

EQUINIX

Enterprise Use Cases and Partner Program

Enterprise Use Cases



Why IOA™



Digital is here and now, forcing businesses to transform.



To accelerate to digital, you need an interconnection-first architecture.



Solve the journey to digital with an Interconnection Oriented Architecture (IOA).

Digital is here and now, forcing businesses to **transform...**

B2C eCommerce



\$1.7T

▲18%

B2B eCommerce



\$1.1T

▲8%

Digital Advertising



\$72B

B2B Acquired Customers via Company Blog

57%



B2B Customer Support via Facebook

44%



Skype for Business Hours

1.6B



**New
Commerce & Collaboration Models**

**New
Connectivity & Data Models**

4.9B

▲30%



Connected Devices

2.1T

▲76%



App Usage Sessions

4.4ZB

▲40%



Data Created & Stored

~50%

ENT adopting hybrid cloud by 2017



Hybrid Cloud

20B

▲22%



Mobile Application Spend

\$176B

▲16%

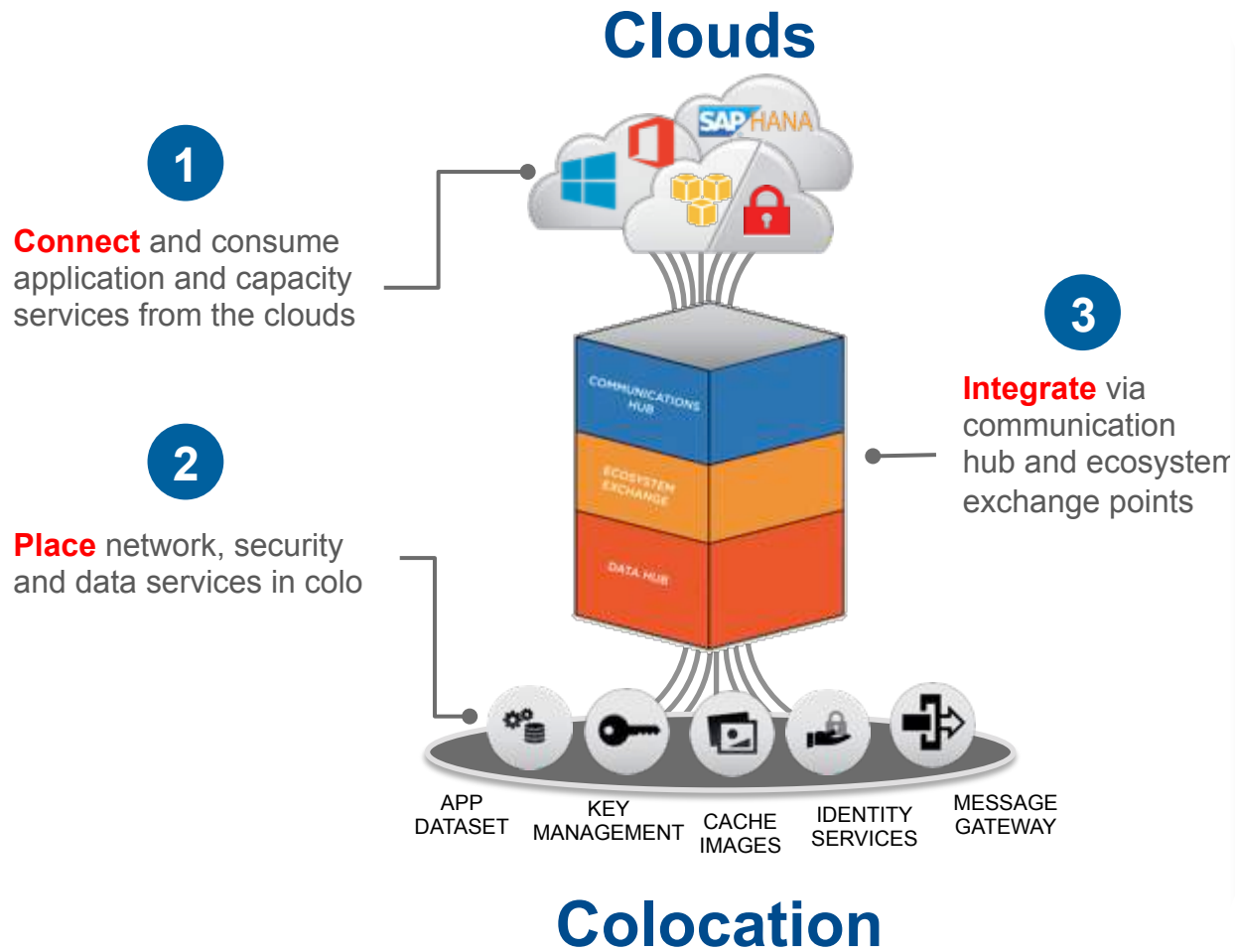


Cloud Services Spending

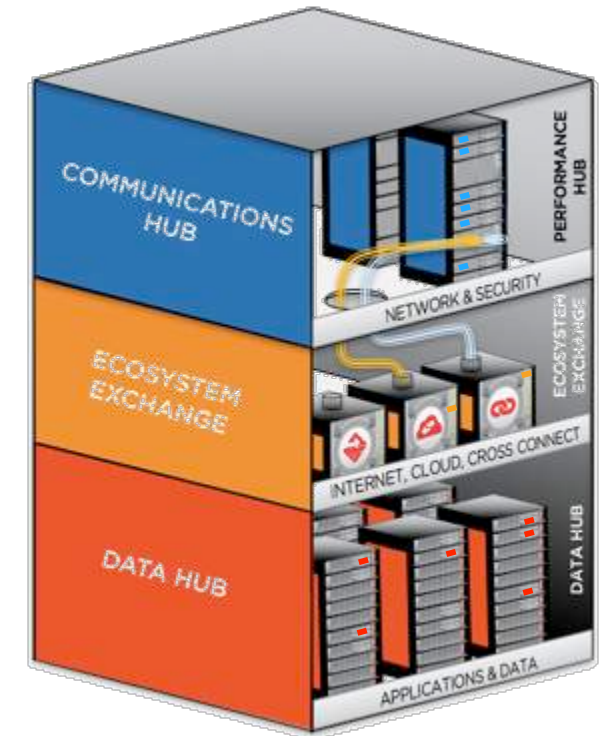
* Equinix Vertical & Market Insights, 451 Digital Infrastructure Research, Gartner Digital Business Research, Forrester Digital Enterprise Research

To accelerate to digital, you need an **interconnection-first architecture**...

Connect, **place** and **integrate** services in a tailored node inside Equinix

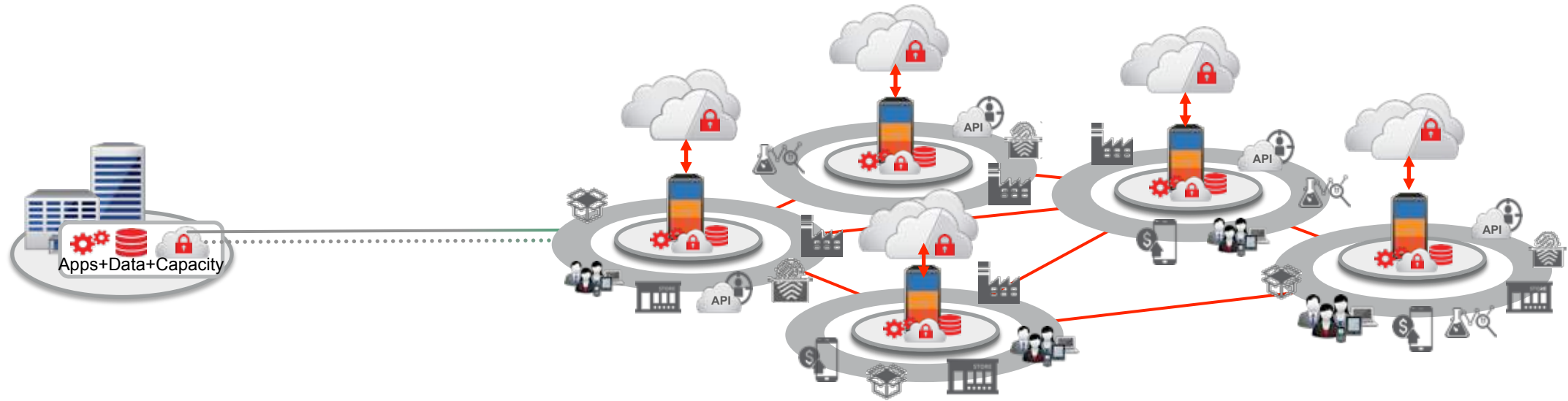









To build a tailored node



Solve the journey to digital with an IOA

Deploy the nodes to build globally across Platform Equinix™



	CUSTOMERS		OMNI-CHANNEL STOREFRONT
	PRIVACY		DIGITAL SERVICES
	DIGITAL PRODUCTS		RESEARCH & INNOVATION
	SUPPLIER NETWORK		MOBILE SALES & PAYMENTS



