



# GLOBAL COLLABORATION REQUIRES DIGITAL TRANSFORMATION

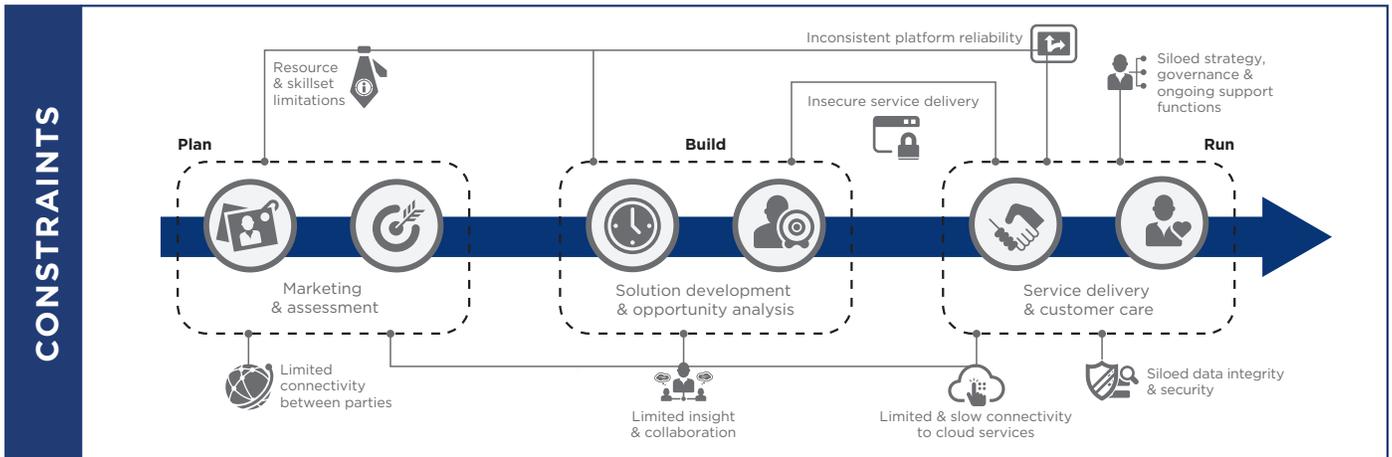
Tightening margins and a stronger focus on business outcomes are forcing professional services organizations to collaborate and incorporate analytics and other digital strategies to create more effective end-to-end solutions.

## Industry trends

Increasing costs and demands for complete solutions are forcing professional services providers to partner with each other and cloud service providers (CSPs) to deliver complex solutions and services based on a subscription payment model, rather than a time-based model. Key industry trends include:

- Professional services organizations are collaborating to extend global reach and deliver more end-to-end solutions to help customers accelerate technology adoption or achieve specific business outcomes
- Firms are partnering with CSPs to develop new services and solutions, especially for enterprise cloud migration
- Real-time analytics are increasingly important for immediate business insights
- Enterprises expect usage-based professional services delivery models

The digital transformation market for professional services is expected to grow to \$189 billion by 2019<sup>1</sup>.



Lack of information integration across the plan, build and run business processes is creating the following business and technology constraints:

### Business constraints

- Limited geographic reach slows business and sales growth
- Lack of real-time collaboration with customers, business partners and cloud service providers causes slow time-to-market of solutions and services
- Stringent data security and privacy requirements delay solutions and services time-to-market and increase risk
- Increasing requirements to offer solutions and services from multiple sources on a usage-based model can't be met with existing models

### Technology constraints

- Backhauling data to a central location for processing and analysis prevents real-time insights
- Cloud service access over slow internet and other long-distance connections lowers customer satisfaction
- Integrating new technologies (social, mobile, cloud) into legacy IT infrastructures is costly and complex
- IT infrastructures in limited global data center locations slow service delivery and support

### Conclusion:

Professional services organizations need more real-time global collaboration, data integration and insights to deliver complete solutions.

### Conclusion:

Professional services' IT architectures need to be transformed to achieve real-time cloud access, data analytics and global customer support.

