

# Sell more, make more and leave nothing on the table



EQUINIX

Let Equinix help you future-proof your sales pipeline using our global platform of sustainable, interconnected data centers.

Discover how you can increase deal sizes

## Future-proof your sales pipeline with Equinix



### DELIVER CONSISTENT SOLUTIONS

Build a reliable and sustainable digital infrastructure on a global data center platform.



### ACCELERATE GROWTH

Maximize potential quickly when customers expand into new markets.



### ENHANCE REVENUE

Expand demand for your offerings—delivered on Platform Equinix.



### PREFERRED CONTRACTING

Contract Equinix the way customers want, while retaining financial control of your relationship.

## Plug into the world's largest digital business ecosystem

### Deliver secure, high-performance infrastructure

Give your customers the advantage of data center reliability, scale and agility with Platform Equinix.

#### Deploy infrastructure where customers need it

- **Global coverage:** 260+ data centers in 71 metros across 33 countries
- **High reliability:** 99.999% average uptime record<sup>1</sup>
- **Sustainable:** 96% of Equinix data centers use 100% renewable energy

#### Effectively cater to diverse customer needs

- **Hybrid multicloud:** Leverage the benefits of on-prem and cloud-based services.
- **Data sovereignty and regulation:** Keep data in customers' required regions, ensuring privacy and compliance.
- **Future-proof infrastructure:** Efficiently scale future capacity for power-intensive workloads.
- **Speed to market:** Expand into new markets quickly and easily.
- **Decarbonize IT:** Move customers' data center Scope 1 and 2 emissions to Scope 3 using 100% renewable energy.

## Provide optimized connectivity

Enable private, scalable and low-latency networking across clouds.

#### Bolster customer success with secure interconnections

- **3,000+ cloud and IT service providers:** The largest platform of native cloud on-ramps.
- **2,000+ networks:** Access to pre-provisioned networks for speed and convenience.
- **10,000+ customers:** A collaborative ecosystem of digital supply chain providers and partners.

#### Power your customers' digital transformations

- **Improved app performance:** Create optimized network designs to reduce latency.
- **Secure connectivity:** Privately connect customers to a diverse ecosystem of providers.
- **Enhanced flexibility:** Retain preferred vendors to adapt infrastructure across solutions, on-premises or in the cloud.
- **Multicloud:** Get instant access to all major clouds for increased scalability.
- **Cost optimization:** Create distributed digital hubs to reduce costs.

## Want to grow deal sizes? Just ask one more question.

When an infrastructure deal comes through:

### ASK: Where is infrastructure going to be placed?

#### If going to an on-prem data center, dig a little deeper:

- Are your on-premises data centers running out of space?
- What are the space, power or security concerns in your current environment?
- Are you looking for ways your IT vendors can support your sustainable IT goals?

#### If going to an Equinix IBX® data center:

- You can add value and increase the deal size by solutioning Equinix along with infrastructure purchases. Plus, Equinix deals typically expand year-over-year with many customers preferring to contract Equinix on your paper—it's a win-win!

### ASK: What services are you going to connect your infrastructure to?

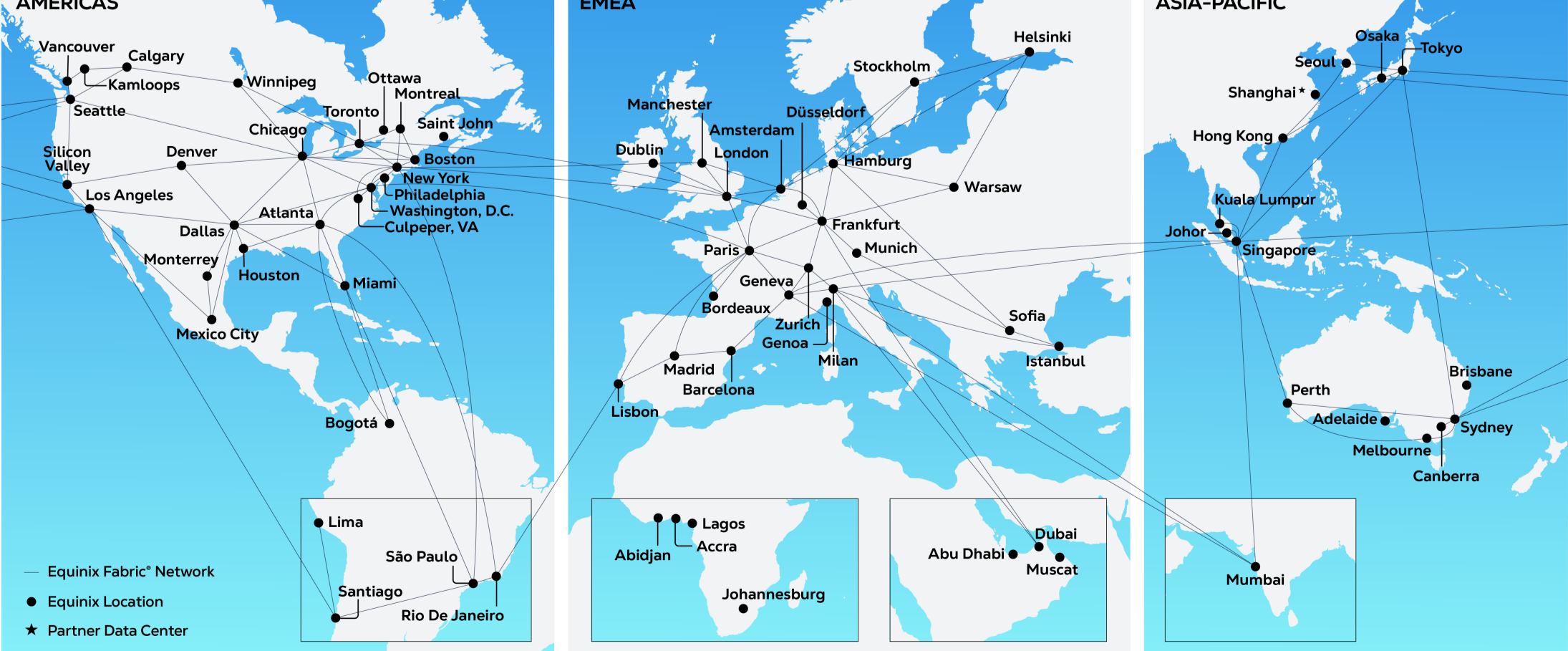
Chances are many of your customer's service providers and partners are in Equinix.

This allows you to directly connect customers' infrastructure to the clouds, networks and partners that matter most to them, helping to reduce costs, improve network performance and reduce latency.

Discover how you can increase deal sizes

## Grow your service and solution offerings on Platform Equinix

### EXPLORE OUR GLOBAL PRESENCE



<sup>1</sup> As measured from January 1–December 31, 2023, for IBX operations.