Equinix Recognized as the

2021

Company of the Year

Singapore Data Center Services Industry
Excellence in Best Practices

EQUINIX

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Equinix excels in many of the criteria in the data center space.

AWARD CRITERIA

Visionary Innovation & Performance	Customer Impact
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

Market Snapshot

Frost & Sullivan anticipates the demand for data center colocation services to grow across the Asia-Pacific (APAC) region with the thriving presence of hyperscale cloud service providers, high penetration of internet connectivity, and acute focus on cybersecurity and data privacy. Frost & Sullivan estimates that the Association of Southeast Asian Nations (ASEAN) data center colocation services market will expand at an estimated compound annual growth rate (CAGR) of 16.4% between 2019 and 2026. As enterprises invest in emerging technologies like artificial intelligence, blockchain, and the Internet of Things (IoT), there is an increasing need to store and process large volumes of data. Data growth is a key driver for the increased demand for data center colocation services from enterprises in the ASEAN market.[1]

Singapore's data center colocation services market generated revenue of $786.8 million in 2019. It is forecasted to grow at a CAGR of 12.1% from 2019 to 2026 to reach $1.75 billion. Being the data center hub, Singapore is poised to experience exponential growth due to the increasing demand for colocation services creating a strong value proposition for data center services providers to address the regional demand and digital transformation among enterprises accelerating demand.[2]

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[1] *Transformative Mega Trends are driving the ASEAN Colocation Market* (Frost & Sullivan, January 2021)

[2] *High Competitive Intensity in Singapore's Data Center Colocation Services Market* (Frost & Sullivan, December 2020)

Transforming the Digital Infrastructure

"Equinix empowers prominent enterprises and the world's digital leaders with its trusted platform interlinking digital infrastructure. Equinix impresses Frost & Sullivan with its Platform Equinix catering to the needs of enterprises worldwide through a comprehensive and integrated suite of data center, interconnection, and edge services. The resilient data center digital infrastructure platform offers flexible deployments, enabling direct and private network connections with vendors, providers, and partners to exchange traffic."

- Ruman Ahmed, Best Practices Research Analyst

Singapore has a robust network infrastructure, with access to 200+ regional and global carriers and internet service providers. With the increasing demand for data center services, service providers are adopting innovative solutions such as data center infrastructure management and data center modernization, focusing on optimizing operational workloads and enhance service delivery.[3] Equinix is a California-based vendor-agnostic colocation data center provider founded in 1998, interconnecting networks securely. The company's acute focus on EQUality, Neutrality, and Internet eXchange mirrors in the name, Equinix. The company has a firm data center footing in more than 60 markets spread across five continents, with five[4] International Business Exchange (IBX) data centers in Singapore.

With the growing demand for colocation services, Equinix is expanding its data center footprint in Singapore. In 2021, the company launched its fifth data center in Singapore, with the first phase encompassing more than 41,700 square feet of colocation space and continually establishing its data center footprint. Equinix is investing notably in the Singapore market by building new data center facilities. The company brings together service providers, enterprises, partners, and customers, leveraging new opportunities to collaborate over its easily accessible diverse ecosystem. The company is thoroughly involved in becoming a digital infrastructure service provider rather than restricting itself as a colocation service provider.

Equinix addresses the customers' overall end-to-end needs that include network services, interconnection, and security. With its Platform Equinix, the company is transforming the digital infrastructure that helps enterprises scale quickly, accelerating the launch of digital services, and offering a seamless connection between customers and partners. Equinix impresses Frost & Sullivan with its Platform Equinix catering to the needs of enterprises worldwide through a comprehensive and integrated suite of data center. The resilient data center platform offers flexible deployments, enabling direct and private network connections between vendors, providers, and partners to exchange traffic.

With the strategy of interconnecting its customers with over 10,000 enterprises, 3,000 cloud and IT service providers[5], and more than 1,800 network providers, Platform Equinix behaves as a unified platform that positions infrastructure based on the customer requirements; customers can choose and connect with respective vendors, providers, or partners while the company ensures nimbleness.

[3] *High Competitive Intensity in Singapore's Data Center Colocation Services Market* (Frost & Sullivan, December 2020)
[4] *https://www.equinix.sg/newsroom/press-releases/2021/08/equinix-opens-fifth-data-center-in-singapore-and-deepens-commitment-to-national-sustainability-agenda*
[5] *https://investor.equinix.com/static-files/ae2516b4-a9c6-4f1e-987b-1db8be014205*

Equinix addresses the evolving requirements of digital leaders with a digital-first[6] mindset through its platform capabilities and services. The company is strengthening its position with its offerings, creating significant differentiation amongst its competitors.

Leadership in Sustainability

The Green Plan is the Singapore government's outline for a sustainable future which aligns with the United Nations' 2030 Sustainable Development Agenda and Paris Agreement.

