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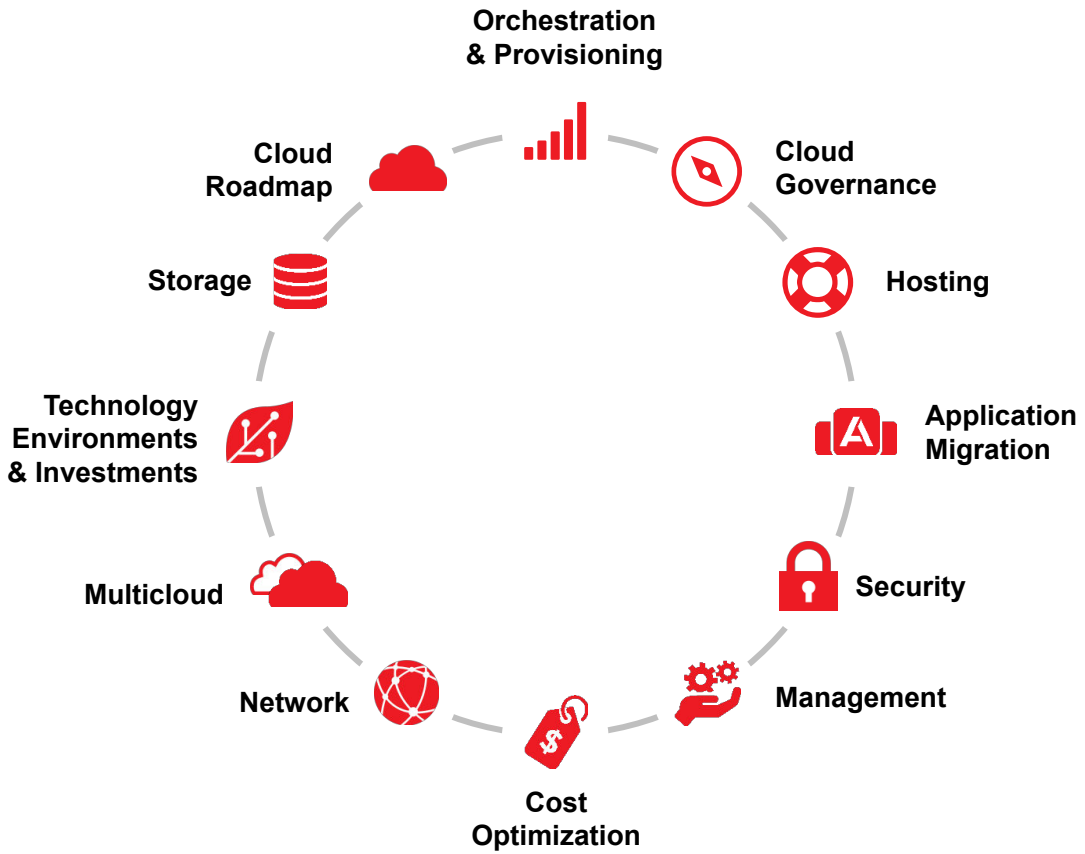
Breaking the Technology Lifecycle of Pain

Almost half of C-suite executives admit they do not know where to start when developing their transformation strategy.

Intelligent CIO



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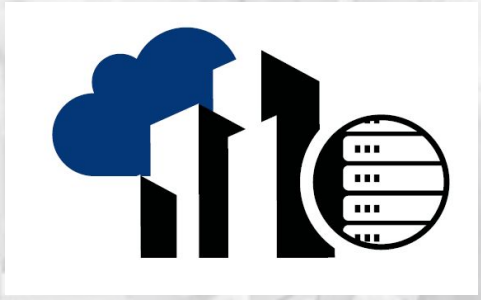
Digital business transformation involves three primary components



Digital Core

Removing traditional technology limitations, with cloud adjacent becoming the new on-prem

Digital Ecosystems

Capitalizing on access to digital marketplaces and ecosystems for exponential capabilities and speed

Digital Edge

Delivering differentiated experiences globally in proximity to population centers everywhere

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To deliver continued improvements to the world's health, healthcare will need to be transformed, with digital playing a central role.

DIGITAL CORE	DIGITAL ECOSYSTEM	DIGITAL EDGE
Continued Innovation	Global Coalitions	Alternative Care – Virtual, Home, Clinic based
Privacy & Protection	Health Info. Exchange	Meet Patients "Where they are"

To deliver continued improvements to the Manufacturing industry, Manufacturing will need to be transformed, with digital playing a central role.

DIGITAL CORE	DIGITAL ECOSYSTEM	DIGITAL EDGE
Digital Factory	Future Supply Chain	Machine to Machine
Industrial IOT	Manufacturing Ecosystem	Data Analytics

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"We need to leverage our technology platform to create personalization at scale and translate our one-on-one service leadership to a one-to-many digital world."

DIGITAL CORE	DIGITAL ECOSYSTEM	DIGITAL EDGE
Smart Cloud Access	Supply Chain Agility and Resilience	SM-Driven Discovery
Business Intelligent Analytics	Digital Ecosystem	Virtual Styling and personalization

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Building strategic partnerships that encourage continuous financial transformation.

Digital Core	Digital Ecosystems	Digital Edge
Payments/Banking as-a-Service	Open Banking / Apps and Platform Ecosystem	Local Payment Processing or Digital Banking
Core Banking and Hybrid-IT Modernization	Payment Rails Credit/Debit & Cross-Border	Real-Time and Domestic Payment Schemes

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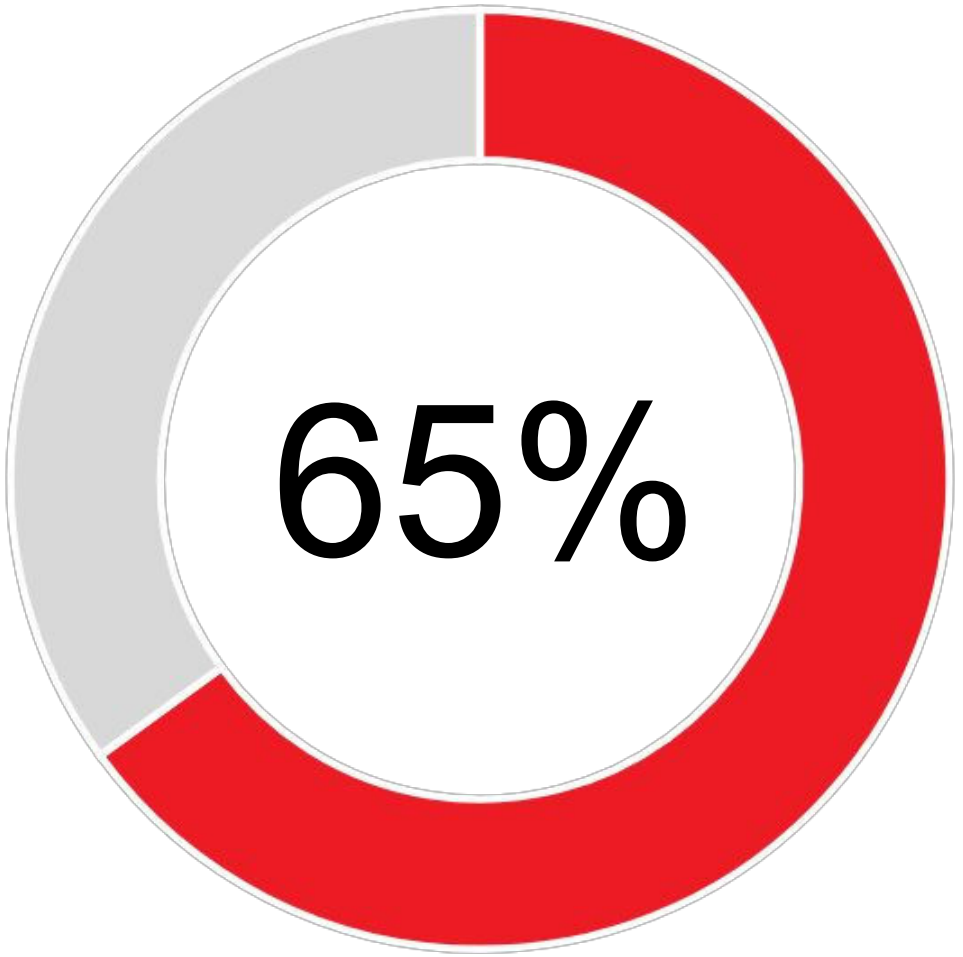
The Network is the Foundation of Digital Transformation

65% of executives reported that their current infrastructure is “struggling to support the rapid adoption of digital technologies.”