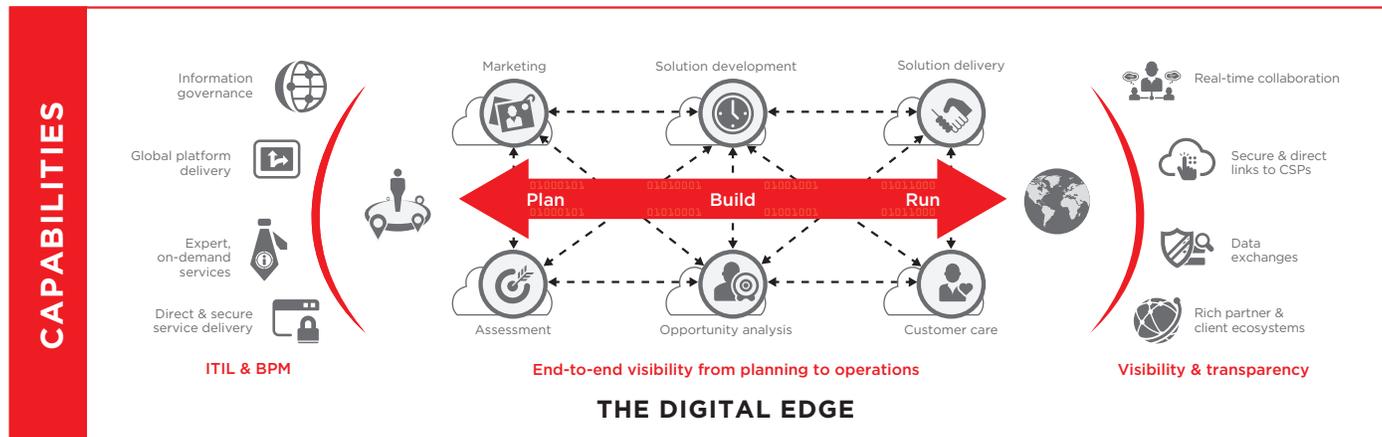


EQUINIX

WHERE OPPORTUNITY CONNECTS

1. IDC, "Worldwide Digital Transformation Professional Services Forecast, 2015–2019," 2016.

Constraints become capabilities when infrastructures shift from being siloed and fixed to integrated and dynamic.



Business and technology need to change. To expedite this transformation and meet the growing digital demands, professional services companies must re-architect their IT infrastructures. This re-architecture creates capabilities that were previously not possible to achieve.

**Business-enabled**

- Global access to services and solutions closer to customers increases growth
- Enhanced collaboration with partners and CSPs enables value-added solutions and customer satisfaction
- Local placement of security services supports safe customer and partner data and system access
- Flexible access to cloud-based solutions and usage-based billing practices simplifies outsourced solution and service delivery

**Technology-enabled**

- Localized data processing and analytics yield real-time operational and customer insights
- Direct interconnections between partners, clouds and customers accelerate end-to-end solution delivery
- Integration of new technology on a vendor-neutral interconnection platform reduces complexity and cost
- Strategically placing IT in proximity to customers increases performance and enhances customer satisfaction

The digital edge is where to localize delivery of cloud-supported services to your customers, employees and partners.

**How interconnection and Equinix accelerate digital business and technology transformation**

- **Shorten the distance** between your applications and data, customers, employees and partners
- **Localize traffic and services** across all the locations and markets you need to reach and regionalize services globally
- **Integrate and deliver via ecosystem exchanges**, leveraging multiple clouds and SaaS providers to increase your rate of change while interconnecting with digital partners
- **Locate data and analytics closer to users** for improved response times and distributed scale, reducing the amount of data traversing networks

**The Equinix ecosystem advantage**

Equinix is where professional services firms, partners and customers come together and leverage an Interconnection Oriented Architecture™ (IOA™) that enables them to harness the power of direct and secure interconnection. The Equinix professional services ecosystem consists of more than 348 companies worldwide, 1,400+ networks, 2,500+ cloud and IT service providers and more than 8,000 global businesses.



The Equinix professional services ecosystem has experienced 12% year-over-year growth



Four of the top 10 professional services companies use Equinix as their global interconnection provider of choice

**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 40 markets across five continents, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies.

**Architect your digital edge on Platform Equinix™**

Professional services companies need to re-architect their IT infrastructures on a platform that supports dynamic bandwidth and connectivity to enable the analytics and control needed to provide planning and operations services. They need to put interconnection first in their digital IT transformation strategies. A sure path to that goal is to harness the power of an IOA on Platform Equinix.



Plan your digital platform with the **IOA Knowledge Base**, an open repository of blueprints and design patterns based on the best practices of market leaders across more than 600 production implementations. The IOA Knowledge Base has codified solutions to business and technology constraints. Visit [Equinix.com/ioa](http://Equinix.com/ioa) to learn more and see how your infrastructure can transform to meet the needs of your business.

# Packet Fusion

**Ellen Pensky**

*ellen@bumblebeemarketing.net*



Connecting the Dots to the Cloud