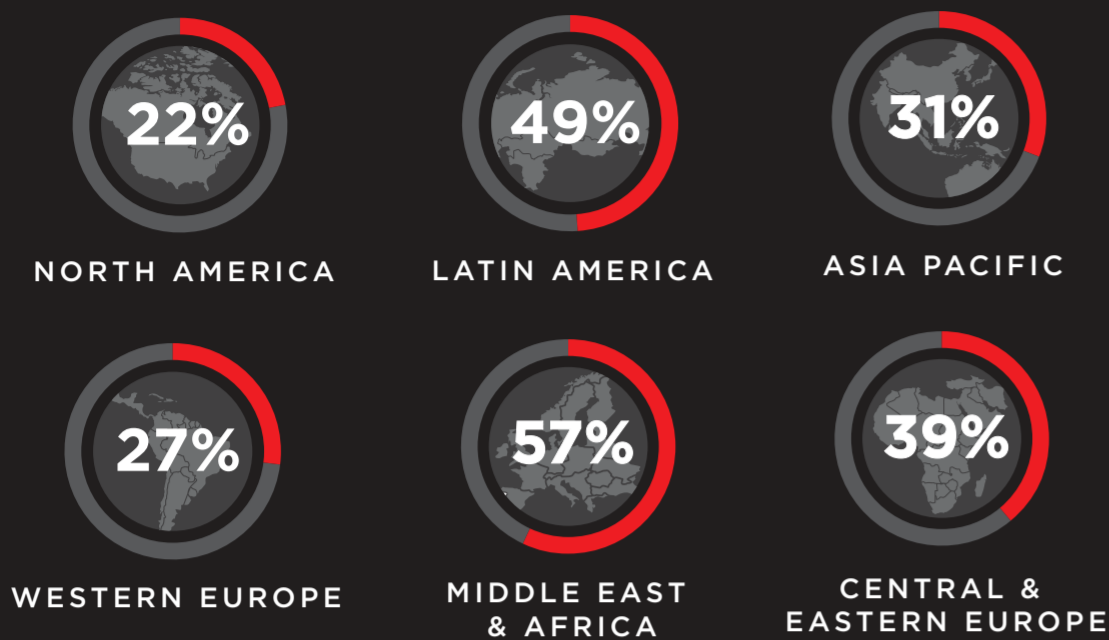


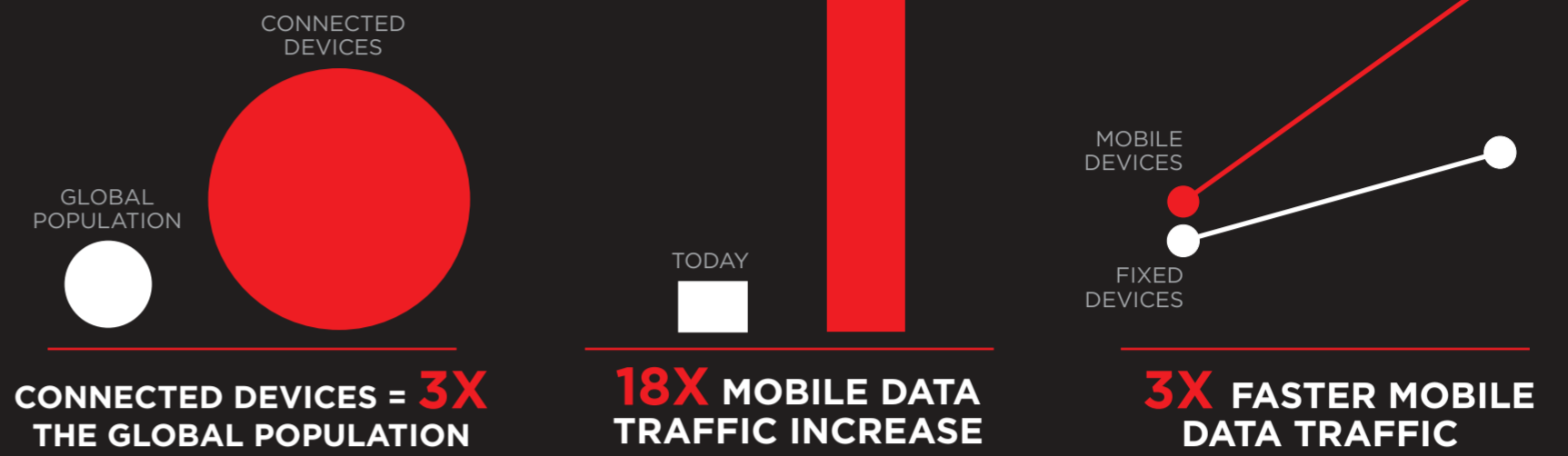
THE CENTER OF PERFORMANCE

Changes in where traffic originates and how much data is generated will soon have profound effects on Internet latency and end-user quality of experience. To remain competitive, organizations must host applications to ensure optimal performance.

