Nominee: Equinix

Nomination title: The power of Equinix's Cloud Exchange for global interconnection

What are your company's key distinguishing features and/or USP?

Equinix has established itself as the world's market leading data centre and interconnection company. The digital transformation driven by cloud services is shifting compute, storage and networking to the edge, which plays into Equinix's core advantages created by dense digital ecosystems and our global scale. Cloud is a major driver of our business, and in 2016 we strengthened our momentum in capturing the cloud-enabled enterprise, positioning ourselves for continued success in this critical area.

Over the last 12–18 months, Equinix has created a series of innovations and investments on its interconnection platform, Platform Equinix™. Equinix's platform provides the foundation for companies that wish to gain a competitive business advantage in today's data-driven climate. Equinix's Cloud Exchange™ (ECX) solution helps customers improve performance, reduce costs and improve security of their cloud services.

The below includes some benefits of Equinix's Cloud Exchange:

- **Secure and high-performance connections**

- **On-demand and automated connectivity to multiple cloud service providers**

- **A single port to access many actions**

- **ECX is currently available in 21 markets globally and there are further expansions planned this year to Dublin, Milan and Stockholm**

- The broadest choice of cloud services in the industry including the major Cloud Service Providers (CSP)

What tangible impact has your company had on the market and your customers?

Globally, enterprises are in the middle of rearchitecting their IT infrastructure. Companies are shifting their IT systems from traditional and siloed to be more interconnected. ECX is helping enterprises advance their multi-cloud strategies by offering a connection to multiple networks from a single port. These enterprises are increasingly adopting Interconnection Oriented Architectures by redesigning infrastructure to directly and securely interconnect their people, locations, clouds and data.

In 2016, Equinix saw strong adoption of our Cloud Exchange, with robust growth of ports, virtual circuits, and traffic, and now have over 625 customers using this platform to facilitate hybrid cloud as the architecture of choice. Two notable customer wins include Philips and Walmart, who is further investing in e-commerce by optimizing its network topology connecting to Azure via our Cloud Exchange.

Furthermore, the Equinix Cloud Exchange (ECX) has also been the single most important driver of Equinix's new Global Channel Partner Program. The program has grown exponentially since it was launched in 2015 and offers a unique business approach to helping over 8,000 companies based inside our 150 Equinix data centres conduct business more securely and efficiently. Resellers can leverage this global platform to help their clients deploy multi-site IT solutions, build cloud infrastructure, and move into new markets quickly.

With the power of ECX, resellers can access multiple clouds from over 1,400 networks and more than 500 leading cloud service providers.

What levels of customer service differentiate you from your competitors?

Equinix is focused on delivering the highest level of customer service. We have a global reputation for helping businesses who want to outsource their IT infrastructures and cloud solutions with our Global Solutions Architect (GSA) team.

Equinix's GSA are veteran consultants with extensive technology and industry expertise to help customers plan and design IT infrastructures, networks and cloud migrations with minimal risks. They are extremely experience and have skills in network design.

Additionally, companies have been able to expand their business on Equinix's interconnection platform which provides access to Equinix's Cloud Exchange. For example, UK based financial cloud company, Beeks outsourced its IT system a few years ago, on one server rack. Beeks currently has approximately 80 interconnections with Equinix across eight data centres situated in financial business hubs around the world. These direct connections have provided increased performance and security between Beeks, its customers and partners across its digital supply chain. Beeks was the first provider in the world to use cross connects to ensure a retail trader customer had a direct connection to their broker. Gordon McArthur, Beeks CEO noted the move to Equinix's Cloud Exchange is expected to help save approximately £1M over the next few years, while enabling the company to meet the needs of its global customer base who thrive and grow through forex trading.

What are the major differentiators between your company and your primary competitors?

• Expanded geographic reach for their services through 21 Equinix Cloud Exchange locations in top markets around the world

• Simplified operations and shorter time-to-market through automated provisioning and advanced service monitoring and management features

• Traffic aggregation over one-to-many connections enable highly efficient use of bandwidth to serve greater numbers of customers at lower cost

• Secure, high-throughput, low-latency connectivity that greatly expands the potential workloads and applications that your customers can migrate to the cloud

• Access to the data centre industry's largest, most diverse ecosystem of enterprise customers

• **Industry-leading technical support**– our channel partners can leverage the Equinix Global Solution Architects team to scope cloud deployments in advance. These can also be tested for free before deployment in the Equinix Solution Validation Centre which also eliminating risk and guaranteeing performance.

• **Insight and support to help partners grow,** with a structured go-to-market planning process, enablement resources including training and tools, market insights and pre-sales resources all available at Equinix Partner Central

• **Tailored marketing support for Silver, Gold and Platinum partners**

• **Hands-on help;** we are currently running a series of workshops with partners in the UK to help them define the opportunities more clearly – on both the technology and the financial sides.

Why nominee should win

• **Only Equinix Cloud Exchange enables businesses to connect to leading CSPs including: Amazon Web Services (AWS), Google Cloud Platform, IBM SoftLayer, Microsoft Azure ExpressRoute and Office 365, Oracle Cloud and Salesforce, all in one place and in 21 markets globally**

• **Interconnection fabrics was referenced by Gartner in its 2017 top ten strategic technology trends to drive digital business innovation and Equinix's global interconnection platform has the broadest scale in the industry to deliver on the value of interconnection**

• **Equinix continues to drive industry innovation with via the cloud. We announced our collaboration with Lloyd's and the Lloyds Market Association (LMA) to enhance a catastrophe risk modelling platform for the insurance industry. Market participants directly connect to one another, enhancing the performance of risk modeling systems and the secure consumption of cloud technologies, while lowering IT, bandwidth and network connectivity costs.**