Forbes



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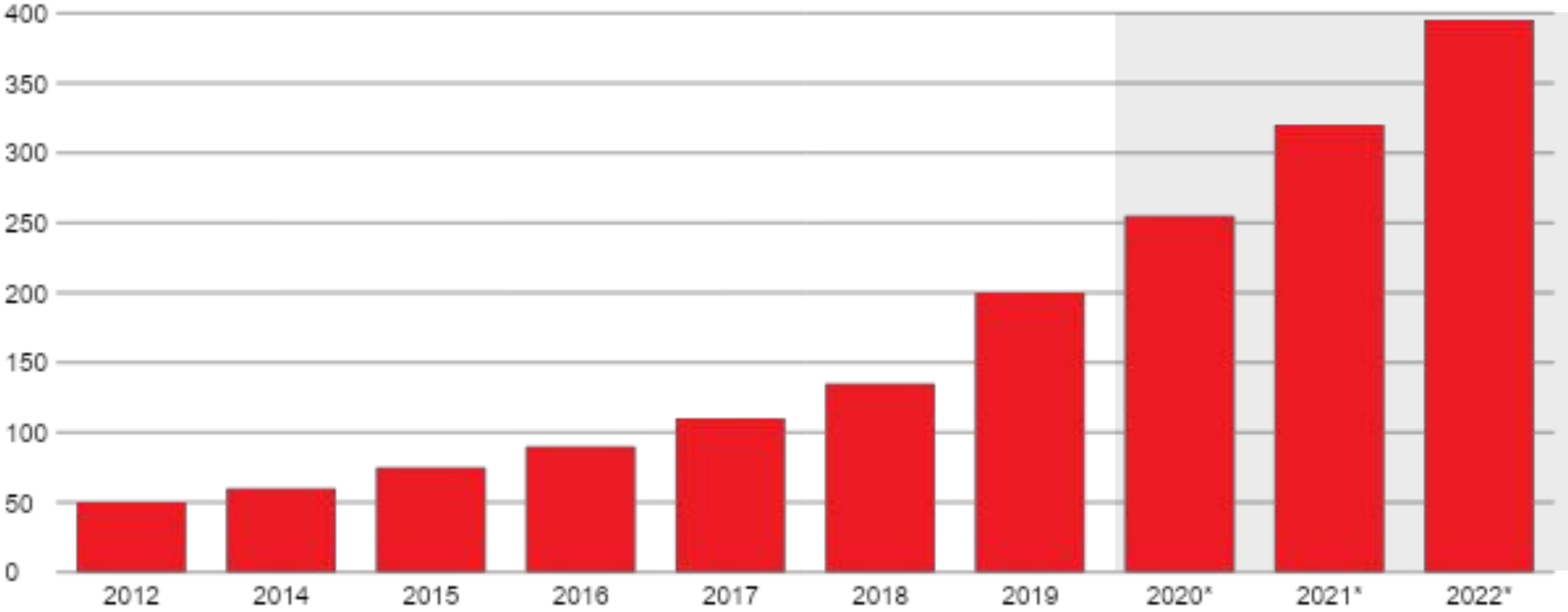
Data traffic by year

Monthly IP Traffic in Exabytes: 2020–2022 Projection



Source: Cisco VNI Global IP Traffic Forecast

Current-state constraints

Traditional infrastructure is rigid and inflexible, limiting customer engagement and restricting innovation

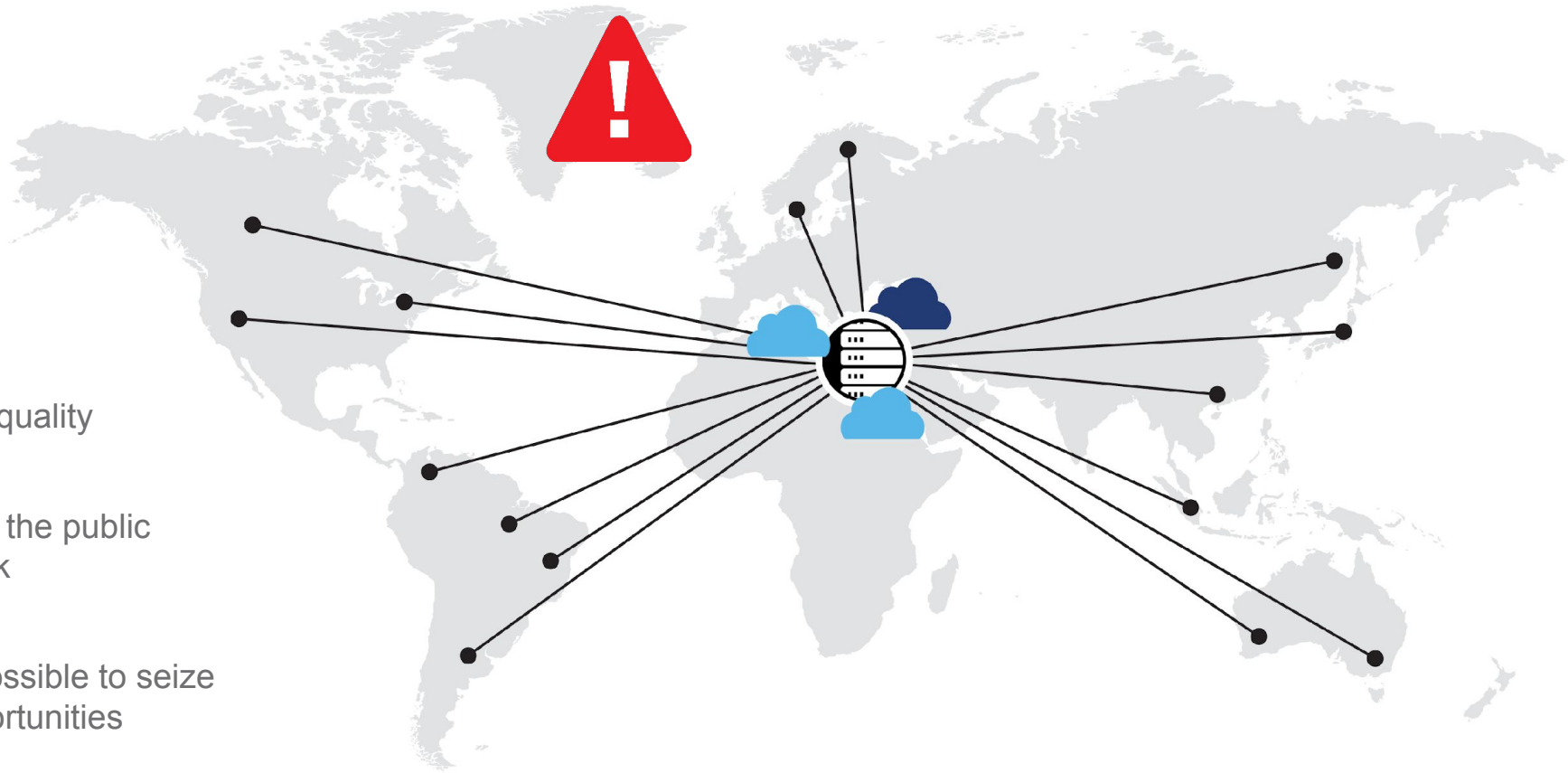
1. Network latency
Physical distance causes poor response time, bottlenecks and degraded performance

2. WAN complexity
Complicated wide area networking topologies can't scale at the rate business requires

3. Cloud performance
Multicloud connectivity over WAN is complex, expensive and of poor quality

4. Operational risk
Reducing costs by shifting traffic to the public internet exponentially increases risk

5. Rigid network
An inflexible network makes it impossible to seize timely business moments and opportunities



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Breaking the Technology Lifecycle of Pain Requires a Digital Core

Interconnecting the digital core

Remove traditional technology limitations, and cloud adjacent becomes the new on-prem