ANTICIPATED REGIONAL IP TRAFFIC GROWTH RATES

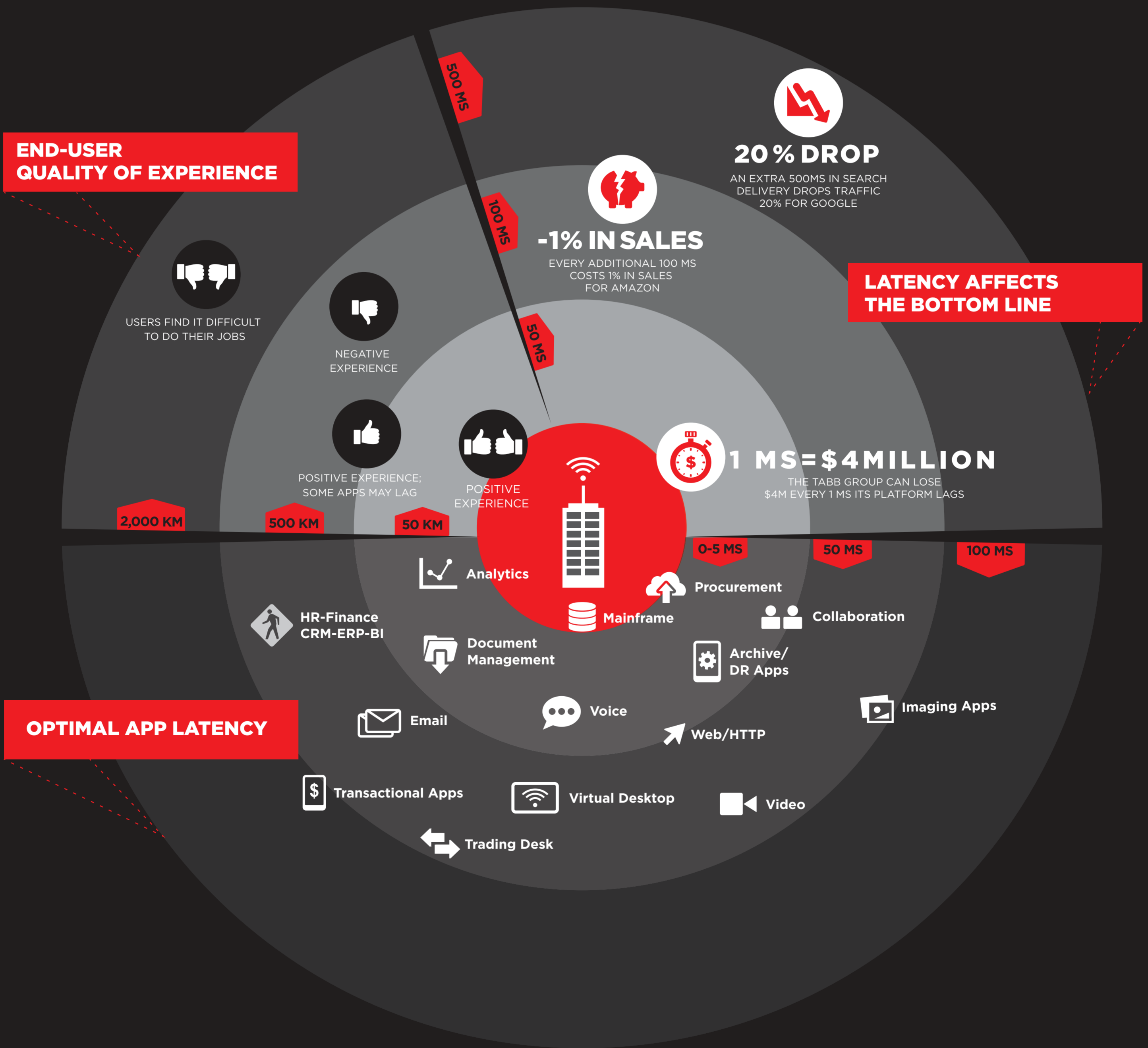


IN 2016



WHY LATENCY MATTERS

As app performance decreases, so does productivity, brand image, market share, user and customer satisfaction, and revenue.



IT ALL BEGINS WITH THE DATA CENTER

Customer satisfaction and employee productivity depend on application performance. To support both, CIOs must deploy infrastructure that provides:

- A consistent “headquarters-like” experience for all end-users
- Scalability and global enablement
- Access to enterprise applications and data on any device—anytime, anywhere
- Access to a variety of networks



EQUINIX

ASSESS YOUR CURRENT NEEDS WITH OUR APPLICATION PERFORMANCE CHECKLIST >>