

PRODUCTS & SERVICES EQUINIX MARKETPLACE

Now buyers and sellers can unleash the power of Platform Equinix™

The Equinix Marketplace™ is a unique, members-only community where network, cloud, SaaS, managed service providers and enterprise customers alike can leverage direct connections and find great opportunities in one of the world's greatest business-to-business ecosystems—Platform Equinix™. The Marketplace offers free value-added business tools (powerful analytics, downloadable reports, highly efficient communication methods) that empower buyers and sellers to accelerate the sales process within a true win-win environment.

Just look what's possible:

IF YOU'RE AN ENTERPRISE BUYER YOU CAN

Discover the most cost-effective model for deploying your applications and other IT initiatives. Your network costs are reduced dramatically because you can find partners in proximity easily.

Find the right providers to enable agile execution and unlimited computing power.

Discover the most strategic colocation opportunities to grow your business.

Contact the right people quickly to establish services and reduce time to market for new partner integration.

IF YOU'RE A SERVICE PROVIDER SELLER YOU CAN

Offer your entire complement of services instantly to a motivated group of ready-to-buy customers within your operational regions. More than 9,500 at last count!

Customize your storefront to drive demand generation and promote services in search results.

Differentiate your service offerings and showcase industry solutions for customers.

Get highly qualified leads to grow your business all delivered to your email.

Customers/ Partners	Network Service & Cloud Service Providers	Financial Services	Content & Digital Media	Enterprise Services	Storefronts in Marketplace
Global	2264+ (NSP) 3221+ (CSP)	1510	1035	3128	9814
Americas	868+ (NSP) 1291+ (CSP)	842	462	1596	4507
Asia-Pacific	358+ (NSP) 617+ (CSP)	200	205	545	1641
EMEA	1023+ (NSP) 1277+ (CSP)	441	347	948	3543

Business opportunities delivered to your door

Marketplace Matchmaker apps scour the Platform Equinix ecosystem to find the best opportunities for your company, whether you're a buyer or a seller. No need to spend hours or days looking for that perfect connection.

In one single dashboard you can view:

- The total number of existing business relationships (interconnections) for any given business in Platform Equinix
- The total number of metros where a company could colocate (based on existing relationships)
- Potential interconnection opportunities where shared locations (but no cross connects) exist
- The total number of interconnection opportunities a company has with existing customers in a metro location

Powerful features

Accounts—member and guests, includes self-registration and trial accounts

Storefront editing—add events, promotions and solution briefs. Share apps, update service offerings, qualify for badges and manage team contacts

Search and connect—filter by location, service, industry and favorites. Save your search results and, if an enterprise member, contact service providers

Service provider reports—download customized reports to make informed decisions regarding locations, customers, interconnectivity and more

Direct connect badges—featured cloud and network service providers are highlighted

Map app—identify potential markets, hub connections and latency rings

Matchmaker app—for large providers to identify interconnection and colocation opportunities for existing customers with cross connection relationships

Matchmaker Simulator—work with your Equinix representative to identify colocation opportunities and find buyers in targeted metro locations

Ecosystem Visualizer—work with your Equinix representative to view customer ecosystems for any Equinix metro location

MEMBER FUN FACTS

11,000+ searches/month

4,300+ direct leads sent

900+ reports generated/month

100% of Americas and Asia-Pacific networks

Isn't it time you unleashed the power of the Equinix ecosystem and accelerated your business? Become a member of the Marketplace by registering on <https://marketplace.equinix.com/> today!

Or schedule a demo with one of our Equinix Marketplace representatives via email (MarketplaceDemo@Equinix.com). We guarantee you'll be impressed!



Join the Equinix Marketplace to Help Grow Your Business