



EQUINIX

DIGITAL EDGE SOLUTION BRIEF

WHERE YOU CONNECT MATTERS

Take advantage of the digital edge to compete in today's digital economy.

Centralized IT was the right solution when infrastructure, networks and users all met in a single location. But as everything becomes more distributed, centralized infrastructures limit the ability of businesses to leverage new digital capabilities.

Overcoming the problem

To overcome these problems, organizations are re-architecting IT, placing infrastructure in locations where users, clouds, networks and digital ecosystems physically meet. In these locations, referred to as being at the digital edge, organizations privately connect to do business, analyze data and engage with customers, partners and other entities with a presence in these facilities.

Organizations can take advantage of new digital-based technologies while continuing to use on-premises resources to optimize growth and scalability for the future. This provides businesses with flexible migration options—they can move what they want to move when they want to move it.

Cloud providers such as Amazon, Microsoft and Google leverage the ecosystem and network density at the digital edge to rapidly grow and reach customers globally.

Proximity

Enterprises at the digital edge have discovered a level of performance that was not previously possible. Take private storage, for example. An organization can now store its data at the digital edge, with storage located privately “next to” rather than “in” public clouds. The data's proximity to public cloud services such as compute and analytics, combined with dedicated fiber connections, provides the lowest latency, best performance and highest level of security possible. Enterprises can benefit from the elasticity of public cloud services while maintaining complete control of their most valuable asset, their data.

Consistency

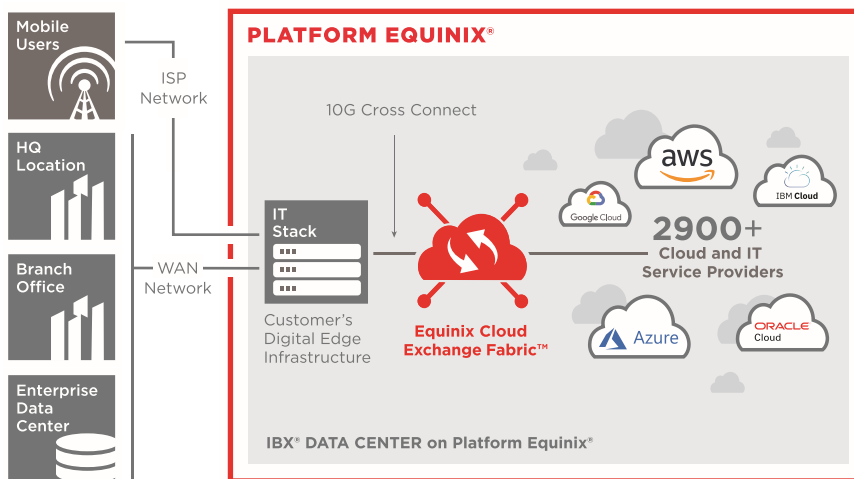
As organizations migrate applications and workloads to public clouds, they need to deliver consistent performance, availability, security and compliance across this new distributed architecture.

Deploying security infrastructure at the digital edge helps enterprises provide the best user experience while maintaining complete control over their IT environment. This digital edge infrastructure is woven into Equinix Cloud Exchange Fabric™ (ECX Fabric™) which directly, securely and dynamically connects distributed infrastructure and digital ecosystems globally on Platform Equinix®. This allows enterprises to orchestrate control of traffic and security across all IT platforms and meet the needs of a distributed workforce.

Choice

As users become more globally dispersed and enterprises require new services, providers and platforms, Platform Equinix provides companies the flexibility and choice they need to securely grow and innovate in today's digital economy. ECX Fabric provides direct access to industry-leading cloud service providers, including Amazon Web Services (AWS), Microsoft Azure and Google Cloud Platform (GCP). This enables enterprises to change the mix of public and private cloud resources to match their workload requirements and evolving business needs—for example, using GCP for analytics, Azure for cloud bursting and AWS for disaster recovery.

Platform Equinix has become a single global platform where you can reach everywhere, interconnect everyone and integrate everything.



Hybrid Multicloud Enterprise Use Cases

Data analytics

Enable high-performance data analytics with the flexible compute and evolving services of public clouds.

Data compliance

Ensure compliance with data privacy requirements and data sovereignty laws when incorporating public clouds into IT platform designs.

Disaster recovery

Deploy flexible disaster recovery models by leveraging multiple clouds and the unparalleled global reach of Platform Equinix.

Distributed apps

Let app performance determine which public cloud is utilized.

Distributed compute

Locate data at the edge of many public clouds to maximize flexible compute options.

Distributed data

Place data close to users, clouds, networks and other digital ecosystems for top performance that drives innovation.

Distributed security

Deploy security and control infrastructure in strategic control points located at the digital edge.



Schedule a digital transformation meeting today with your Equinix representative.



The global interconnection platform for a cloud-first world

Equinix connects the world's leading businesses to their customers, employees and partners inside the most-interconnected data centers. On this global platform for digital business, companies come together across more than 50 markets on five continents to reach everywhere, interconnect everyone and integrate everything they need to create their digital futures.

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