Partner Program

Channel strategy overview

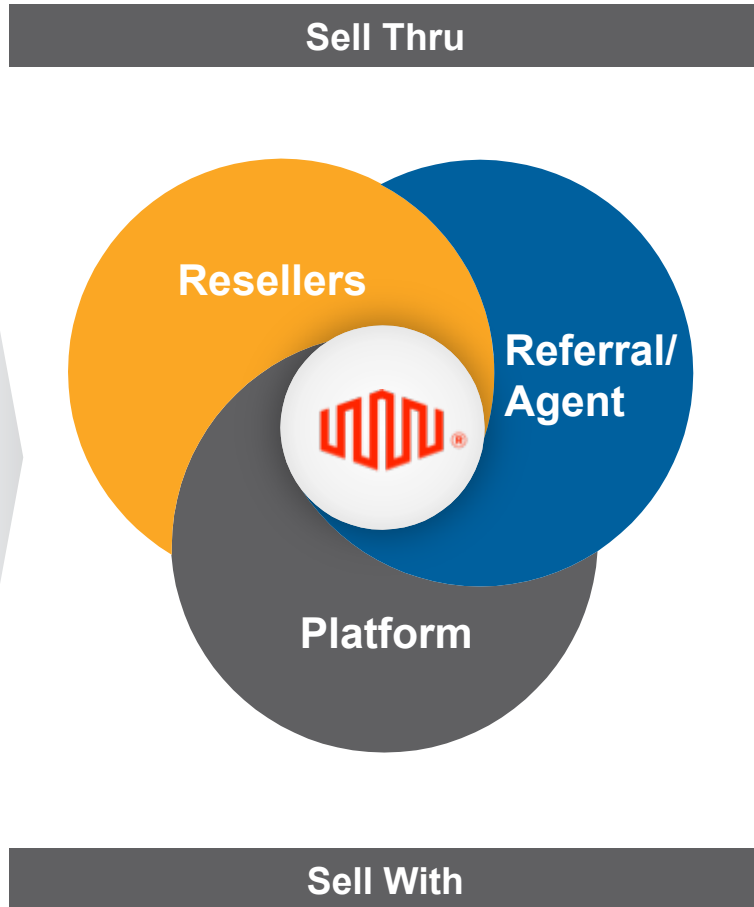
Accelerate enterprise capture by multiplying sale and solution capabilities through channel ...

...with the enablement of two key selling motions by an army of "promoters"

Focus on deepening select relationships in '16

Accelerate Enterprise Capture

- Developing Enterprise Magnets**
Create GTM programs and impact the leading cloud hyperscalers' global strategy
- Creating Innovative Solutions**
Integrate Equinix services into resellers offers to deliver a complete hybrid solution to the enterprise customer
- Reaching the Right Audience**
Enables those partners with the greatest commitment and potential to integrate Equinix value proposition
- Building Effective Distribution**
Delivers partner programs that address the needs of our partners and treat them as an extension of our company



1 **Priorities:**
Leverage Hyperscalers and Technology Partners

2 **Focus:**
Target High-Impact Delivery Partners

3 **Programmatic:**
Engage "Sell With" Partners to Expand Reach

Strategic Engine

Platform Partners
(Sell-to & Sell with)

Engage hyperscalers and technology partners to create enterprise mindshare and awareness



Microsoft Azure

ORACLE



Technology Partners



Growth Engine

Resellers
(Sell-thru)

Target high-impact partners (HIP) to increase scale, repeatability, and productivity

Telefonica

DATAPIPE

HITACHI



dimension data

Lead Engine

Referral and Agents
(Sell-with)

Engage trusted advisors and consultants to expand reach and increase feet on the street



AVANT



BRIDGEPOINTE
TECHNOLOGIES