



EQUINIX

Equinix Platform Vision

The future of digital leadership

Harnessing infrastructure to gain competitive advantage



Executive overview

In the past, digital infrastructure was a business enabler. Today, it is a primary source of competitive advantage.

Technology trends are accelerating the pace and scope of change, inspiring digital leaders to reimagine every aspect of how they architect infrastructure to stay out front.

Consumption models also must transform, enabling companies to create digital infrastructure in innovative ways that are increasingly simple, virtual and partner-rich.

In a connected world in which businesses collaborate in real time across distributed ecosystems to develop and deliver their value, an interconnection-led approach to infrastructure is essential.

We see a future where digital leaders assemble infrastructure in minutes, anywhere in the world, on demand from an ecosystem of providers.

To help them realize this future, Equinix is:

- Elevating foundational infrastructure as a choice of physical and virtual network, compute and storage capabilities around the world.
- Embracing automation to enable infrastructure to be consumed self-service and on demand for maximum business speed and agility.
- Expanding our ecosystem of connected customers and partners and giving them new ways to transact and create value together.

These innovations are equipping digital leaders to access all the right places, partners and possibilities they need to succeed.

Digital hits overdrive

From automotive to entertainment to omnichannel retail, digital technology's domination over how businesses now function from end-to-end is driving boards and executive teams worldwide to continue to make digital transformation a top priority.

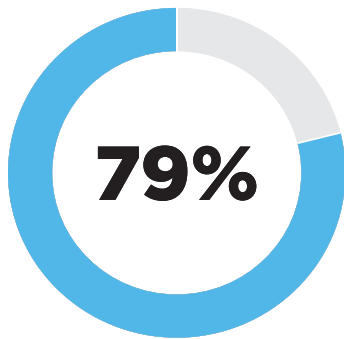
The global pandemic has brought additional urgency to their missions, with a [2021 Gartner Board of Directors Survey](#) reporting that 69% of boards accelerated their digital business initiatives in the wake of COVID-19, and almost half anticipate changing their organizations' business model because of the pandemic.¹

As the stakes associated with digital infrastructure increase, digital leaders are strategically investing across all layers of the technology stack, interconnecting the right physical and virtual building blocks with a growing ecosystem of partners to propel their businesses. In this evolving landscape, every organization needs a flexible global platform that unlocks the greatest number of business opportunities—regardless of size, industry or geographic scope.

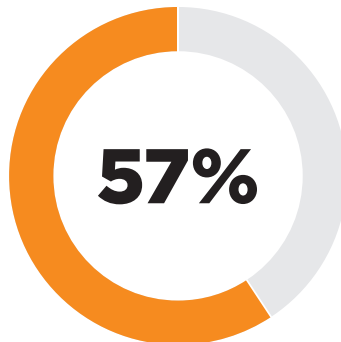
1. "Gartner Says 69% of Boards of Directors Accelerated Their Digital Business Initiatives Following COVID-19 Disruption," Gartner press release, Sept. 30, 2020.

Technology trends accelerating infrastructure change

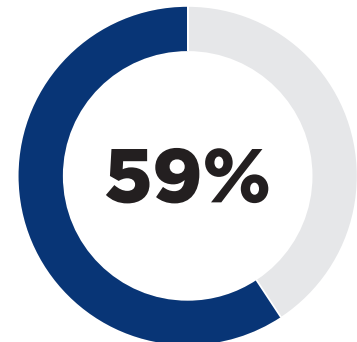
Emerging technology trends are raising the infrastructure stakes, creating a pace and scope of change that is inspiring digital leaders to reimagine every aspect of how they architect infrastructure to compete in this new world.



79% of organizations are planning to deploy more IT services at edge locations.²



57% of developers and technologists report that they influence technology purchases within their organization.³



59% of global IT decision-makers report that connecting with new digital ecosystems is a top priority.⁴

TECHNOLOGY TREND 1

Future infrastructure will be distributed at the edge

Infrastructure is shifting from centralized data center or cloud locations to include distributed local edge sites. With IDC reporting that 79% of organizations are planning to deploy more IT services at edge locations, digital leaders will need to be ready to address the following conditions:

Mounting data volumes

Data will need to be processed, analyzed and actioned proximate to sources to efficiently mine insights.

Increasing 5G apps

5G will enable new applications that require low-latency network architectures.