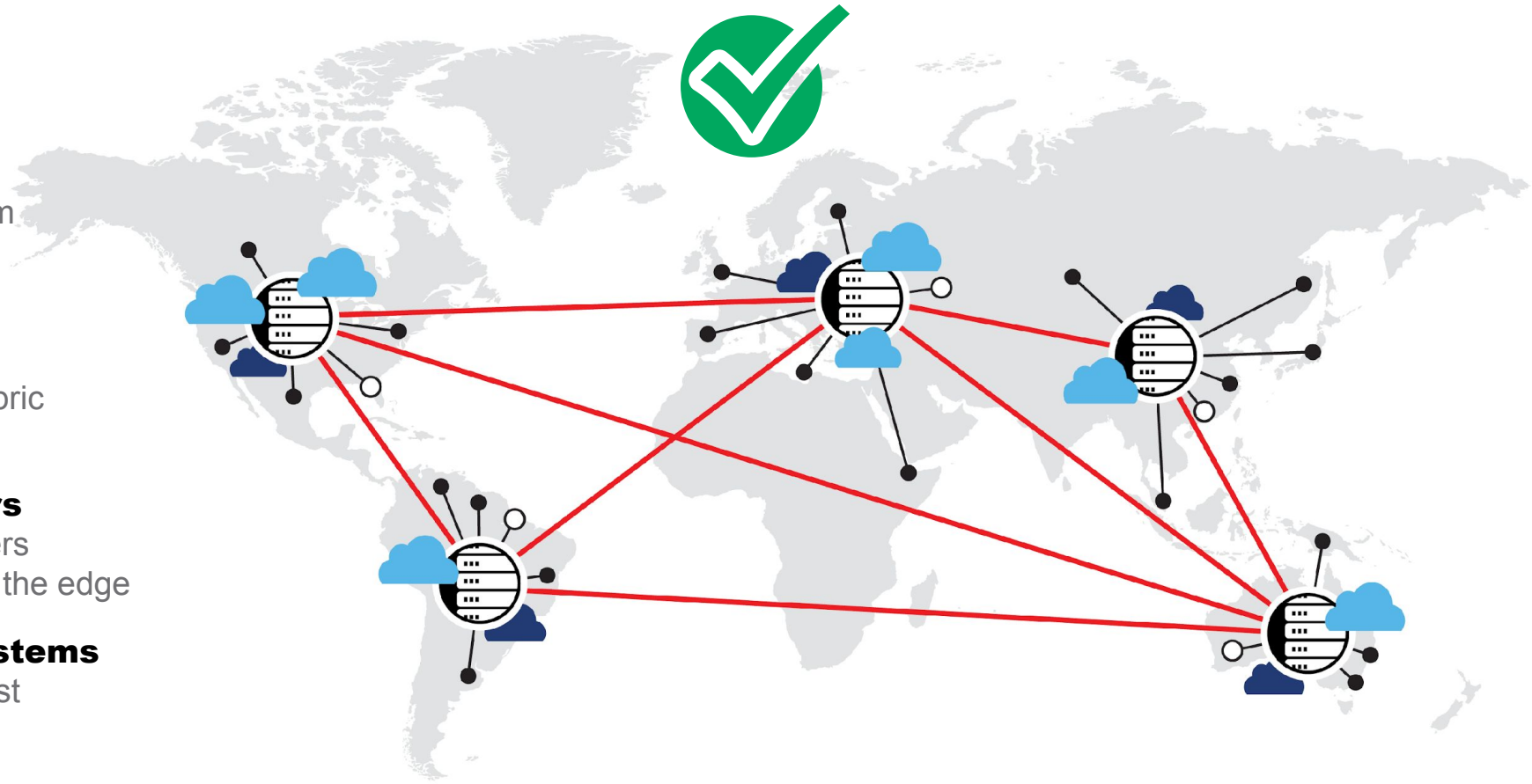
1. Localize traffic
Proximity solves latency and scales traffic, vastly improving network performance

2. Optimize the network
Direct interconnection to ecosystem participants segments commercial traffic and transforms the WAN

3. Simplified cloud strategy
A single connection to a service fabric reduces costs and complexity

4. Peer directly with partners
Direct peering with internet providers enables secure traffic offloading at the edge

5. Leverage business ecosystems
Strategic interconnection to a robust marketplace of digital ecosystems expands opportunity



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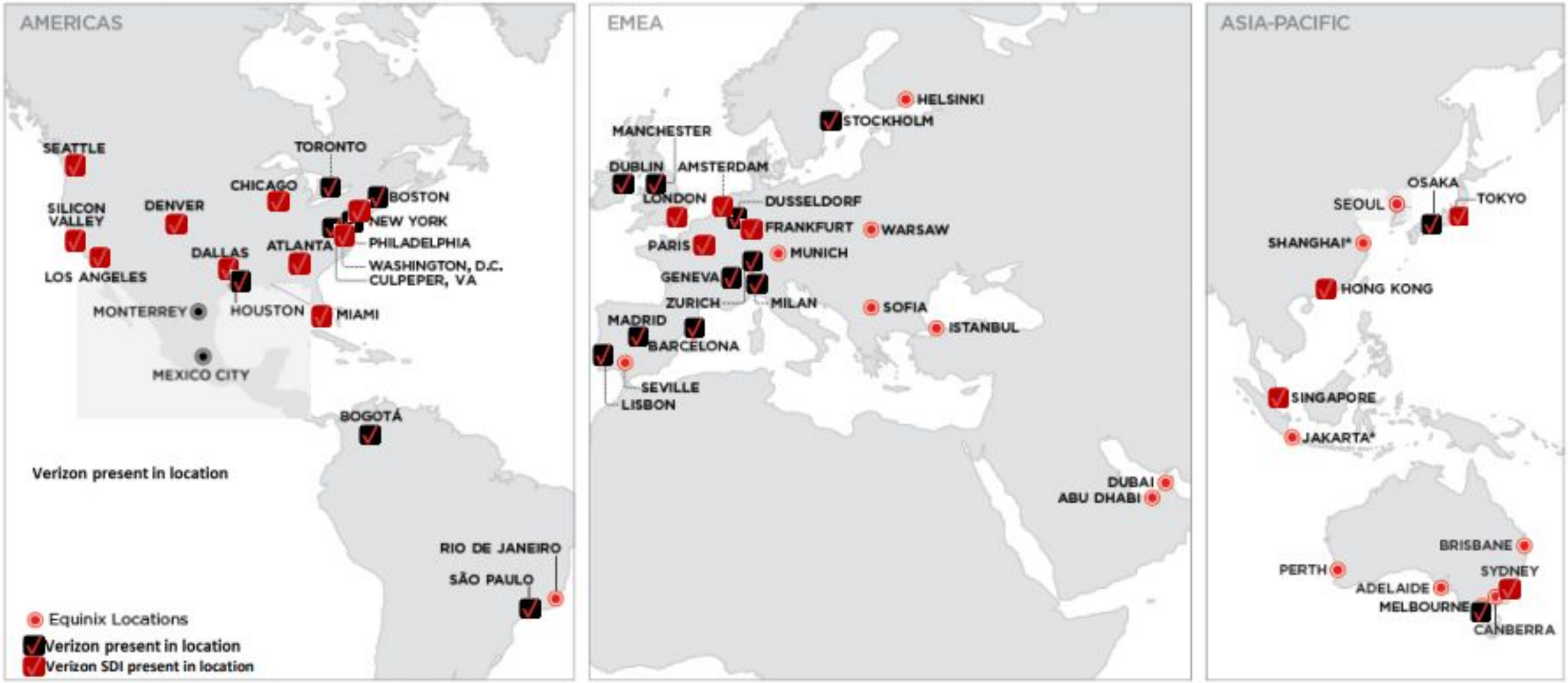
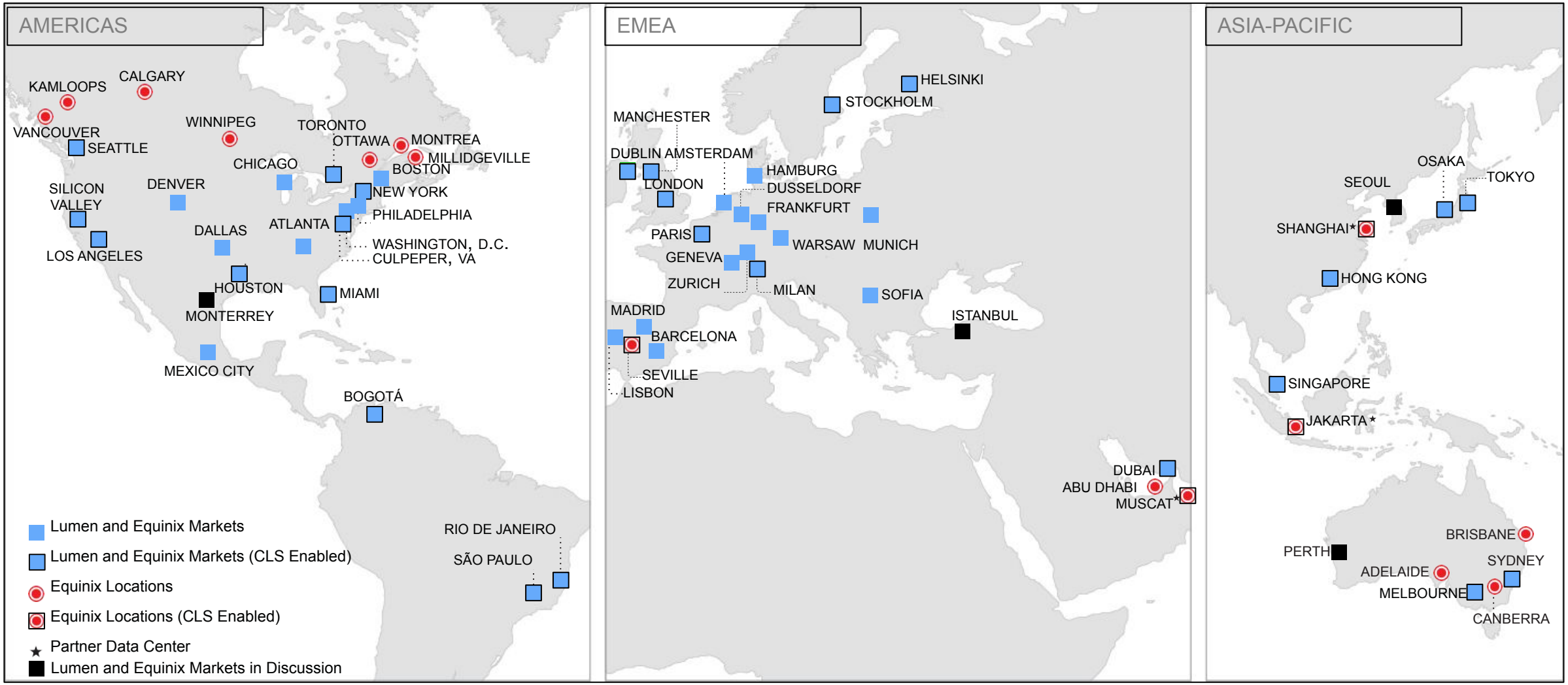
Verizon is broadly deployed across the platform

