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HYBRID IT: WHY CLOUD ADJACENCY MATTERS

EQUINIX WHITE PAPER



Enterprise Needs Drive IT Change	3
Challenges for Hybrid Deployment	4
A New Approach to Hybrid Cloud	5
Making Hybrid Real	6

Businesses need to move fast to react to changing environments and maintain their competitive edge. Increasingly, IT is being asked to become more agile, while at the same time being pressured by the CFO to reduce capital expenditures. How can organizations do both? Developing a hybrid cloud strategy can go a long way toward meeting those goals, but there are barriers to hybrid architecture to overcome.

Enterprise Needs Drive IT Change

As enterprises become more reliant on data-driven decision-making, the number of applications and the amount of data an organization consumes continue to spiral upward. As IT focuses on meeting demands from business units, management is also looking at ways to increase efficiency and reduce expenditures. Legacy IT has left enterprises with multiple data centers, often requiring redundant staffing and expenditures just to keep the lights on compared to a single, consolidated data center. Business executives look at the growth of everything-as-a-service and challenge their IT teams to find ways of moving from a Capex to an Opex model to better predict IT expenditures and preserve capital.

At the same time, the increasing mobility of end users located in dispersed branch offices puts pressure on IT performance. If data centers are consolidated, what will be the latency impact for users scattered around the globe, and what kind of performance can employees, customers and partners expect when connectivity can't be controlled?

As IT seeks to meet these demands, every decision it makes on new technologies and approaches must also be made with security and privacy considerations, ensuring that governance and regulatory challenges are met; that data and users are protected and that the business is protected from phishing and ransomware—attacks that can impact the bottom line as well as goodwill. One approach to solve all these problems is to adopt a hybrid cloud strategy that embraces both private on-premises and cloud-based infrastructure.



Challenges for Hybrid Deployment

The hybrid cloud market is set to explode, with some analysts projecting growth from \$44B in 2018 to nearly \$100B in 2023.¹ The potential benefits are myriad: seamlessly move workloads between on-premises infrastructure and one or more cloud providers; choose different public cloud providers for different workloads based on how well their attributes match those of the application and to avoid vendor lock-in; and integrate a broad range of SaaS providers into a fabric that simplifies access for every application—SaaS, hosted or on-premises—for every user worldwide.

Unfortunately, this ideal hybrid cloud environment has been difficult to achieve, at best. Legacy applications may not be cloud ready, regulatory and governance issues can dictate where data resides, WAN latency can lead to inconsistent performance, and businesses fear cloud vendor lock-in.



Until now, there hasn't been a single platform that could easily consolidate data centers to support cloud-adjacent workloads. These workloads are enabled with high-bandwidth, low-latency connectivity to one or more cloud providers to facilitate rapid and painless migration to cloud, or to clouds and back, if more capacity is needed or business demands change. There has not been a single platform that offered the type of interconnections between multiple cloud providers that would enable across the board code modernization that will foster a new generation of cloud-native applications in a multicloud environment. Nor has one platform offered the ability to connect multiple clouds and on-premises infrastructure to services like Salesforce, Office 365, ServiceNow, Box, Workday and the increasing numbers of new SaaS offerings that have become deeply integrated into enterprise IT.

In short, there has been no “easy” button to deploy hybrid solutions. Until now.

¹ “Hybrid Cloud Market – Global Forecast to 2023,” Markets and Markets, August 2018.

A New Approach to Hybrid Cloud

Now, enterprises of all sizes can find a smoother path to the cloud, thanks to Equinix, the global leader in interconnection. With Equinix IBX and Equinix Cloud Exchange Fabric™ (ECX Fabric™), there is now a built-for-scale platform that solves these challenges by providing an ecosystem with high-speed, low-latency connections to major cloud providers that helps businesses achieve many of their strategic technology goals. ECX Fabric directly, securely and dynamically connects distributed infrastructure and digital ecosystems globally on Platform Equinix® via software-defined interconnection. It simply speeds hybrid cloud for every user.

This flexible, on-demand global interconnection solution lets an organization move everything from development to tier one ERP workloads, and from Capex to Opex, enabling pay-as-you-use access to optimized workloads that cost-effectively align business and technology needs. A rich digital ecosystem lets enterprises discover and connect to other ECX Fabric users, including supply chains, networks and IT service providers—regardless of which cloud you or they are on—through a simple portal. What does this mean for the enterprise? Benefits include:

- Increased agility to deploy, connect and scale resources to either cloud or on-premises infrastructure.
- Enhanced security enabled by privately connecting to your hybrid environment, bypassing the public internet entirely.
- Deep global integration with AWS and VMware (26 Direct Connect locations), Oracle (8 Oracle Cloud Infrastructure FastConnect locations), Google (18 Interconnect locations), and Microsoft (23 Azure ExpressRoute locations) offering sub-millisecond round-trip latency for enhanced performance.
- Connectivity to all clouds, SaaS, and service providers to enhance multicloud performance.

ECX Fabric makes distance immaterial. For example, a Silicon Valley-based Equinix customer can access financial services from a New York- or London-based financial services ecosystem partner as if they were both in the same facility. Thanks to ECX Fabric, enterprises can choose clouds in their needed geography without worrying about performance impacts.

The bottom-line benefits of using an optimized hybrid cloud deployment with Equinix are clear: Achieve enterprise IT cost reduction goals, accelerate Capex to Opex conversion, leverage the cloud without required legacy infrastructure upgrades—all while enabling modernization that supports a new hybrid environment to meet changing business demands with ease.

MAKING HYBRID REAL

Equinix provides a rich platform and industry-leading ecosystems for every enterprise, no matter where it is on its hybrid cloud journey. Whether your business wants to leverage ECX Fabric to become multicloud-enabled, or just wants the best possible performance for any cloud service provider, it's all there for you. By enabling cloud adjacency for both legacy and virtualized workloads, Equinix is uniquely positioned to help your enterprise drive down TCO while enhancing performance, security and user experience, and eliminating vendor lock-in.

To find out how to get your business on the optimized path to hybrid cloud, visit www.equinix.com.



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About Equinix

Equinix, Inc. (Nasdaq: EQIX) connects the world's leading businesses to their customers, employees and partners inside the most-interconnected data centers. In 52 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud

strategies. In a digital economy where enterprise business models are increasingly interdependent, interconnection is essential to success. Equinix operates the only global interconnection platform, sparking new opportunities that are only possible when companies come together.