service and Software-as-a Service) via a common interconnection platform, making it easy, quick and inexpensive to deploy, consume and manage multi clouds.

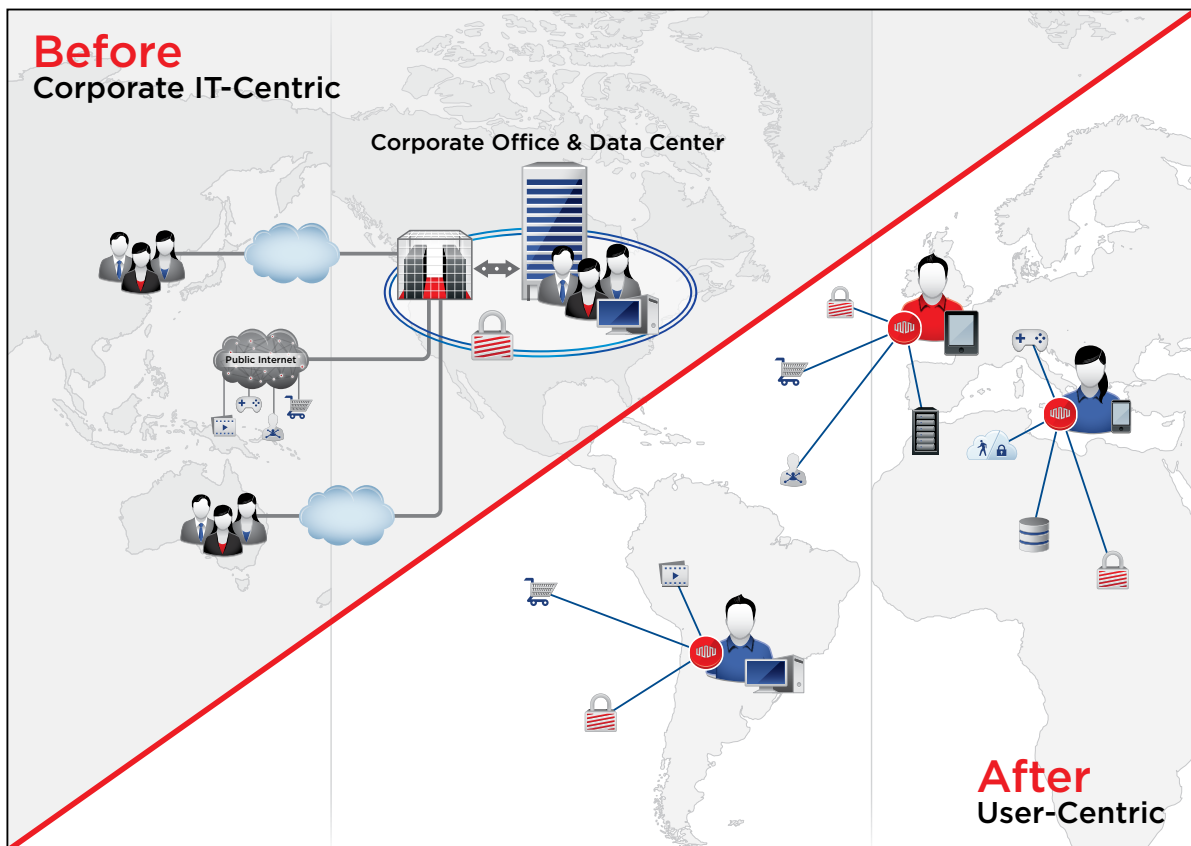


IMPROVE GLOBAL USER EXPERIENCE

Leveraging this ecosystem lets you deploy, consume and manage multi- clouds quickly, easily and inexpensively, and also provide direct and secure interconnections for your employees, partners and customers with industry ecosystems (media, content, financial, advertising, healthcare, and more).

DISTRIBUTE YOUR IT CAPACITY

Today's IT-centric connectivity paradigm must evolve to meet the needs of a more global, social and mobile user, and become an interconnection-oriented architecture, bringing secure, high-performance and reliable edge connectivity to individual users, wherever they are, on any device, via any channel .



WHY EQUINIX IS THE PLACE TO INTERCONNECT YOUR DIGITAL USERS.

Global interconnectivity enables enterprises to meet all the needs of today's digital users. Equinix provides the direct interconnectivity enterprises require to react in real time, adapt quickly to change and leverage digital ecosystems to create new value and growth.



Interconnection Solutions

A depth and breadth of solutions help you build a fast, scalable, secure and reliable interconnected enterprise platform and enable greater interaction between users, networks and clouds regardless of the device or access channel.



Optimized Performance

Performance Hub solutions place corporate IT resources near large user populations in data centers connected to many networks and clouds. This distributed, connectivity-driven approach provides dramatic benefits in application and network performance.



Dense Ecosystems

With more than 1,000 networks and 500 cloud providers, Equinix is the home of the interconnected cloud. Enterprises can also participate in diverse, global business ecosystems and an online marketplace of 4,750 businesses.



Global Footprint

Equinix data centers are distributed throughout the world in more than 100 locations in 15 countries on five continents. No other colocation data center provider has a global presence as vast as Equinix.

The interconnected era changes the rules for business. Companies can no longer create value on their own. It takes many-to-many interconnection to fuel communities of value and support the interconnected enterprise.

By meeting under one roof and taking advantage of our portfolio of advanced interconnection solutions, Equinix customers forge business connections that accelerate performance, ignite innovation, increase value and grow your business in new directions.

Equinix. Where opportunity connects.

Learn more about the Interconnected Enterprise.