

## Executive Overview

World's #1 colocation service provider. Global footprint, carrier and cloud neutral, with 1,100+ carriers and 500+ Cloud Service Providers for your customers to choose from.

Services Sold:

- **Colocation** (space + power)
- Interconnection to carriers, cloud service providers, & business ecosystems
- Hybrid cloud and direct, private connection to all major public cloud service providers
- **“Smart Hands”** technical support
- **Equinix Professional Services**, including network and cloud architecture consulting

## Product & Service Offerings

- Colocation services on Platform Equinix, the global platform for digital business, safeguard mission-critical data with the highest levels of security and operational reliability.
- Interconnection solutions with Equinix Fabric™ to build essential connections to carriers and cloud, IT service and content provider partners.
- Edge deployment with Equinix Edge Services, Network Edge to scale to your customers with ease and flexible deployment options.
- Hybrid and multicloud solutions with direct, private connection to all major public cloud service providers.
- Infrastructure and data migration services.
- Smart Hands® technical support.
- Professional Services, including network and cloud architecture consulting.

## Sales Engineer Take On Best Fit

Equinix has a global footprint with 260+ interconnected data centers in 71 metros worldwide across 33 countries on 5 continents. In my view they rank at the very top of the colocation market, and to this point, have an enormous base of 10K+ customers. Their software defined interconnection (Equinix Fabric) dynamically connects partners, customers, and service providers. They focus on meeting clients ESG goals with their focus on energy efficiency, renewable energy procurement, and reducing carbon emissions.

- Peter Callowhill, Director of Engineering: Connectivity, Colo & Wireless

## Key Features & Differentiators

- **All The Right Places, Partners and Possibilities:** Optimizing for hybrid infrastructure with 462,000+ interconnections and strategically located network and cloud hubs.
- **Global Reach:** 260+ data centers, 6 continents, 34 countries and 73 markets.
- **Service Excellence:** Industry-leading uptime, product quality, operational excellence.
- **Powered by Renewables:** 96% renewable energy coverage achieved coverage as of 2022.
- **Network Service Provider Density:** With 2,000+ network carriers, you have freedom of choice in connectivity options across multiple global markets-including many of the world's Tier 1 carriers.
- **Cloud Service Provider Density:** Equinix offers the ability to directly connect to leading cloud services providers, bypassing the public internet to improve security, lower latency, enhance performance and decrease costs.
- **World's Leading Platform for Digital Infrastructure:** Investment in the Platform totaling USD 39B+ with a deliberate focus on multiplying value for customers, AI, and sustainable growth.

## Top Industries Served

- Other

## Ideal Customer Profile

- Has a global set of requirements.
- Has complex network needs that require a flexible and agile solution. The customer benefits from a wide range of carrier and cloud choices.
- Requires a hybrid or multi-cloud solution that offers enhanced security, higher performance, lower latency and access to the leading cloud providers.
- Would benefit from digitizing all lines of business through a digital, business-first ecosystem (e.g. financial exchanges, online advertising exchanges, cloud and SaaS providers).
- Has revenue-generating or mission-critical applications such that downtime is not an option.

## Qualifying & Technical Questions

1. Is your company planning a technology refresh of on-premise equipment? (Moving your data center off-site can reduce costs by leveraging virtual, cloud-adjacent infrastructure and switching? your spend from CAPEX to OPEX)
2. Are you planning to move your on-premise data center to another location? (Colocation can be a good option, saving money on capital expenditures and ongoing costs)
3. What is your disaster recovery (DR) strategy and do you know how off-site colocation can play a part in that? (Colocation provides robust backup for on-site outages)
4. Do you want flexibility of choice in network carrier selection? (Equinix has more carrier options than any other data center provider on the planet)
5. Is your company utilizing or planning to utilize more than one cloud provider? (With Equinix, you can have secure, direct and

private connections to multiple cloud providers (such as AWS, Azure, and Google) to operate as a hybrid or multicloud environment.)

6. Would a single node on your network providing access to multiple carriers and cloud providers be of value to your company? (With a single rack in an Equinix data center, you can access to more than 1,800 network and 2,900 cloud and IT service providers)

## Elevator Pitch

Equinix connects the world's leading businesses to their customers, employees and partners inside the most-interconnected data centers. With more than 260 IBX data centers located in 36 countries across 77 major metros. Our global interconnection platform rooted in colocation and digital services affords enterprises the ability to scale their digital business, keep pace with changing market dynamics, and find new growth opportunities. Our industry-leading reliability means we are a provider and host to more than 1,800 network and 3,000+ cloud and IT service providers. These include, among others, Amazon Web Services, Microsoft Azure, Google Cloud Platform, IBM Softlayer, Oracle Cloud, and VMware Cloud, to help our customers design the fastest, safest, lowest-latency routes, **globally**.

## Objections & Rebuttals

### Other providers are cheaper

Equinix pricing for colocation services may be higher than some competitors, but when you factor in the network and cloud cost savings possible with Equinix, the total cost of ownership is usually less with Equinix. In addition, our data centers boast an industry-leading track record of >99.9999%, keeping your business up and running to prevent costly outages.

### Equinix is not in the second-tier market that I think I need to be in

Equinix data centers are located in strategic global locations. These state-of-the-art facilities use a digital edge strategy that places data closest to users, clouds, and networks to optimize application performance and network connectivity.

### All Equinix sells is colocation. I also need bandwidth and cloud services.

As a neutral colocation provider, Equinix allows you to choose from a vast array of best-in-class network, cloud and IT service providers. With Equinix Cloud Exchange Fabric™ (ECX Fabric™), you can connect the largest ecosystem of service providers via software-defined interconnection. Through a single port, you can connect distributed infrastructure, optimize your cloud strategy, maximize application performance or plan for global expansion.

### I need 24/7 access to my hardware in case something goes down.

Equinix offers Smart Hands™ services to make it easy to keep your IT equipment up and running. Smart Hands services provide remote management, customer installations and equipment troubleshooting 24/7/365.