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## How interconnectivity drives more revenue for Equinix partners

Go-to-market strategies are quickly evolving alongside the digital transformation occurring in the economic and technical landscape. Equinix sees an opportunity in this shift. We understand that making it easier to do business with us and creating profitable partnerships are at the root of sustained growth. That's why, in 2017, we are simplifying partner programs, re-aligning our business goals with partner routes-to-market and finding new ways to leverage our ecosystem to drive more joint revenue with our partner community.

### **New program additions—50,000' view**

Our program changes are geared for your growth. Whether you are a trusted advisor working alongside an Equinix field sales rep to meet the colocation requirements of your customer, lining up real estate options for a client or offering complete IT solutions that incorporate Platform Equinix™, the new additions will simplify our engagement.

High-level changes:

- Providing consistent, easy-to-understand, global pricing structures so you can find your “best fit” within the programs offered
- Reducing the number of discount/commission tiers
- Streamlining requirements and benefit eligibility by program level
- Improving order processing to make it easier and more efficient for you to partner with Equinix

### **Equinix interconnect story**

2017 is not just about making our partner programs simpler so that it is easier to do business together; it's also about evolving beyond just “space and power” colocation opportunities to exceed customer expectations.

Equinix International Business Exchange™ (IBX®) data centers provide access to vital ecosystems where virtually every network provider (including every Tier 1 provider), all major cloud service providers, enterprises and business partners interconnect to each other and to more than 1,400+ available networks. This dynamic interconnection sets customers up for success beyond just space and power.

When a new customer enters an Equinix IBX, they can participate in the abundant advantages of our ecosystem including:

- Access to countless collocated network providers offering competitive pricing options for connectivity
- Reliable, secure, high-speed, cost-effective direct connections that simplify private to public cloud

hand-offs

- Opportunities for multi-vendor solution offerings across multiple networks, cloud ecosystems, enterprise customers and managed service providers

### **The partner-profit ecosystem**

As a partner, your revenue potential becomes virtually unlimited when you can offer your customers colocation services together with solutions for cloud, network, disaster recovery, business continuity, back-up, hybrid storage, security and more. Our interconnected ecosystem leverages a multitude of solution-based opportunities to increase revenue by partnering with our colocated network and cloud providers, as well as other specialized players. This environment can become especially profitable for partners looking for additional ways to serve their customers.

### **It's not just about colo anymore—it's about solutions**

If you're accustomed to thinking about Equinix as only a space and power facility, that's understandable. Power and space are still at the core of our business, but our global network of highly secure data centers with six 9's of reliability (>99.9999%) is not our only differentiator.

Digital transformation is pushing partners toward delivering more solution-based offerings, and our interconnected ecosystem is an ideal launch pad for partners who understand this story. We want to work with you to develop dedicated or hybrid solutions to transform your company into one that is ready for digital opportunity and growth. We can do this together by working with our anchor cloud and technology alliance partners to employ a transitional strategy with a transformational impact—like our Performance Hub™ and Data Hub™ solutions.

### **New: Equinix “Partner Account Management (PAM) Team”**

In 2017, our Partner Account Management Team will be even more focused on helping you develop solutions that solve digital transformation pain points. Think cloud adoption, security, disaster recovery and more.

Together we will help committed partners:

- Evaluate and align business goals
- Analyze the needs of your customers
- Conceptualize and design end-to-end solutions
- Ensure solutions align with your goals based on customer needs
- Design solutions that can be easily replicated across other customers
- Leverage the Equinix interconnected ecosystem
- Assist with activation, onboarding and go-to-market strategies

In doing so, we hope to foster true partnerships with our customized approach. Through engagement with our teams, our goal is to help partners leverage our interconnected ecosystem to benefit more of their customers. In the end, it's about the mutual value inherent in our partnerships. And that's why we're investing our resources, so together we will reap the benefits from the opportunities we collectively create.

