

EQUINIX CUSTOMER SUCCESS STORY

FORTUNE 500 CONSTRUCTION AND MINING EQUIPMENT MANUFACTURER

One of the world's leading manufacturers of construction and mining equipment chose Equinix to create a flexible, scalable and highly secure network to improve intra-company collaboration and pursue global strategic initiatives.

Overview/Executive Summary

A Fortune 500 multi-national heavy equipment manufacturer was facing constantly fluctuating marketplaces and significant competition, especially in Asia. In order to maintain their dominant position and redefine their competitive edge, the manufacturer implemented several global initiatives. These included extending their worldwide leadership footprint, expanding their aftermarket parts business, growing services and solutions, improving collaboration, and increasing market share in China.

Business Challenge

Driven by their new corporate goals, the company needed to find a trusted data center partner with the extensive geographical coverage to help:

- Relocate its current disaster recovery center
- Enable strategic business initiatives, globally
- Enable private access to cloud service providers (CSPs)

Solution

The company deployed a powerful [Platform Equinix™](#) architecture. This included an ever-evolving portfolio of building block solutions and intelligent services — [Equinix Performance Hub™](#), [Data Hub™](#) and [Equinix Cloud Exchange™](#). These unlock capabilities across the world's most strategically located and interconnected data centers — offering the company the highest levels of security, compliance and reliability. Now, the manufacturer is able to:

- Realize all-new frequent/massive backup and storage capabilities for disaster recovery and data duplication
- Test and deploy applications in a "super secure" global environment, enabling users anywhere, anytime, on-any-device access
- Benefit from seamless, private access to CSPs worldwide
- Create a solid leadership foundation for the next generation of innovation (Internet of Things, Big Data, analytics)
- Easily and quickly enter, grow and competitively react to ever-changing markets in China

Quantifiable Results of Equinix Deployment*

Equinix commissioned Forrester Consulting to conduct a [Total Economic Impact™ \(TEI\)](#) study and examine the potential return on investment (ROI) enterprises may realize by interconnecting in Equinix facilities. The purpose of the study is to provide readers with a framework to evaluate the potential financial impact of Equinix on their organizations.

The study found that Equinix improves application performance, enables innovation and generates costs savings. The composite organization analysis, based on interviews and financial analysis, points to results of:

ROI: 300%

Net present value (NPV*): \$17,276,864

Payback: 4.2 months

Average latency reduction: 42%

*Customer was not involved in Forrester study



Expected business benefits and results

- Significant global commercial flexibility in all operations
- Solution gaps with partners will be eliminated, offering customers an unparalleled sales/support experience
- Transformation of a site historically used for disaster recovery into a multi-purpose, active connection CSP hub
- Extensive deployment of Performance Hub will create a foundation for next generation innovations including the Internet of Things (IoT), Big Data analytics and similar advances



Why Equinix?

Performance Hub — a powerful all-in-one solution that supercharges enterprise network, application and cloud performance, all while reducing costs

Data Hub — allows today's enterprises to build a globally optimized data platform located in strategic data centers worldwide

Cloud Exchange — a multi-cloud "switchboard" that enables on-demand, direct network connectivity to multiple cloud providers in major metro areas throughout the world

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 more than 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.

Learn more at Equinix.com

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