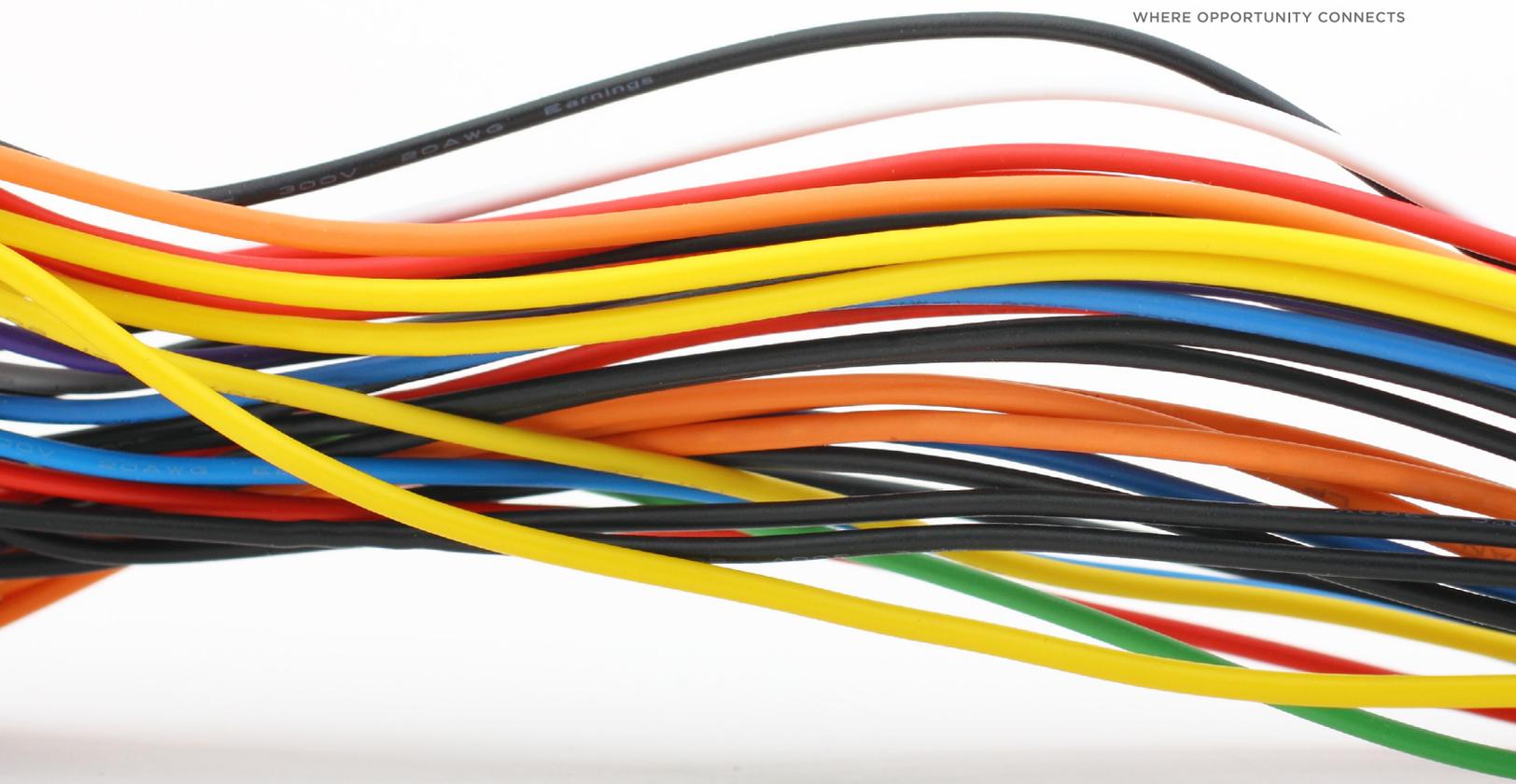




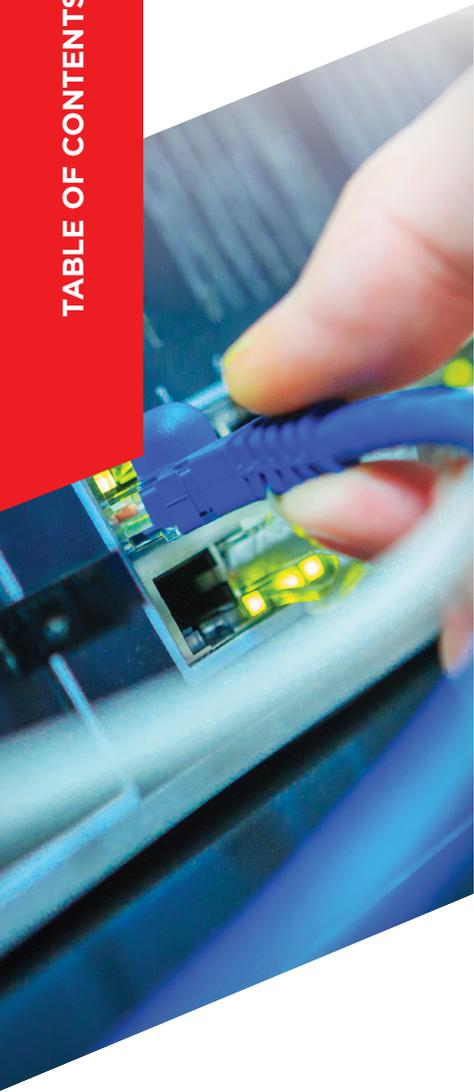
EQUINIX

WHERE OPPORTUNITY CONNECTS



EQUINIX AND SYNOPTEK  
ACCELERATING YOUR  
PATH TO A HYBRID  
IT FUTURE

EQUINIX WHITE PAPER



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# EXECUTIVE OVERVIEW

## Gaining a hybrid IT advantage

In the digital age, businesses of all sizes across all industries must evolve and scale their IT resources to meet changing business and customer requirements. To many organizations, cloud is the most viable way to transform their IT infrastructures to meet these requirements and become a competitive digital business. But for some, this cloud future is coming too fast.

Consider that CIOs and IT leaders are being asked today to buy hardware for on-premises data centers that can meet their organization's needs for the next three to five years, even though they can't possibly know what the next six months will look like. With such rapid adoption of cloud for application workloads, they could risk committing millions of dollars in over-provisioning their data centers for workloads they may never handle. That's a huge risk for their company, not to mention their careers.

### **But there is an answer.**

A hybrid approach allows an enterprise to maintain flexibility no matter what lies ahead in the cloud. Hybrid IT infrastructures deliver business efficiency, cost savings and scalability, which means companies don't have to predict the future. They can access whatever computing power they need right now without huge upfront costs. However, integrating public cloud platforms into on-premises IT or private cloud infrastructures also introduces new complexities associated with managing and controlling hybrid IT environments that can fall beyond the expertise of many businesses.

Enterprises want the freedom to focus on their core competencies to deliver new, value-added services to their customers without getting bogged down in managing this new breed of IT and cloud infrastructures. The right partner can help them do that.

# A FOCUSED APPROACH TO HYBRID IT

Once you commit to hybrid IT, you need to create a roadmap to seamlessly integrate your public and private cloud architectures to best match your workload requirements, increase your application performance and reduce the cost to access cloud resources and services.

Whether you are beginning your journey to the cloud or refining your strategy based on your initial learnings, an experienced guide can help you:

- Understand the cost savings that only the cloud can deliver
- Create a customized roadmap to integrate hybrid IT into your business
- Reduce the complexity of design and deployment
- Leverage cloud services to better enable and grow your business

## **Architecting a low-risk, high-reward journey to cloud**

As one of the world's leading IT managed services consultants and providers, Synoptek helps you successfully make the journey to hybrid IT. Our global hybrid IT expertise provides you with deep insights into key cloud and network services and actively helps you design and deliver a high-performance and resilient hybrid cloud architecture.

