

COLOCATION FOR DISASTER RECOVERY & BUSINESS CONTINUITY SOLUTIONS

Outsourcing your customers' Disaster Recovery and Business Continuity solution to a Equinix facility means they will realize cost efficiencies because their capital and operational costs will be reduced.

CHALLENGE

Faced with increased pressure from government regulations and the growing threat of security breaches and data loss, your customers come to you for a complete Disaster Recovery and Business Continuity solution. As an experienced solution provider, you thoroughly assess their needs before making a recommendation, weighing their options based on individual requirements. You then determine exactly what solution needs to be deployed – but have you thought about where this solution will reside?

SOLUTION

The right Disaster Recovery and Business Continuity solution is the equivalent to health insurance for your customers' data – just consider all the costs, benefits and risks involved. Even the smallest glitch or service interruption could cause data to be unavailable or lost, and incur huge expenses to your customers. To avoid potential problems, they need decentralized and distributed data storage, reliable backup, proactive monitoring, and fast-response rerouting to alternate locations. Only a solid infrastructure can accommodate all that.

In fact, no Disaster Recovery and Business Continuity solution can be complete without the proper environment to host it, and if you don't give your customers a recommendation, the competition might. By bringing Equinix's world-class neutral collocation infrastructure as part of your recommended solution, you'll not only score points with your customers for going the extra mile, but also beat competitors to the chase. It's a win-win situation!

RESULTS

Equinix offers expert technical support, full equipment redundancy, monitored security and fast-response disaster preparedness. In case of power outages and other unforeseen events, your customers' data can be automatically rerouted to another Equinix location outside the affected area to ensure service continuity. In addition, outsourcing your customers' Disaster Recovery and Business Continuity solution to a Equinix facility means they will realize cost efficiencies because their capital and operational costs will be reduced.

Your customers can benefit from an expert collocation provider like Equinix. You can also benefit by earning a residual compensation for every dollar of Equinix revenue your customers bill with us.

HELPING YOU STAY AHEAD

Equinix delivers comprehensive collocation, interconnection and peering solutions in a neutral marketplace built for your business. Additionally, our bundled solutions combine rack space, power, and other products at one price for easy ordering. We give clients access to more markets than any other service provider, and more networks for bandwidth abundance and network redundancy.

Let us bring you the products and services, stability, security, and know-how you require to be successful in today's challenging business environment.

CONTACT US

Talk to an Equinix representative to find out how your business can benefit from our experienced people and industry-leading resources. Contact us today at 888.892.0607 (USA or Canada) or 1.650.513.7600 (outside USA or Canada), or visit www.Equinix.com.

