



AUTOMATION AND SELF-SERVICE ARE DRIVING INNOVATION

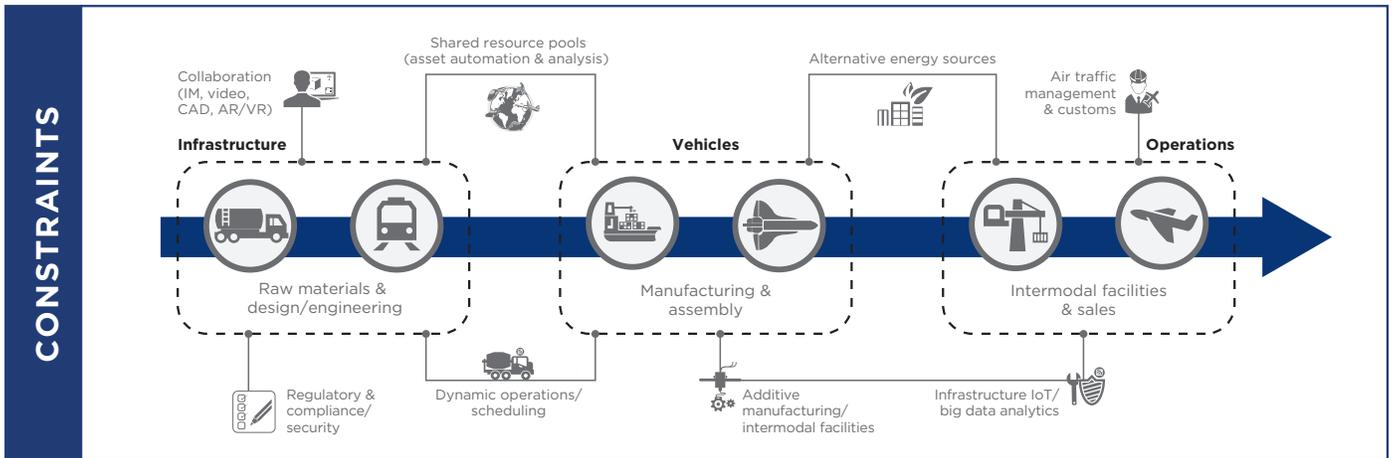
Transportation equipment companies need to increase vehicle ROI, reduce TCO and risk, and automate customer sales/service to compete in a market that has become part of the “sharing economy.”

Industry trends

From personal taxi services to municipalities leasing out underutilized equipment, a highly competitive sharing economy is challenging transportation equipment companies to change the way they do business. Fleet management is also leveraging telematics, Internet of Things (IoT) platforms, and greater automation and self-service to reduce vehicle operational and maintenance costs, and gain greater customer satisfaction and loyalty. Key industry trends include:

- Cost-control measures are increasing vehicle leasing and creating a new asset sharing market
- Lower fossil fuel costs are slowing down development of fuel-efficiency upgrades and alternative energy vehicles
- Optimization in fleet management and preventative maintenance is data-driven from telematics systems, IoT sensors, diagnostics, GPS and online databases
- Sales and service are moving toward online automation and self-service

U.S. equipment rental revenues will grow 4.7% annually to \$57.3 billion by 2020¹.



Lack of information integration across infrastructure, vehicles and operations business processes is creating the following business and technology constraints:

Business constraints

- Barriers to real-time collaboration, data collection and analysis from vehicle telematics systems and IoT sensors inhibit equipment sharing and asset lifecycle efficiencies, increasing costs and reducing margins
- Lack of innovation, efficiency and asset sharing reduces profitability and ROI and compromises competitive position
- Ramping up systems, infrastructure and cloud integration for new ways of doing business is highly complex and increases TCO and risk
- New online collaboration, data exchange, business processes and customer self-serve capabilities require high up-front investment and cost

Conclusion:

Transportation equipment firms must enable real-time collaboration, data exchange and analysis to improve efficiency and increase preventive maintenance for greater growth and profitability.

Technology constraints

- Centralized IT infrastructures prevent effective collaboration among disparate partners and business systems and access to real-time vehicle and customer data
- Data transmission over long distances from remote users, vehicles and equipment to centralized storage and analytics systems inhibits real-time analyses and insights
- Integrating mobile, cloud, IoT and other emerging technologies into rigid, siloed IT infrastructures can be expensive and resource-intensive
- Achieving security and compliance in a collaborative, data-sharing, mobile and cloud-enabled environment is complex and increases risk

Conclusion:

Transportation equipment firms need to re-architect their digital platform at the edge to leverage fast interconnections and new technologies that easily integrate systems, data and analytics.