	Americas	EMEA	APAC	Global
Number of Metros	17	14	6	**37**
Number of deployed IBXs	79	48	18	**145**
Number of on-net IBXs	84	59	30	**173**



Equinix & LUMEN® Globally



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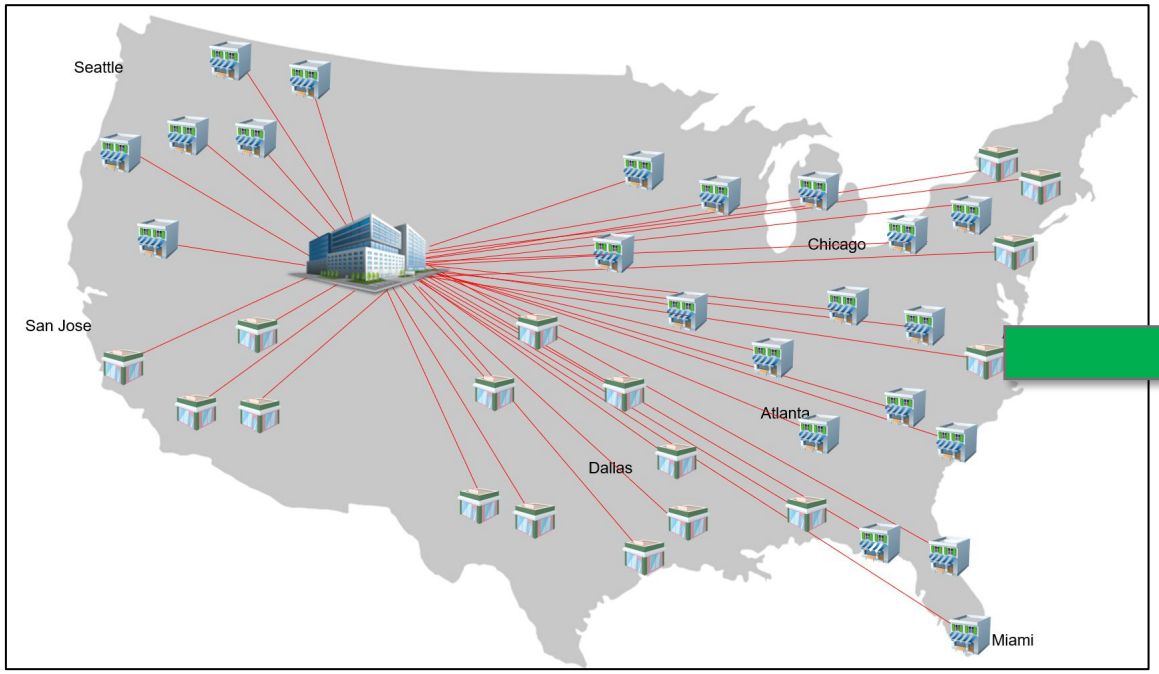
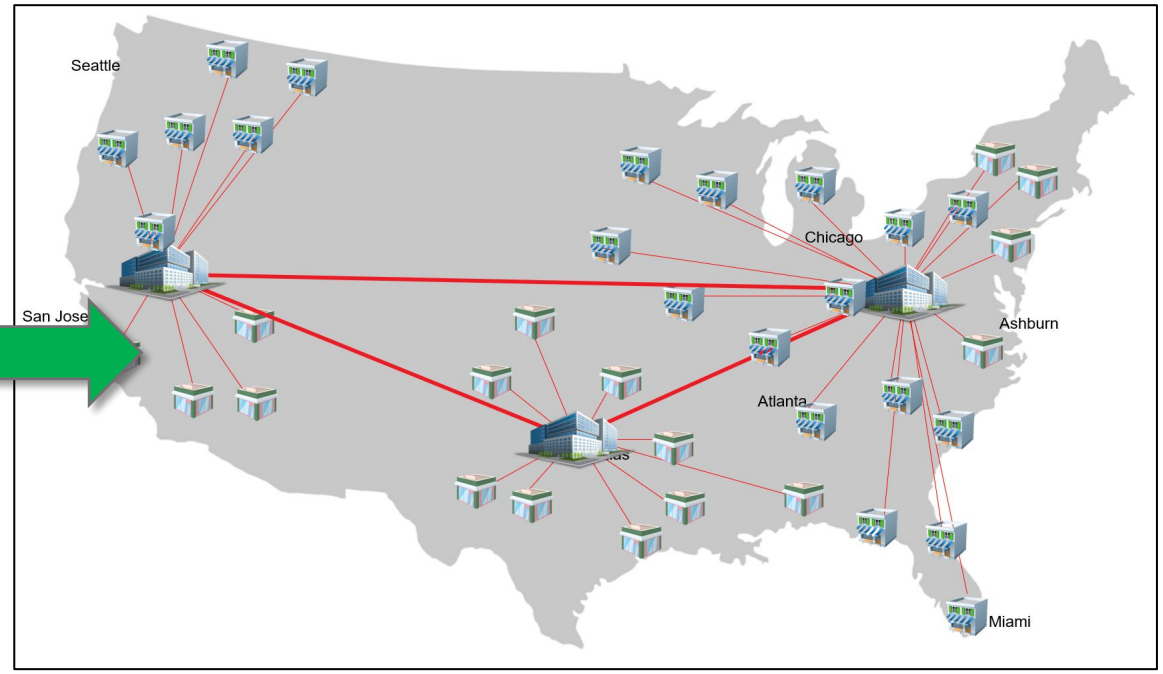
Delivering on a Digital Strategy



Common Datacenter-centric design



Distributed Hub Architecture

45% WAN Cost Reduction **83%** Latency Improvement **700%** Bandwidth Increase

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Breaking the Technology Lifecycle of Pain Requires a Digital Ecosystem

60$ trillion

Failing to embrace digital platforms is the Biggest Pitfall in a Digital Strategy. Digital ecosystems will account for more than 60$ trillion in revenue by 2025…

McKinsey & Company

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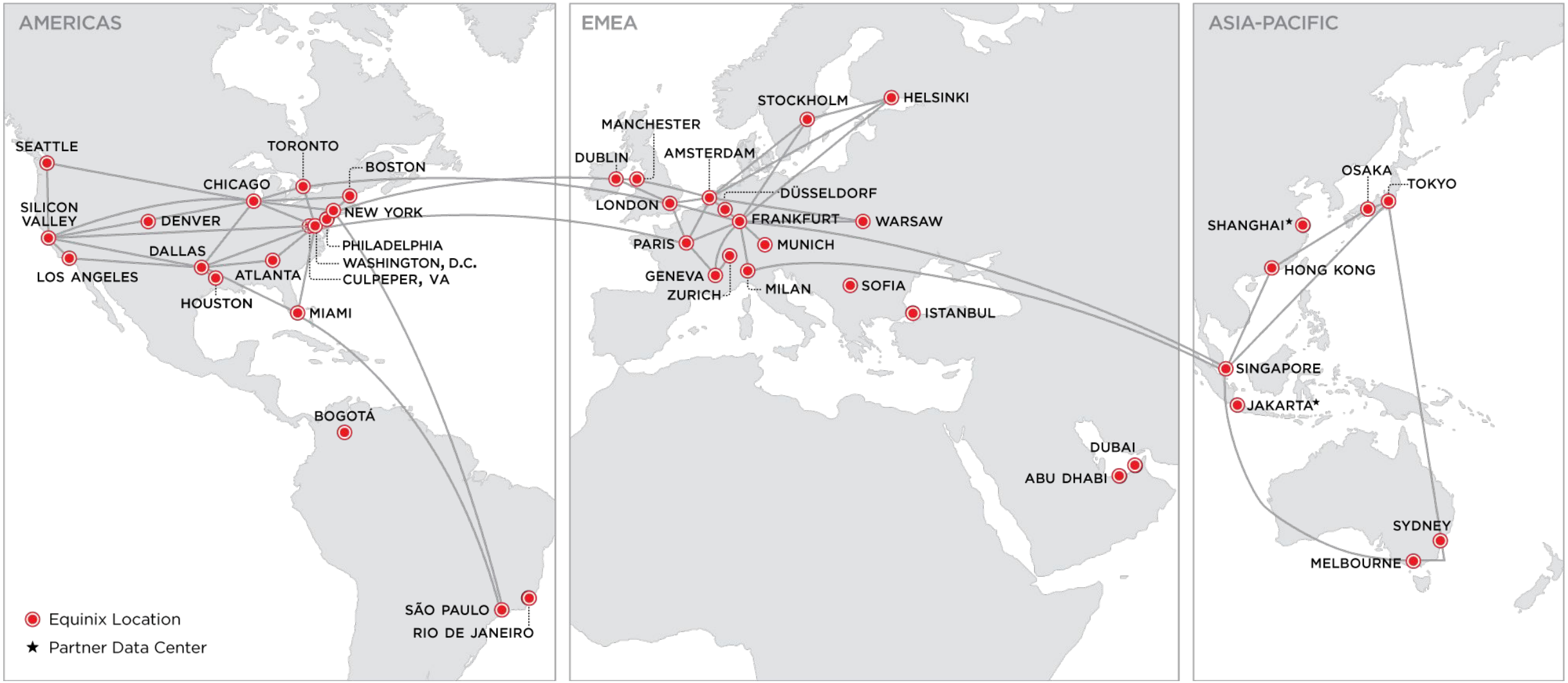
The Equinix Evolution



