LEVERAGING THE POWER OF INTERCONNECTION FOR DIGITAL TRANSFORMATION
Overcome the limits of traditional networking with interconnection on Platform Equinix™

Meeting today’s digital demands requires enterprises to re-think and re-architect IT to extend their digital edge closer to the people, locations, clouds and data which define and impact their business daily. With an interconnection-first strategy, businesses solve networking, security, data and applications challenges by re-defining their digital edge using an Interconnection Oriented Architecture™ (IOA™). This proven approach enables real-time action and the ability to adapt quickly to an ever-changing digital landscape, securely interconnecting employees, partners and customers within digital commerce ecosystems to create new value while meeting scalability demands of the future.

Traditional enterprise networking approaches are plagued by limited choice of vendors, integration challenges, lack of flexibility and drawn-out provisioning times. This often results in restricted, unaffordable bandwidth while being difficult and expensive to build and operate globally. Realizing the full value of an IOA requires a platform-based solution capable of delivering the proximity, interconnection, digital ecosystems and expertise necessary to meet the digital demands of the future.

The global interconnection platform for the world’s leading businesses is Platform Equinix. With unmatched global reach, Platform Equinix enables enterprises with a suite of interconnection solutions providing direct interconnection with key cloud service providers, network service providers, customers and digital business partners.

Enterprises that employ an IOA leveraging Platform Equinix realize several advantages:

**Enhanced performance**—Connect directly to clouds with dedicated, low-latency connections which provide consistent performance without being susceptible to the congestion of normal internet traffic.

**Greater choice of service providers**—Hundreds of network and cloud providers co-locate in Equinix IBX™ data centers, providing enterprises with the greatest range of choice to define what is right for their business. The Equinix Marketplace, an online directory of service providers and ecosystem participants available at Equinix, enables Platform Equinix customers to quickly and efficiently locate and interconnect with business partners globally.

**Increased scalability**—Our IBX locations serve as meeting places with access to hundreds of cloud and network service providers, so you can quickly and easily scale bandwidth and expand geographically to gain proximity and performance where your business demands.

**Bandwidth cost savings**—In contrast to centralized IT locations, the proximity of Equinix IBX locations—along with the ability to access 1,400+ network and cloud providers globally—yields significant bargaining power while reducing total cost of transit. Analysis has found that an IOA can lead to a 40% reduction* in bandwidth costs, through competitive pricing with NSP and CSP choices available.

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*A 2016 FORRESTER REPORT

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**230,000+ Cross Connects**

**1400+ Networks**

**100% of Tier 1 Network Routes**

*Go direct to the clouds, people, places that matter to you*
Establish virtual, private cloud connectivity with Equinix Cloud Exchange™

Equinix Cloud Exchange enables enterprises to form direct network connections to multiple cloud providers, improving performance, increasing flexibility and lowering bandwidth costs.

Enterprises can leverage Equinix Cloud Exchange to implement their multi-cloud and hybrid cloud strategies with direct, virtual connections of up to 10Gbps, as well as to manage their cloud connections via a portal or APIs.

Get optimal internet connectivity with Equinix Connect

Equinix Connect service provides a single solution for IP connectivity needs. Simple, scalable and cost-effective, Equinix Connect features multi-homed backbone connectivity for extra reliability and outstanding network performance.

Enable inter- and intra-data center connectivity with Cross Connect and Metro Connect

Equinix Cross Connect and Metro Connect enable enterprises to connect to network service providers, cloud service providers, customers and partners who reside within the same IBX (via Cross Connect) or within any IBX in the same metro (via Metro Connect).

Make public peering easier with Equinix Internet Exchange

Equinix Internet Exchange facilitates interconnection and peering among parties that need to exchange large amounts of IP network traffic on a global basis. By trading IP traffic on Equinix Internet Exchange (among the largest in the world), network operators can quickly and efficiently reach traffic sources and end users, to improve performance of online applications and content.

Ready to get started?

Talk to a solutions architect today or schedule a data center tour.

Contact Us
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About Equinix

Equinix, Inc. (Nasdaq: EQIX) connects the world’s leading businesses to their customers, employees and partners inside the most interconnected data centers. In 41 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies.

In a digital economy where enterprise business models are increasingly interdependent, interconnection is essential to success. Equinix operates the only global interconnection platform, sparking new opportunities that are only possible when companies come together.