Proliferating cyberattacks

Frequent and complex edge cybersecurity attacks will require secure access service edge (SASE) strategies.

TECHNOLOGY TREND 2

Future infrastructure will be developer-led and software-defined

57% of developers and technologists report that they influence technology purchases within their organization. As developers gain broader technology influence, they will demand infrastructure solutions that enable greater agility through:

Workload abstraction and automation

Rapid implementation timelines and portability will drive workload abstraction (virtualization, containerization) and automation.

Software-defined everything

SDx will enable companies to deploy/manage IT infrastructure at software speed.

API-enabled orchestration

Enterprises will increasingly harness standardized APIs, orchestration and open development tools.

2. IDC, "Key Findings: 2020 Datacenter Operational Survey—Cloud to Edge Datacenter Trends," Jennifer Cooke, Aug 2020, #US46752920.

3. "2020 Developer Survey," Stack Overflow Advertising, 2020.

4. "Beyond COVID-19: Digital Transformation Trends in the Wake of the Pandemic," Equinix 2020-21 Global Tech Trends Survey, Equinix, 2020.

TECHNOLOGY TREND 3**Future infrastructure will be comprised of interconnected partner ecosystems**

The need for increased digital collaboration with customers and partners is putting interconnected ecosystems front and center on the technology strategy agenda, with 59% of global IT decision-makers reporting that connecting with new digital ecosystems is a top priority. To get there, companies will need an interconnected ecosystem of technology and industry partners powered by:

Interconnecting private + public clouds

Hybrid multicloud will be essential for performance, security, cost and compliance. Private interconnection enables secure, high-performance, low-latency access to public and private clouds without traversing the public internet.

Integrating physical + digital

Hybrid IT will need to integrate multiple providers' physical and digital infrastructures (on-premises, colocation, cloud).

Intersecting data sources

New applications that drive value will need to access and intersect internal and external data sources.

To address these technology trends, digital businesses are looking for new, more innovative ways to build, consume and get the maximum advantage from their digital infrastructure.

“The key benefit of interconnection cited globally is the increase in flexibility of connectivity that it offers, followed by improving network optimization.”

Equinix 2020-21 Global Tech Trends Survey

[Download the report today](#)

**Innovative consumption and delivery models needed**

As new approaches to architecting digital infrastructure take hold, they must be accompanied by innovative consumption and delivery models that are purpose-built for this new world. These models must simplify an increasingly complex landscape and keep control in the hands of the practitioners who must now assemble, integrate and manage infrastructure building blocks across many different sources and ecosystems to compete.

Customer infrastructure priorities guiding our platform evolution**Simple**

Extract complexity from customer value chains.

Developer-friendly

Make infrastructure consumable via software and deliver first-class developer tooling.

Commerce-ready

Orchestrate an integrated “one-stop-shop” infrastructure experience across a choice of vendors.

Virtual options

Deliver new touchless and asset-lite methods to deploy and operate infrastructure to complement existing physical options.

Self-service

Enable digital, on-demand channels that support self-service from purchase through support.

Partner-rich

Give customers the freedom to choose the technologies and providers that will create their best digital advantage.

Tech-agile

Provide the flexibility to adopt technology from a growing ecosystem of partners in a phased approach without broad lift and shift disruptions.

Interconnection-led approach unlocks advantage

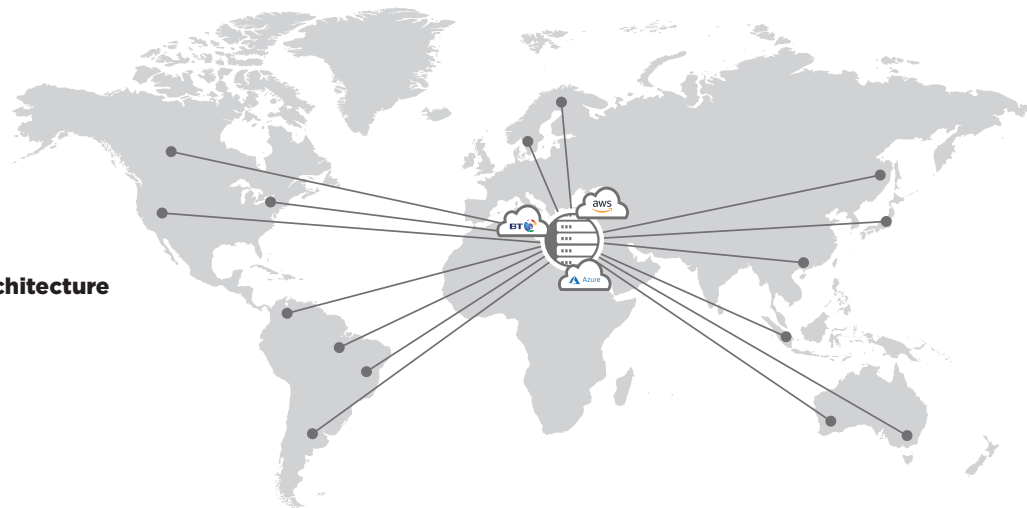
To realize the opportunities of a digital world, organizations must overcome the limitations of traditional technology infrastructure models which are too centralized, siloed and inefficient to drive digital business success.