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Bloomberg Nasdaq

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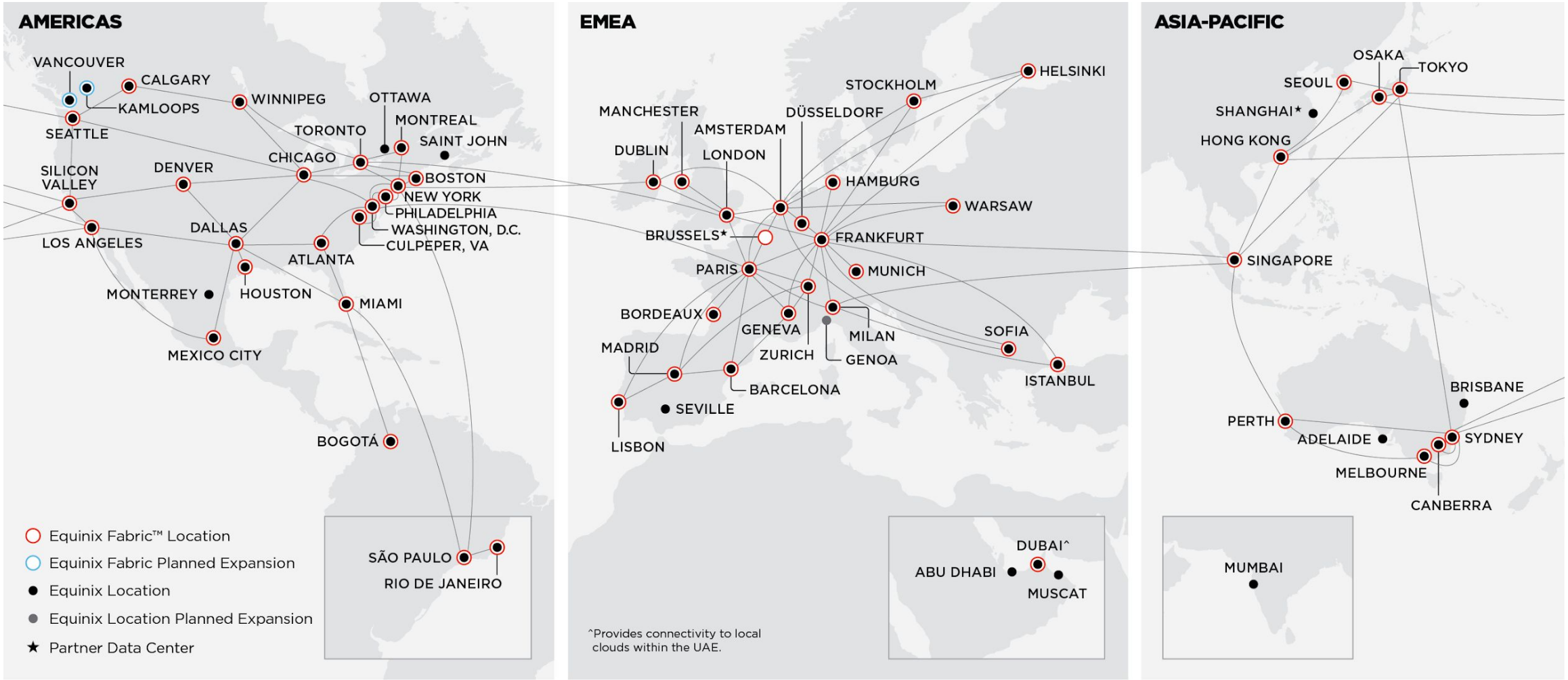
Connections enable consumption