Our turnkey hybrid and multi-cloud solutions empower your business to simplify application migration to the cloud, cost-effectively scale workloads, control network costs and always be in control of your clouds. Markets, competitors, regulations and technologies are always subject to change, but Synoptek helps you anticipate what's ahead and adapt to everyday challenges while reducing risk and minimizing the cost of disruptions to your business.

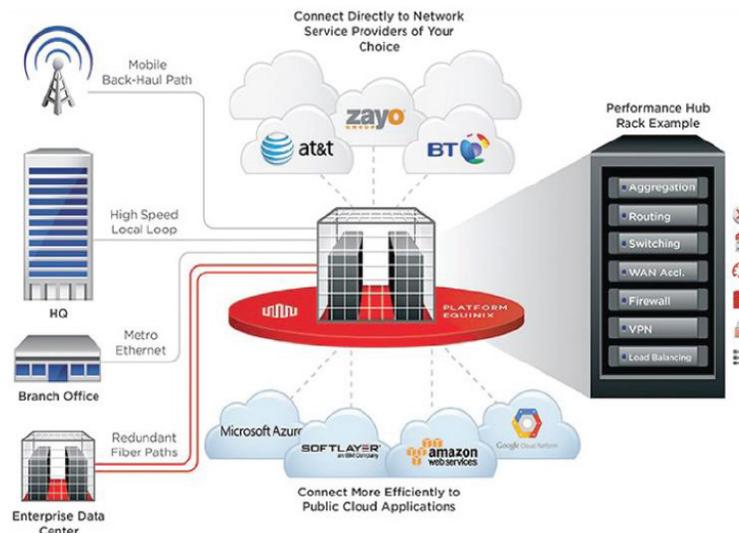
# BUILD A FUTURE-PROOF HYBRID IT FOUNDATION

Synoptek has teamed up with Equinix to combine its IT enablement expertise with the strengths of Equinix's data center and interconnection solutions to deliver Equinix Managed Performance Hub™. This turnkey solution capitalizes on the global reach of Equinix colocation data centers and the versatility of its network, cloud and data interconnection offerings to help you build a high-performance, scalable and manageable hybrid IT infrastructure that is both proven and future-proof.

Synoptek's Equinix Managed Performance Hub uses Equinix's global data center footprint and direct, secure interconnectivity to extend private data center controls (e.g., network, security, data center management) to the public cloud.

Managed Performance Hub will deliver capabilities and benefits to your organization including:

- High-performance, reliable, scalable interconnection infrastructure across all clouds and all regions
- Free choice of network and cloud services
- Seamless hybrid cloud integration
- End-to-end hybrid IT manageability
- Reduction in network costs



## Use Cases

1. A municipal police force needed to migrate their police body camera video and data from a private Amazon Web Services cloud to a government-controlled Azure cloud in order to comply with government regulations. Equinix Managed Performance Hub helped the department seamlessly and securely transfer the massive data in 90 days which was faster than anticipated and at lower costs than projected.
2. Equinix Managed Performance Hub helped a company improve the performance and success rate of Twitter ad bids by taking the programmatic ad platform right to their network edge. This resulted in latency reduction of 95% (from 20 milliseconds to 1 millisecond) and cost savings of 60% on monthly network bandwidth costs.

## A TRUSTED PARTNER

Tomorrow always comes with uncertainty, but a hybrid IT approach means you won't have to try to guess what's ahead in the rapidly expanding and evolving cloud market. Go with a trusted partner who understands hybrid IT challenges and can mobilize world-class, turnkey solutions like Equinix Managed Performance Hub to eliminate your risk when deploying network, cloud and IT architectures.

Call for a free consultation and evaluation to identify and architect your organization's best hybrid IT future.



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## About Equinix

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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.

In a digital economy where enterprise business models are increasingly interdependent, interconnection is essential to success. Equinix operates the only global interconnection platform, sparking new opportunities that are only possible when companies come together.