Digital leaders are using interconnection—private data exchange—to meet these challenges and unlock digital infrastructure's true value: connectivity to the ecosystems of partners and customers they need to be leaders. We see companies increasingly leveraging interconnection to place critical digital infrastructure in strategic locations and access essential digital and business ecosystems.

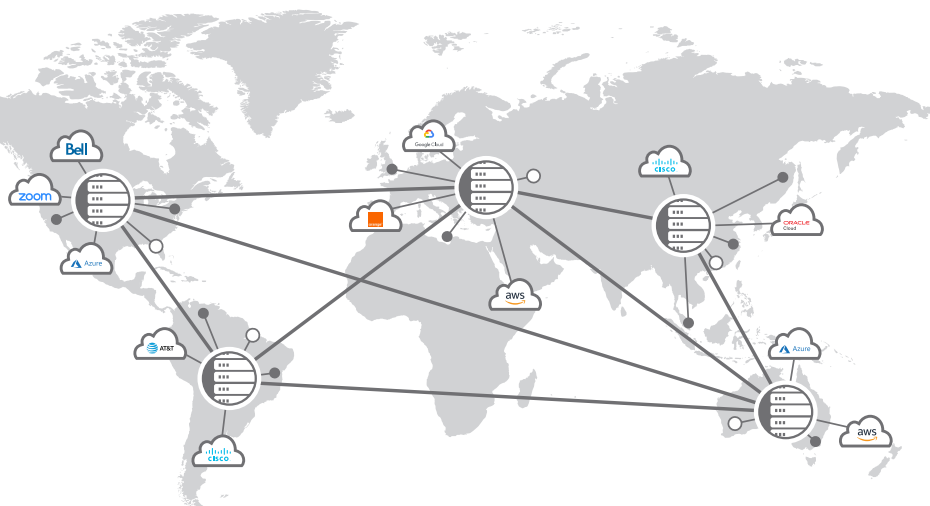
As a global interconnection and ecosystem leader, we are dedicated to helping digital leaders bring together and interconnect their foundational infrastructure on our global platform to gain maximum competitive advantage. Since we were founded more than two decades ago to interconnect the networks and ecosystems that scaled the internet, our platform has been the meeting place where industry leaders come together to create innovations that matter.

Every day at Equinix, we expand our thinking and our capabilities to keep our customers future-ready.

Legacy siloed architecture



Interconnection Oriented Architecture® (IOA™)



A vision for the future of digital infrastructure

To meet our customers' evolving needs and help them gain the most traction from the technology trends underway, we envision a future in which digital leaders assemble infrastructure in minutes, anywhere in the world, on demand from an ecosystem of providers.



Creating foundational infrastructure

so digital leaders can reach all the right places

We are streamlining hybrid cloud infrastructure deployment by offering a choice of both physical and virtual build options across network, compute and storage and making these capabilities available globally.



Delivered through software

so digital leaders can access all the right possibilities

We are reimagining the consumption model for our services, leveraging digital and programmable interfaces so that digital businesses can consume physical infrastructure self-service and on demand, securing the agility and speed to create competitive advantage.



Powering interconnected ecosystems

so digital leaders can connect to and transact with all the right partners

We are continuing our enduring commitment to help digital businesses cultivate the partner ecosystems they need to lead by broadening the range of interconnection options and features that allow them to easily discover and transact with their customers, suppliers and partners to create and consume new value.



Creating foundational digital infrastructure

As businesses expand to create new sources of value and differentiation, we are committed to be wherever opportunity leads. We will continue to extend the reach of Platform Equinix® and innovate to make it easier for digital leaders to consume distributed infrastructure building blocks in more programmatic and scalable ways.