Google Cloud aws ORACLE PUBLIC CLOUD Azure

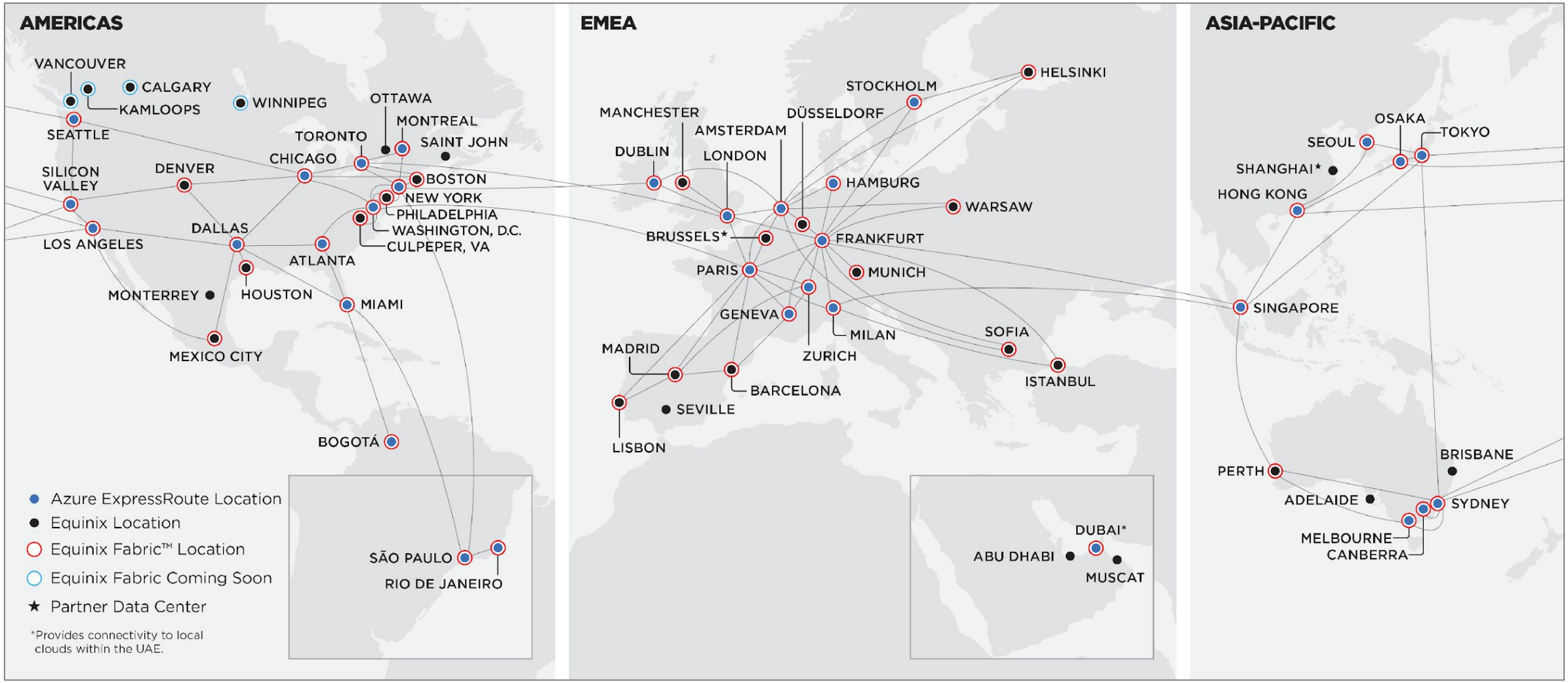
50+

Strategic global markets with Equinix Fabric™

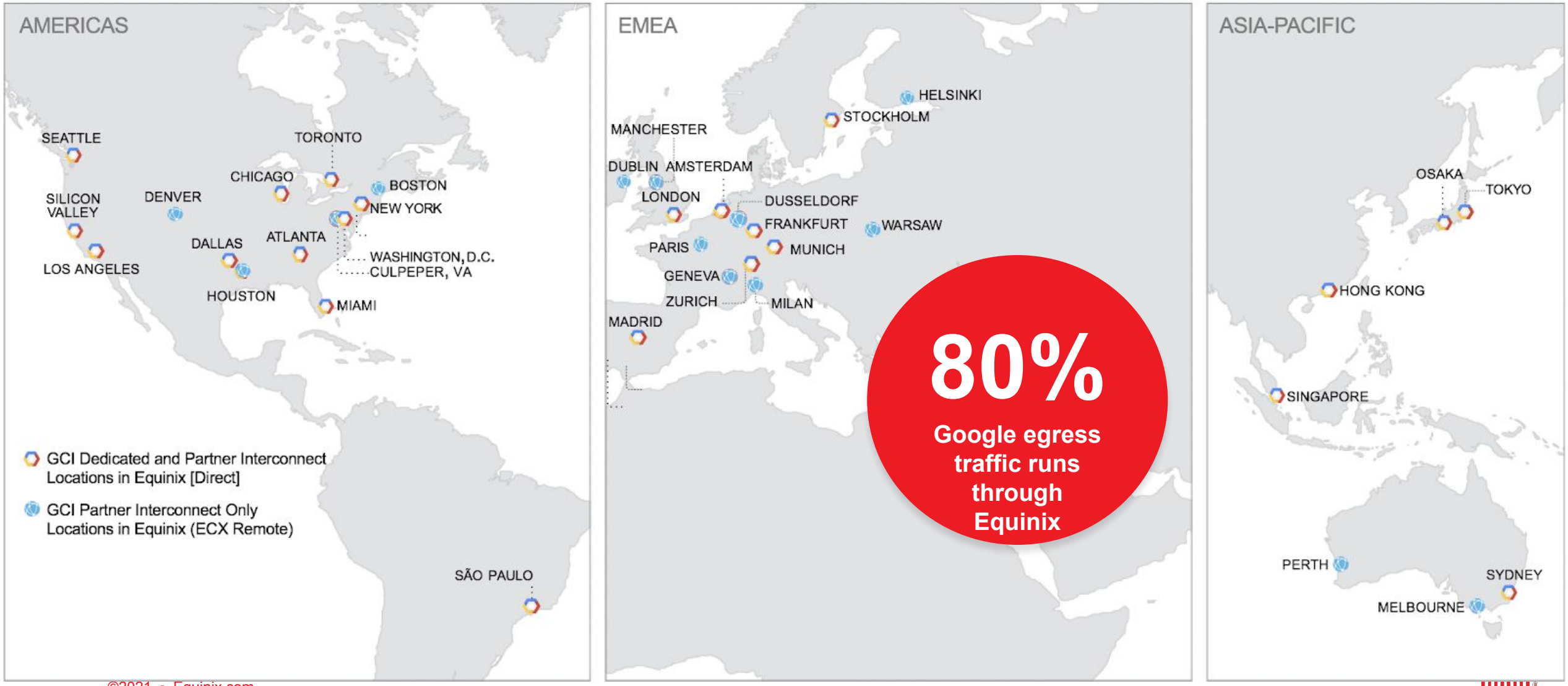


Equinix & Azure is Available Where you Do Business

Microsoft ExpressRoute is available in Equinix data centers in 33 metros on five continents

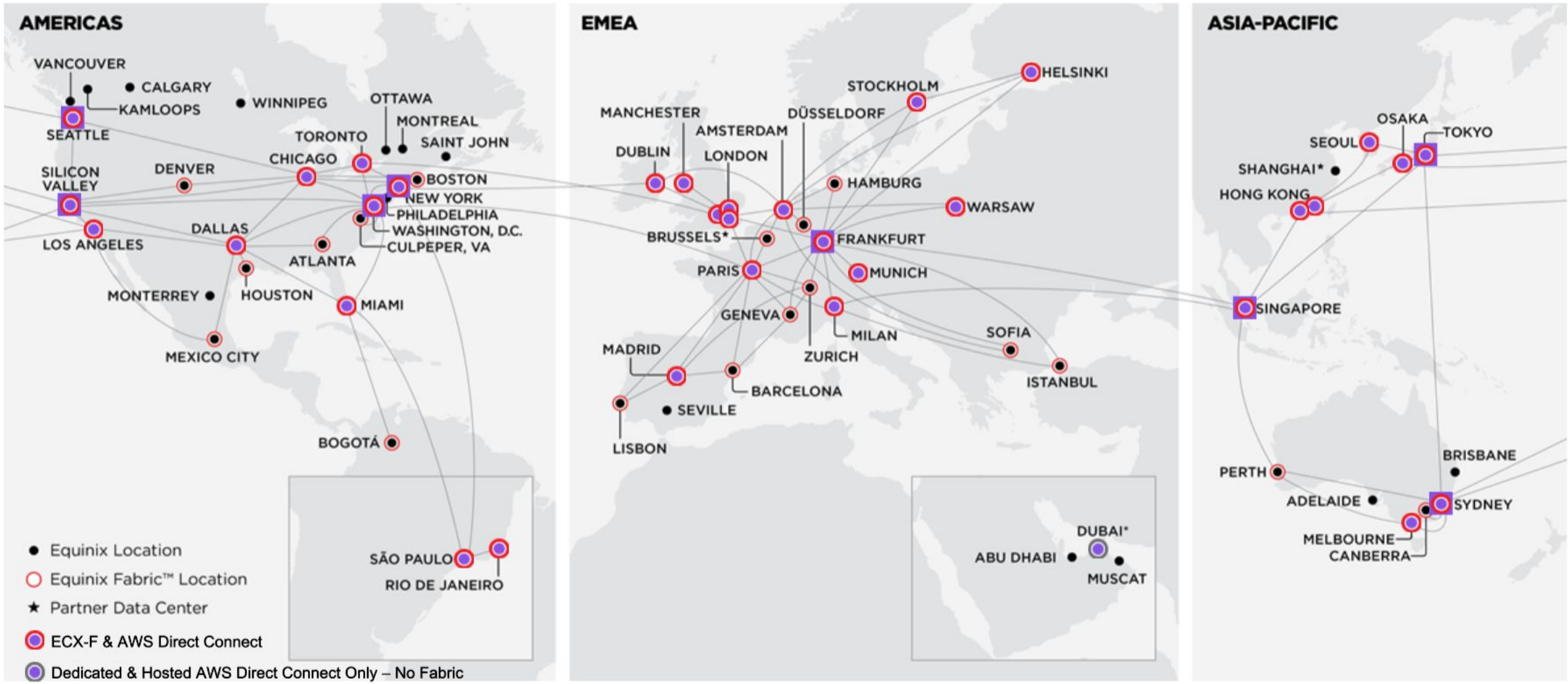


Equinix Cloud Exchange Fabric and Google Cloud Interconnect



Equinix & AWS is Available Where You Do Business

ECX Fabric is available in 45+ major markets with new markets added every year



Powering digital leaders™

Cloud Computing

Google Cloud

aws

ORACLE PUBLIC CLOUD

Azure

Financial Services

Bats

UBS

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Enterprises

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NOKIA

BECHTEL

United Healthcare

COSTCO WHOLESALE

TOYOTA

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Cloud Computing

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aws
ORACLE PUBLIC CLOUD
Azure

Payments and Commerce

FIS
fiserv.
ACI UNIVERSAL PAYMENTS
FUJI xerox
FUJITSU

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Healthcare

Cerner
SENTARA
GILEAD
RelayHealth
Epic

Enterprises

RALPH LAUREN
NOKIA
BECHTEL
United Healthcare
COSTCO WHOLESALE
TOYOTA

The Rise of the Healthcare Ecosystem

Providers

Tenet
Johns Hopkins Medicine
Stamford Health
Ascension Health
Inova
Sutter Health
With You. For Life.
Mayo Clinic
CareNetwork Member
Sentara

Pharmaceutical & Bioresearch

Alcon
Genomic Health
PSI
Pfizer
parexel
AstraZeneca
PPD
Actelion
MEDPACE
LabCorp
GILEAD
IQVIA
AMGEN
EQUINIX

Drug Distribution

McKESSON
AmerisourceBergen
CardinalHealth
Anda
SMITH DRUG COMPANY
CuraScript SD
Specialty Distribution
FFF enterprises
Helping Healthcare Care

Payers

WellPoint
Anthem
UnitedHealthcare
A UnitedHealth Group Company
Cigna
Aetna
WellCare
Coventry Health Care
Humana

Claims & Analytics

Change Healthcare
Insight. Innovation. Transformation.
Availity
HealthFusion
Fusing Healthcare and Technology
navicure
claimremedi
emdeon
RelayHealth
Apex EDI
Driven to get you paid!

