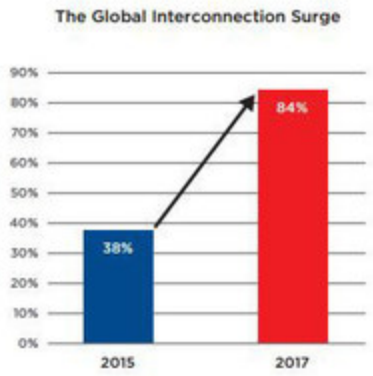
October 21, 2015

Equinix quantifies the full business impact of Interconnection

Interconnected enterprises on trajectory to double globally by 2017 from 38% to 84%

REDWOOD CITY, Calif., Oct. 21, 2015 /PRNewswire/ -- Equinix recently announced findings of the Enterprise of the Future report, providing significant insights into what 1,000 IT decision-makers consider their strategic business and IT priorities, and how they are addressing them. In particular, our survey showed a steep trajectory in interconnection deployments (doubling from 38% to 84% by 2017) as more enterprises worldwide look to interconnection to realize their most pressing corporate opportunities.



The number of interconnected enterprises will double globally by 2017.

Interconnection provides direct and secure, physical or virtual connection between a company and its partners, customer and employees. The interconnection surge that will take place over the next 24 months will bring about a great transformation in the way global enterprises connect, communicate and collaborate with customers, partners and employees. But interestingly, our research showed that "non-interconnected" enterprises' expectations for the business impact of this shift may be much too low.

The survey respondents were asked to rank the importance of several business challenges/opportunities as they relate to either having deployed interconnection ("the interconnected enterprises") or exploring interconnection in the future ("the non-interconnected enterprises"). The chart below shows the differences between the interconnected versus non-interconnected enterprises' perceptions of the importance of these various business challenges/opportunities as they relate to interconnection.

Across every single challenge or opportunity, companies who have not yet deployed interconnection solutions have much lower expectations for the strategic role interconnection

can play in achieving their highest priority business goals. Whereas, the interconnected enterprises that are already experiencing the benefits of interconnection firsthand have higher expectations of interconnection, based on the significant value they have seen to date. The gap between the way interconnected enterprises see the world versus non-interconnected enterprises highlights the true value of interconnection.

When it comes to interconnection, following are three key areas where interconnected enterprises perceive interconnection to be more important than non-interconnected enterprises:

- **Reduces Risks, Improves Security and Minimizes Exposure**
  21% more interconnected enterprises see the critical role direct and secure interconnection plays in securing valuable corporate assets, including reputation.
- **Delivers a More Positive Experience to the User**
  16% more interconnected enterprises realize that flexible and agile interconnection is making them more responsive to changing user requirements and business/technology trends.
- **Increase Application Performance**
  11% more interconnected enterprises see how proximate interconnection enables them to deliver real-time performance, regardless of workload and for less cost.

To continue reading the full blog post, click here: https://blog.equinix.com/2015/10/the-enterprise-of-the-future-realizing-the-full-business-impact-of-interconnection/

Additional Resources

- Download the complete Enterprise of the Future report [webpage]
- Unleashing the Interconnected Enterprise [infographic]
- The Total Economic Impact of Equinix Interconnection Solutions, Forrester Research [analyst report]
- Interconnection 101, 451 Research [analyst report]

About Equinix

Equinix, Inc. (Nasdaq: EQIX), connects more than 4,500 companies directly to their customers and partners inside the world's most networked data centers. Today, businesses leverage the Equinix interconnection platform in 32 strategic markets across the Americas, EMEA and Asia-Pacific. www.equinix.com.

Forward Looking Statements

This press release contains forward-looking statements that involve risks and uncertainties. Actual results may differ materially from expectations discussed in such forward-looking statements. Factors that might cause such differences include, but are not limited to, the challenges of acquiring, operating and constructing IBX centers and developing, deploying and delivering Equinix services; unanticipated costs or difficulties relating to the integration of companies we have acquired or will acquire into Equinix; a failure to receive significant revenue from customers in recently built out or acquired data centers; failure to complete any financing arrangements contemplated from time to time; competition from existing and new competitors; the ability to generate sufficient cash flow or otherwise obtain funds to repay new or outstanding indebtedness; the loss or decline in business from our key customers; and other risks described from time to time in Equinix's filings with the Securities and Exchange Commission. In particular, see Equinix's recent quarterly and annual reports

filed with the Securities and Exchange Commission, copies of which are available upon request from Equinix. Equinix does not assume any obligation to update the forward-looking information contained in this press release.

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