Interconnection-Dense Data Centers



Private Interconnection and Cloud Networking



Digital Infrastructure Building Blocks

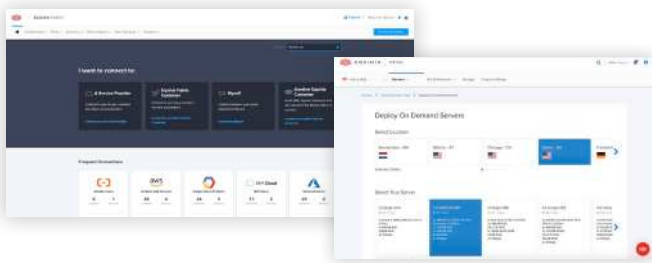
For example, we are:

- Expanding our interconnection-dense International Business Exchange™ (IBX®) data centers so businesses have the capacity and coverage they need to place physical and virtual infrastructure in proximity to wherever they need to be. As of Q1 CY2021, we are in 63 global markets and growing.
- Investing in our new xScale™ facilities, which are purpose-built for our hyperscale partners adjacent to our IBX data centers and give our customers the ongoing benefit of high-speed, ultra-low latency on-ramps to the public clouds.
- Advancing Equinix Fabric™, our flagship software-defined interconnection service, to cover more geographies, more service providers and an expanding set of customer use cases. From this single powerful service, digital businesses can do everything—from building their WAN backbones, to interconnecting their digital supply chains, to utilizing leading cloud and network services on demand, to putting their own services in the hands of the world's most robust digital ecosystems in an instant.
- Delivering a wide choice of Equinix and partner solutions for building physical deployments virtually and introducing new infrastructure building blocks for networking, storage and compute available across our global platform. Most recently we expanded the footprint, capabilities and partner technologies available on Equinix Metal™—our automated, interconnected bare metal solution—and Network Edge—our virtual networking services portfolio, with more to come.
- Championing our industry-leading sustainability program to power our platform with 100% clean and renewable energy. By staying at the forefront of green power and sustainable data center design, we can help the world's leading businesses honor their own environmental commitments.



Delivered through software

As digital leaders step forward to meet the increasing demands for business agility and speed, we will provide software-powered orchestration that transforms how they deploy and consume infrastructure—making it a more self-service, automated and on-demand experience.



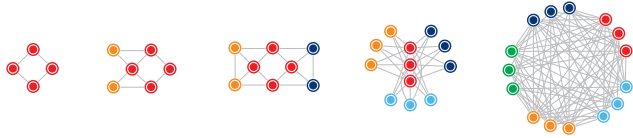
For example, we are:

- Developing virtual consumption options to enable businesses to assemble and control their foundational infrastructure building blocks.
- Transforming our platform architecture, data model and portals to give our customers more self-service consumption options across our full solution portfolio, including advancing DevOps enablement.
- API-enabling our entire platform through the Equinix Developer Platform and API Ecosystem, which allows developers to test and use our product portfolio APIs across various applications in multiple development environments to deliver infrastructure orchestration automation.
- Providing resources for a first-class developer experience, including a developer sandbox, native API libraries, integrations with popular DevOps tools, and contributing to open source projects—such as Equinix's Tinkerbelle project that automates hardware provisioning.
- Expanding our fully integrated IBX SmartView® data center infrastructure monitoring (DCIM) software capabilities so IT organizations can manage infrastructure remotely and deliver industry-leading energy efficiency.



Powering interconnected ecosystems

As business models grow increasingly dependent on partner collaboration and IT strategies shift from building technology to integrating digital building blocks from many different sources, we will continue to provide an open, global platform where the world's most diverse ecosystems can come together to transact, interact and create new value together.



For example, we are:

- Curating SaaS ecosystems to add to our diverse Cloud/IaaS community to provide businesses with more critical digital building blocks that help them innovate and scale faster.
- Adding more participants to the industry's largest and most dynamic global ecosystem. Equinix's ecosystem participants—which include thousands of leading networks, cloud and IT service providers and enterprises—are adding over 2,000 new connections to one another every month.
- Enhancing how our customers discover partners on Platform Equinix, and how their partners discover them, so they can seize new opportunities in the digital value chain.
- Expanding our ecosystems to enable the fast and seamless integration of key technologies—like 5G wireless, block storage, IoT—across our global platform. By showing our providers the benefits of deploying in more places, we make it even easier for digital businesses to assemble localized capabilities.
- Enabling digital leaders to not only consume digital capabilities on Platform Equinix, but to also offer their own solutions and services back to the ecosystem—increasing their opportunities for co-innovation and value creation.