EHR/HIE

commonwell
HEALTH ALLIANCE
Epic
athenahealth
Cerner
surescripts
NCHICA
OPTUMInsight
MEDVIRGINIA
Allscripts

ELEMENTS OF A RETAIL ECOSYSTEM

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A growing ecosystem of global financial services companies

1250+ Financial Services customers

250+ payment specific customers

6 card schemes / 5 of the top 6 card networks

8 domestic/regional payment schemes

1 central bank

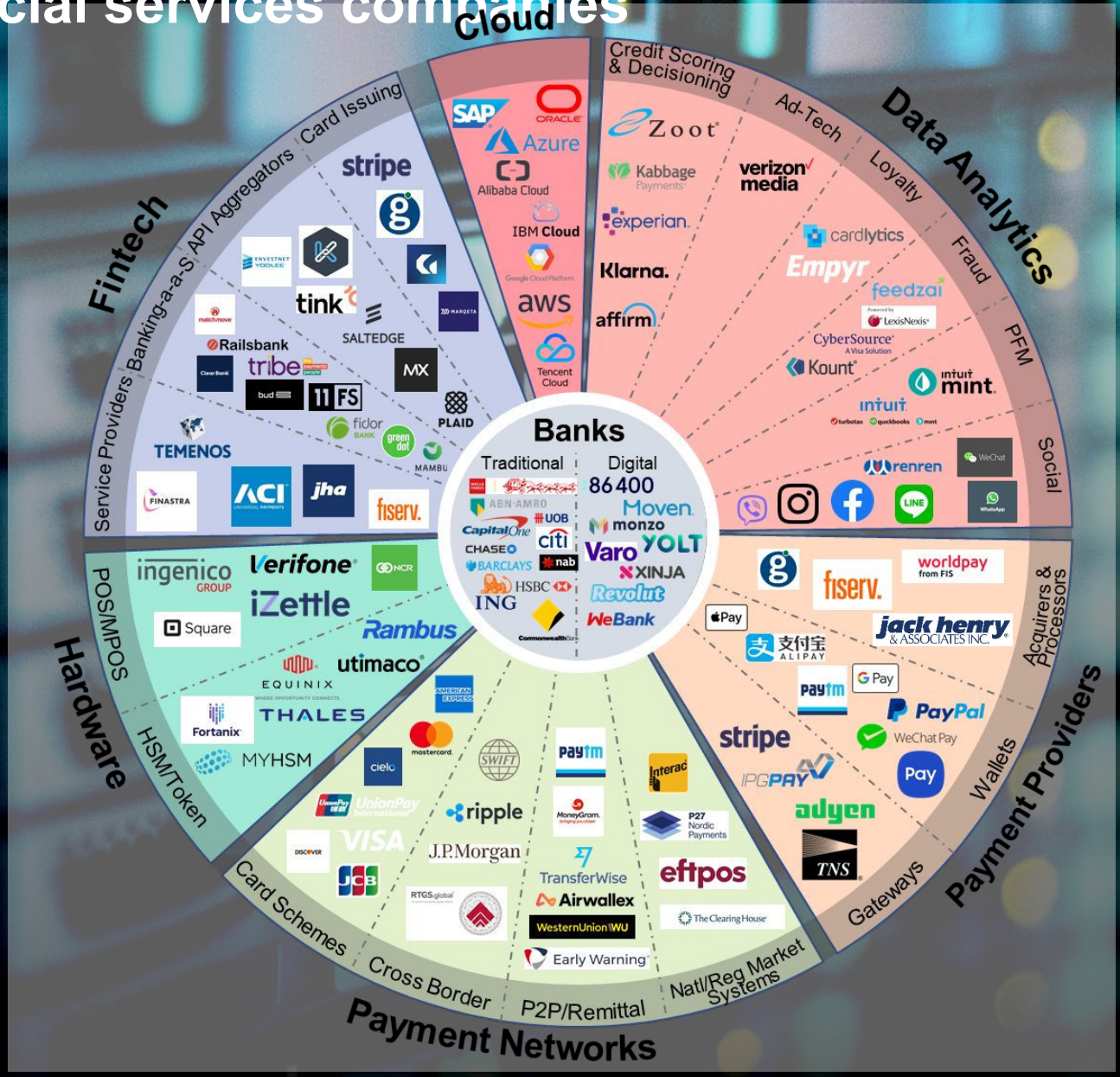
350+ banks

6 of the top-10 global banks

9 of the top-15 payment card issuers

1 Payments HSM-as-a-Service Provider

2 metros with Payment HSMs-as-a-Service



The logos are on this slide are illustrative of potential participants in this ecosystem and is a mixture of 90% Equinix customers and 10% targets.

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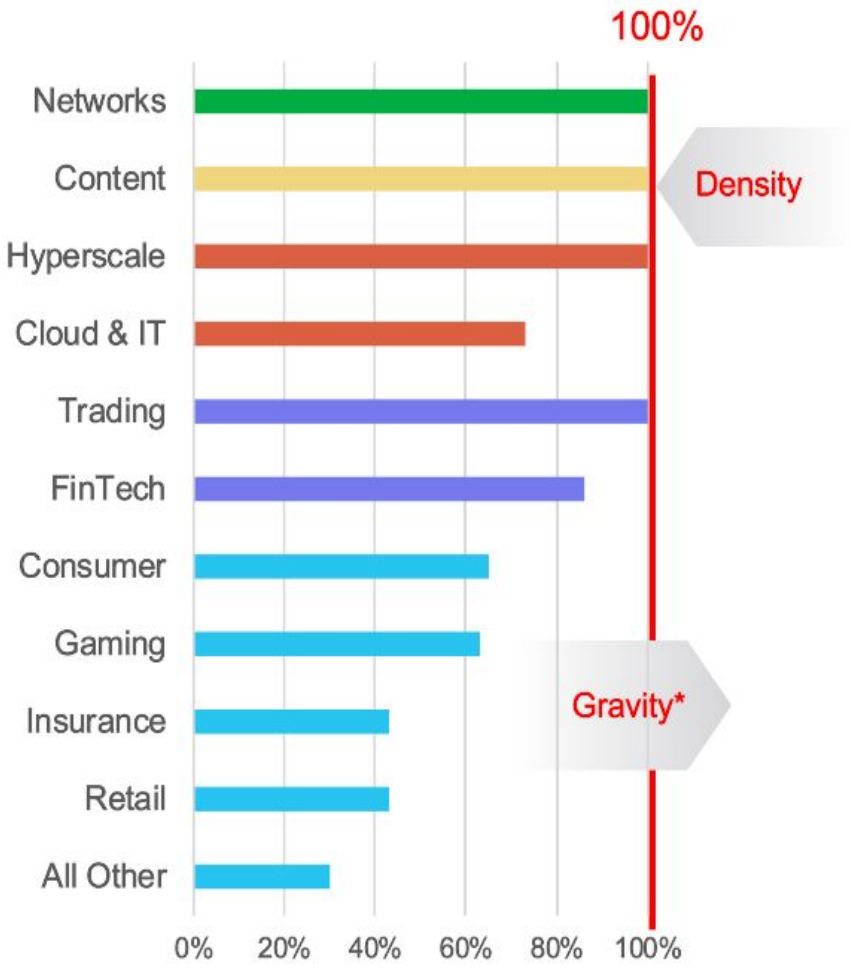
Platform Equinix® ecosystem density and gravity

G2000 Customers



*Enterprise G2000 growing at 15% CAGR from 2016 to 2021

Service Providers & Enterprises

- 1,800+ Networks
- 500+ Content
- 2,950+ Cloud & IT
- 3,350+ Enterprises
- 1,250+ Financial Services

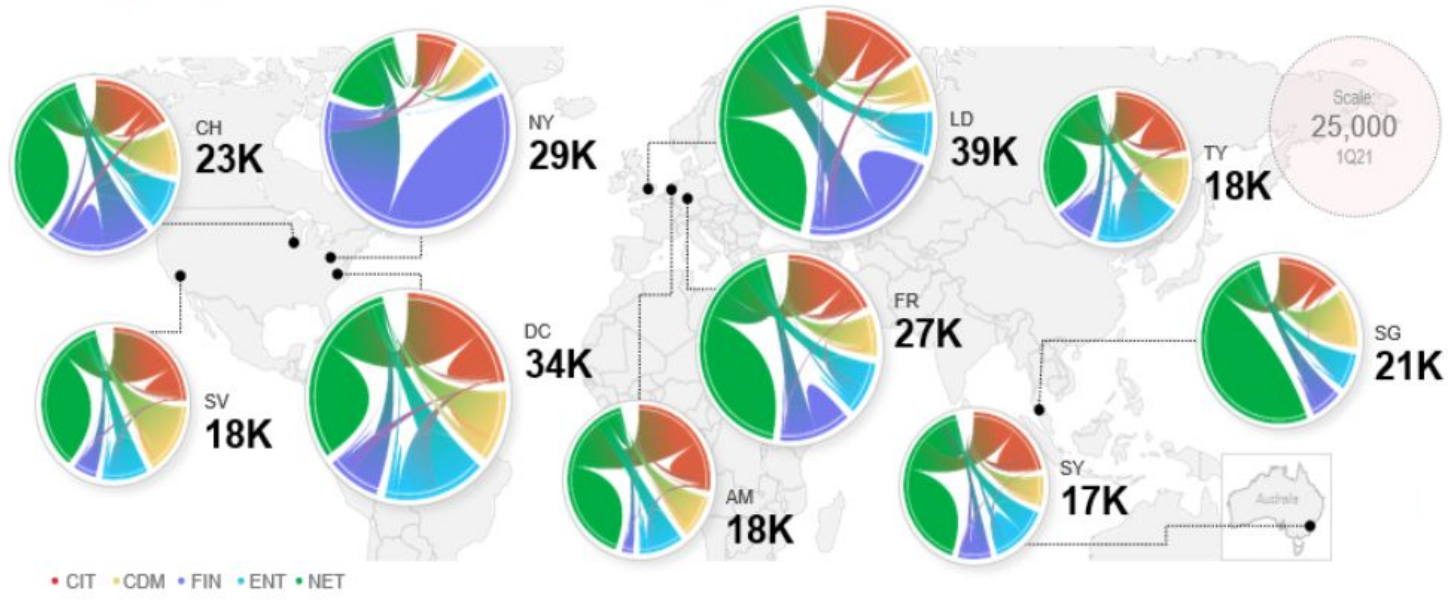
Tech & Cloud Native Leaders

- 16 Top 25 **SaaS**
- 8 Top 10 **Tech**
- 15 Top 16 **MSPs**
- 84% Forbes Top 100 Digital Companies

