

COLOCATION FOR STORAGE SOLUTIONS

Customers receive peace of mind knowing they can count on our secure infrastructure that provides redundancy with backup space, power and connectivity. Equinix already has Disaster Recovery capabilities in place to safeguard customers' data in case of power outages and other unforeseen events.

CHALLENGE

Having to manage increasingly larger amounts of data and to meet strict government regulations, your customers come to you for a tailored storage solution. As an experienced solution provider, you thoroughly assess their needs before making a recommendation, comparing tapes and disc drives, weighing costs vs. benefits, advantages vs. risks. You then determine exactly what solution needs to be deployed – but have you thought about where this solution will reside?

SOLUTION

You know that your customers' data will need to be safely stored and readily accessible, and that the solution will need to be easily scalable. A key factor is whether your customers should build the environment needed to host your recommended storage solution, or outsource it. Building involves major expenses and risks – how much space is needed to store their massive amounts of data? How much space can they actually afford? What happens if five years from now their data grows exponentially?

Faced with these questions, more and more companies opt for outsourcing in order to minimize capital investments and maximize flexibility. And when outsourcing, finding the right environment to support the solution is as key as the solution itself. This critical detail is often overlooked by service providers and leaves room for their competitors to jump in and save the day. Don't let that happen to you! Be proactive and have that component included in your planning – add Equinix's world-class neutral colocation infrastructure as part of your recommended solution.

RESULTS

When outsourcing to Equinix, your customers will immediately realize cost efficiencies because their capital and operational costs will be reduced. Equinix is in more markets than any other colocation and interconnection provider, ensuring customers will be close to their equipment. In addition, customers receive peace of mind knowing they can count on our secure infrastructure that provides redundancy with backup space, power and connectivity. Equinix already has Disaster Recovery capabilities in place to safeguard customers' data in case of power outages and other unforeseen events.

Your customers can benefit from an expert colocation 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 colocation, 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.