1,800+
Networks

4,600+
Enterprises

2,950+
Cloud & IT Service Providers



Keeping digital leaders future-ready

In 63 global markets and growing, digital leaders are harnessing our trusted platform to bring together and interconnect the foundational infrastructure that powers their success. Equinix has built an unmatched global footprint of data centers that houses and interconnects the world's most dynamic digital ecosystems, enabling organizations worldwide to achieve their biggest business ambitions on a single global platform.

As we build the next evolution of Platform Equinix, we are bringing our customers our proven interconnection and ecosystem value in exciting new ways. We are launching innovative new virtual products, services and solutions for foundational compute, storage, networking and interconnection that can be consumed on demand. These advances are democratizing access to capabilities that were once only available to the most digitally sophisticated, best-funded businesses. These integrated physical and virtual solutions will give the digital leaders of today and tomorrow even more ways to access all the right places, partners and possibilities they need to create enduring business advantage.

Innovation agenda

Recent innovation

Planned innovation



Creating foundational infrastructure

Simplify hybrid cloud deployments by offering a choice of physical and virtual build options across network, compute and storage

- Network Edge – VNF service portfolio
- Equinix Metal – BMaaS
- Equinix Fabric – SDN connectivity across ecosystem
- Pure Storage on Equinix Metal
- xScale – new hyperscale on-ramps
- Equinix Precision Time™ - Time-aaS

- Hybrid multicloud networking solutions
- Additional storage tech partners on Equinix Metal
- Expanded compute capabilities
- Additional VNF partners



Delivered through software

Develop digital and programmable interfaces for on-demand orchestration of digital infrastructure—for greater control, agility and speed

- APIs for deploying and managing services
- Integrated DevOps tools: Openshift, Tanzu, Anthos, Terraform
- IBX Smartview DCIM in 130+ IBX data centers

- Unified portal experience
- Enhanced security controls
- Expanded APIs
- Robust orchestration tools for DevOps
- New digital experience for Secure Cabs, Smart Hands® and Cross Connects



Powering interconnected ecosystems

Power the interconnection ecosystem with new digital discovery and commerce solutions, new technology partners and expanding global reach

- Compute and Storage technology partners e.g.: Dell APEX, HPE Greenlake, Seagate Lyve, Google Anthos, AWS Outpost, NetApp
- Payments and connected vehicle ecosystems
- 5G Infrastructure POC Lab (Dallas)
- New IBX markets: Mexico, Canada and India

- Equinix Fabric ecosystem discovery tools
- Software Applications on Equinix Metal
- IoT ecosystem expansion
- 5G infrastructure ecosystem expansion
- Continued channel enablement

Achieving a bright digital future, together

We live in an ever-evolving digital world where technology, business and societal disruptors continuously accelerate the pace of change. As a trusted partner to the world's digital leaders for over 20 years, Equinix has a unique vantage point to understand not only what customers need now, but what they'll need next.

So what do we see?

Across the globe, we see IT strategy quickly becoming less about building technology than it is about accessing the right partner ecosystems and integrating the right digital building blocks to drive business success. We see a need to rethink how infrastructure is architected, created and consumed to reflect this new reality. And regardless of where they are in their maturity, we see every company aspiring to be a digital leader and having the potential to harness the competitive firepower of digital infrastructure to get there.

Equinix envisions and is innovating to deliver a future in which digital leaders assemble infrastructure in minutes, anywhere in the world, on demand from an ecosystem of providers. Every day we are reimagining and expanding our global platform, product portfolio and ecosystems to make this tomorrow possible.

Tomorrow's competitive advantage starts with digital infrastructure today

Equinix.com/Platform-Equinix

Get a blueprint for DX success

Learn how an infrastructure strategy anchored in hybrid IT and connected ecosystems keeps you future-ready.

[Get the IDC Report](#)



Power your digital leadership at Equinix

On Platform Equinix®, digital leaders bring together all the right places, partners and possibilities to create the foundational infrastructure they need to succeed. On a single global platform, place infrastructure wherever you need it. Connect to everything you need to succeed. Seize opportunity with agility, speed and confidence.