Partners

2,000+ Global Partner Alliances & Resellers

Nearing 400,000 Interconnections across ~10,000 companies



All data current as of Q1 2021

Integrating digital ecosystems

Leveling the playing field by capitalizing on digital marketplaces for exponential capabilities and speed

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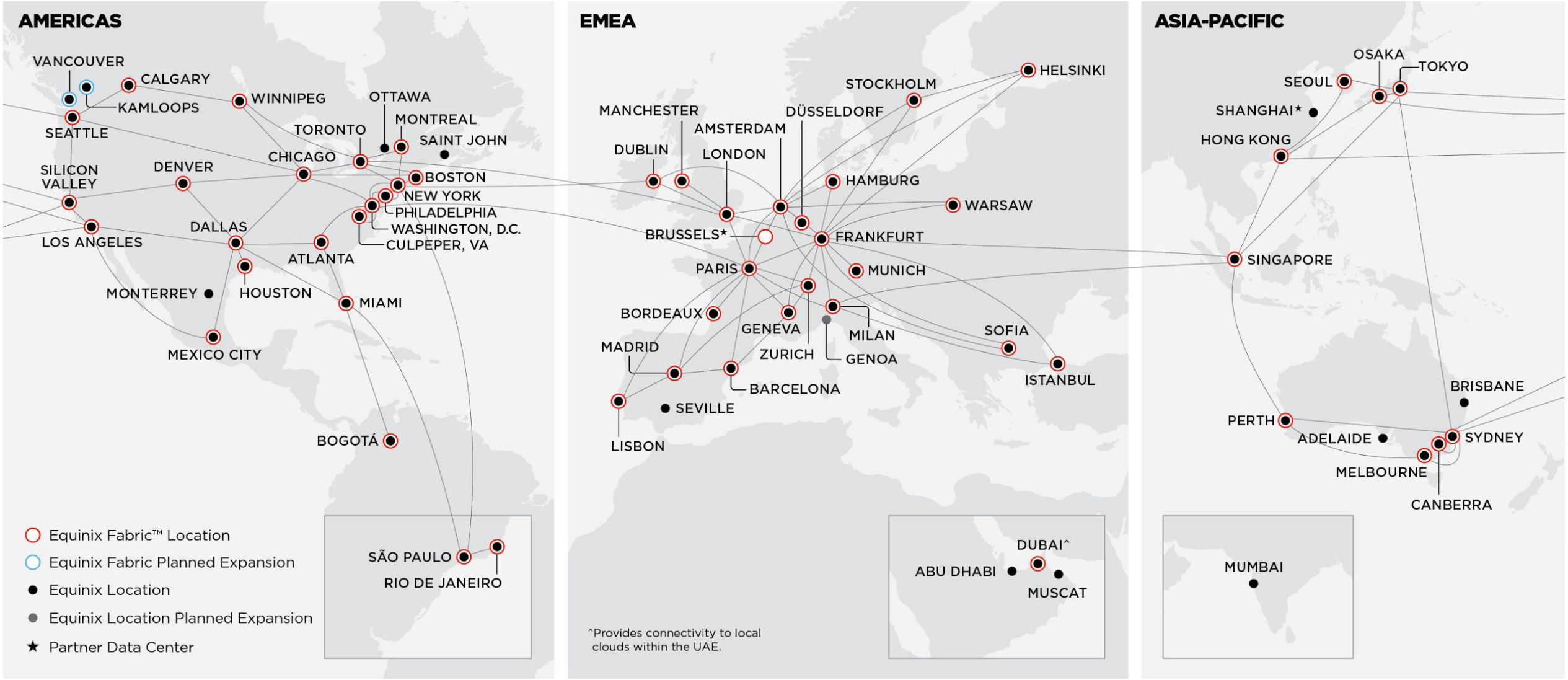
Breaking the Technology Lifecycle of Pain Requires a Digital Edge

Interacting at the digital edge

Globally delivering differentiated experiences in proximity to population centers everywhere



Low Latency:
One of the most important qualities of their network.

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Latency: What is the dominant factor?

The physical distance packets need to travel

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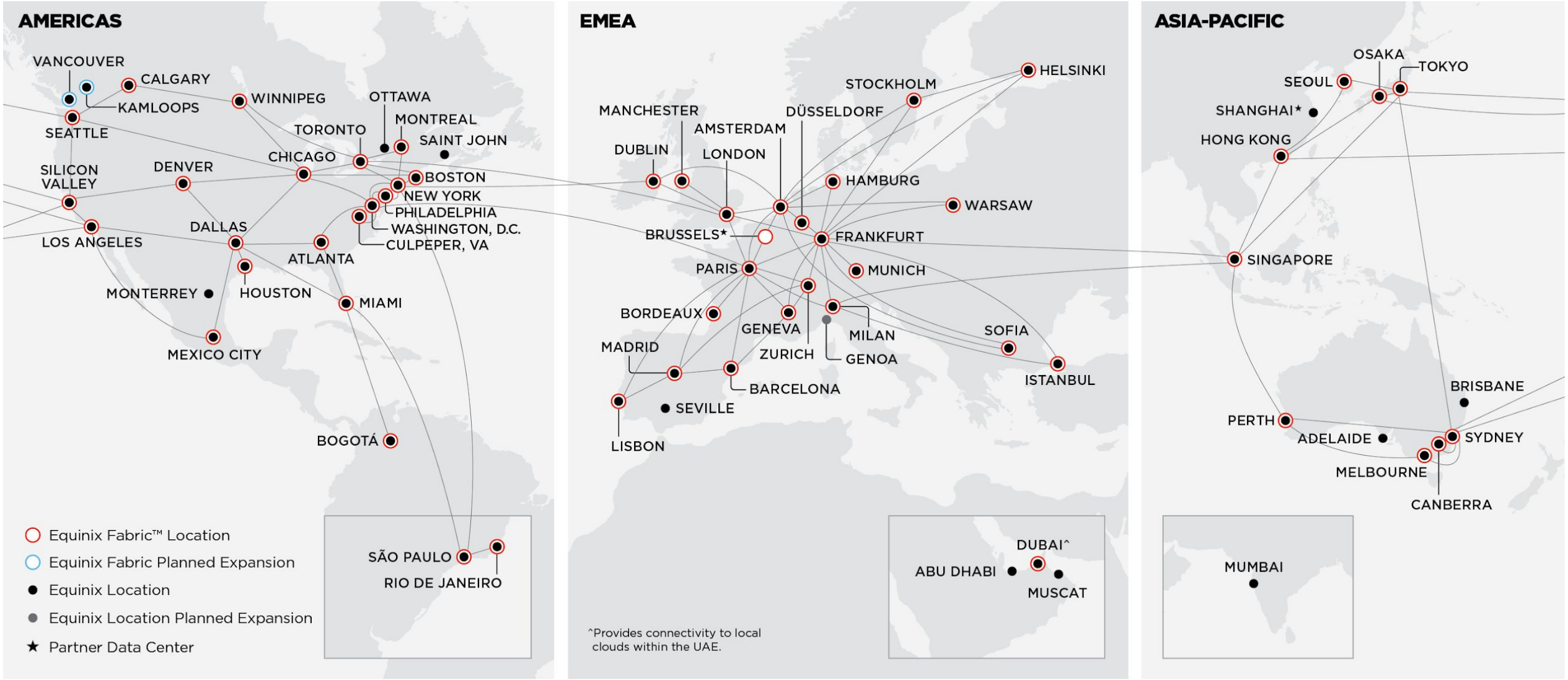

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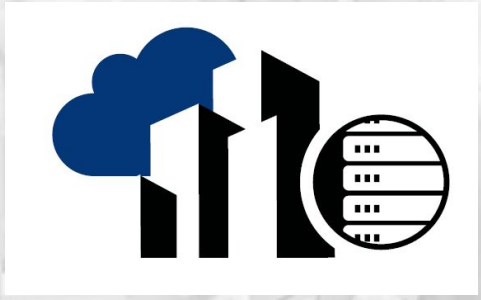

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