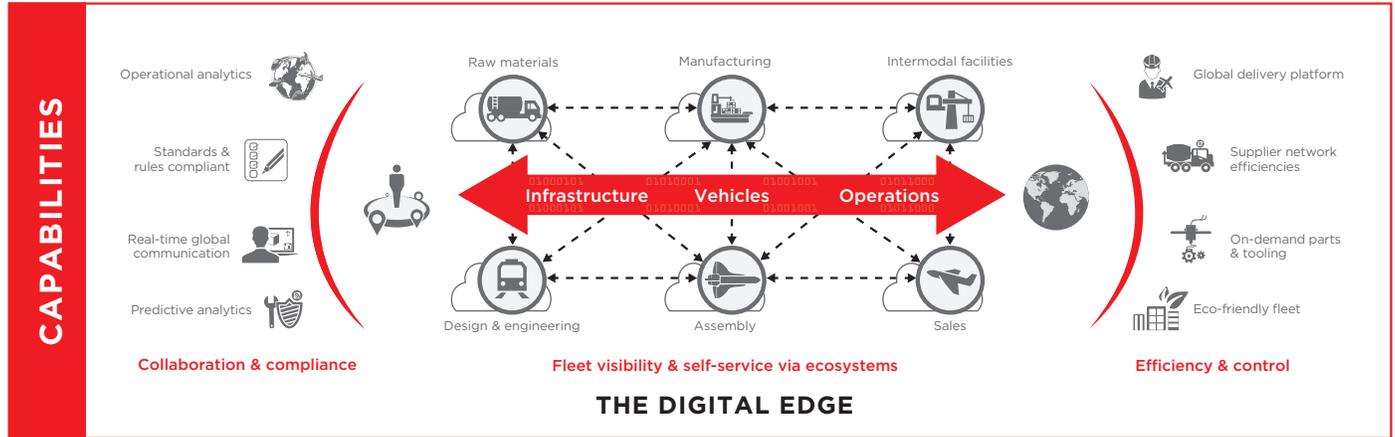
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WHERE OPPORTUNITY CONNECTS

1. American Rental Association, “Third Quarter 2016 Update,” 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, transportation businesses must re-architect their IT infrastructures. This re-architecture creates capabilities that were previously not possible to achieve.

Business-enabled

- Enhanced collaboration, data-sharing and analysis for new data insights drive life cycle efficiencies and equipment sharing to help save costs
- Innovation from integrating new technologies and business processes enhances competitive position
- Emerging sharing, cloud and other service and technology solutions reduce complexity, which helps achieve asset utilization efficiencies
- Customer sales/service portals create a more cost-effective consumer “self-service” environment, with hybrid clouds reducing service costs

Technology-enabled

- Re-architected IT infrastructures with distributed interconnection hubs at the edge accelerate collaboration among people, systems, data, clouds and things
- Data capture and analytics at the network edge, near-roaming equipment, customers and data enable real-time insights to drive efficiencies in asset use and maintenance
- Direct connections to cloud services that leverage IoT platforms and emerging technologies reduce costs, and the resources and expertise needed to innovate
- Bypassing the internet with direct, connections enhances security and reduces risk

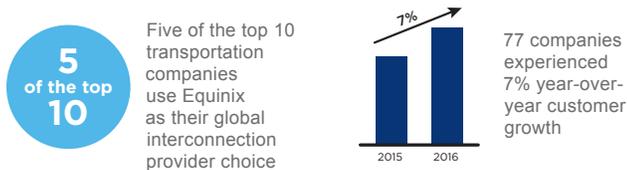
The digital edge is where to localize delivery of cloud-supported services to your customers, employees and partners.

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 transportation 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 transportation ecosystem consists of more than 77 companies worldwide, 1,400+ networks, 2,500+ cloud and IT service providers and more than 8,000 global businesses.



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™

Transportation businesses need to re-architect their IT infrastructures on a platform that supports dynamic bandwidth and connectivity to enable the analytics and controls needed. 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/ia to learn more and see how your infrastructure can transform to meet the needs of your business.

Packet Fusion

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PACKETFUSION



Connecting the Dots to the Cloud