Equinix was the first data center company to set a 100% renewable energy goal in 2015. The company announced its Science-based Target (SBT) and global 2030 Climate-Neutral Commitment on 16 June 2021 and funded the Energy Efficiency Center of Excellence (COE) in 2020 to expand the company's approach to global energy efficiency investments and drive PUE savings of 10% per identified site per year.[7] Equinix adopts sustainable and energy-efficient resources for its data centers' operations to reduce its carbon footprint and increase efficiency. Equinix is at the forefront of adopting visionary scenarios through megatrends around sustainability. The company has an unwavering long-term goal of lowering the carbon footprint for its global platform using 100% clean and renewable energy.

In 2020, Equinix achieved 100% renewable energy in Singapore using high-quality IRECs. Equinix designs its data centers with the key components of security, certifications, and sustainability, ensuring these data centers meet the industry standards. The company implements innovative green designs and systems that save energy for optimal efficiency through adaptive control systems, fuel cells, and cold/hot aisle containment.[8]

The company's Sustainability Program reflects its adherence to a safe and green environment. The program comprises a set of connected environment, social, and government initiatives promising to meet the sustainability goals and tailored for a beneficial impact. With a vision of 100% green energy, the program helped reduce 260,000 metric tons of carbon dioxide emissions since 2011. In addition, Equinix has received eminent certifications for meeting stringent environmental and energy management standards.

All data centers received the SS 564 certification for Green Data Centers. The first IBX data center is Building and Construction Authority and Infocomm Development Authority of Singapore (BCA-IMDA) Green Mark certified; the other two data centers received platinum status accolades. The fourth data center is certified to meet GoldPLUS status based on BCA-IMDA ranking. SG5 is also on schedule to meet the BCA-IMDA Green Mark and LEED certification. Equinix ensures its data centers meet the rigid environmental standards by taking equal responsibility in maintaining a sustainable ecosystem in its own way.

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[6] *https://blog.equinix.com/blog/2021/10/19/digital-first-vs-cloud-first/*

[7] *Equinix*

[8] *Ibid*

Integrated Suite of Offerings under One Umbrella

Equinix offers services under one umbrella, an integrated suite of digital services, including colo, interconnection, cloud and edge services.

The company's Singapore IBX data centers have an advantage as Singapore is the regional hub that behaves as a catalyst for enterprises connecting to other markets in the region and across the globe. The positioning of these data centers gives access to key industries such as financial, technology, healthcare, and media firms while ensuring compliance with standards such as threat and vulnerability risk assessment (TVRA).

The Equinix IBX data centers are uniquely interconnected through Metro Connect. The first and third data centers are located within proximity linked through campus Cross Connects, an end-to-end cable connection between customers, partners, networks, and carriers, interconnecting data centers across a metropolitan area. Equinix Metro Connect provides multi-dimensional connectivity, linking customers from one Equinix IBX data center to partners residing in another IBX data center within the same metropolitan areas. The point-to-point connectivity offers agile and cost-effective integrations benefitting customers, partners, and service providers. The value-driven connections help customers extend their digital infrastructure with immediate access to various organizations and cloud providers, giving the company a distinctive edge.

> *"Equinix is investing notably in the Singapore market by building data center facilities with sustainability in mind that aligns with the Singapore's national decarbonization strategy. The company brings together service providers, enterprises, partners, and customers, leveraging new opportunities to collaborate over its easily accessible diverse ecosystem."*
>
> *- Siddhesh Hule, Research Analyst*

Equinix offers integrations that are authentic, flexible, and enhance performance within the Equinix digital ecosystem. The company's Equinix Fabric interconnects digital infrastructure; Equinix transitioned the product capabilities from cloud connectivity to interconnections adapting to the industry's needs. With Equinix Fabric, customers can directly access the universe encompassing network service providers, cloud providers, and collaboration providers. Equinix, with its comprehensive data center services and interconnection capabilities, handles the evolving requirements of customers.

Innovation on its Edge Services

In 2020, Equinix made technological advancements with the launch of Equinix Metal. The company acquired a leading bare metal automation company and infused the capabilities with Equinix Metal. Equinix Metal enhances customer experience while ensuring customer satisfaction as the interconnected bare metal reduces the costs and spending around owning the hardware. It also reduces the time required to allocate resources from months to minutes. Equinix's Metal offering empowers digital leaders to deploy infrastructure at software speed across its data center platform, providing real-time interconnection technology through integration with Equinix Fabric.

Equinix invests heavily in the Cloud Native Computing Foundation (CNCF) and Community Infrastructure Lab (CIL) to accelerate open source innovation. Collaboration with CNCF and CIL in 2020 provides access

to on-demand infrastructure, free access to sophisticated computing resources, and bare-metal infrastructure. Equinix has significantly enhanced its capabilities by expanding worldwide through collaborations that complement its services and capabilities to enable a service consumption model leveraging the full potential of Platform Equinix. The managed capability of Equinix Metal (as a service partner infrastructure solution on the Equinix platform) empowers original equipment manufacturers, storage, and hybrid cloud vendors with seamless interconnection to the Equinix ecosystem. The company collaborated with Dell Technologies to offer bare metal as a service on the partner's platform. The solutions from multiple partners augment Equinix's existing competence to provide a wider array of infrastructure as a service solution. Network Edge is the network automation tool that deploys virtual network services connecting locations, virtually reducing the capital expenditure, increasing scalability, and enhancing performance.

Frost & Sullivan notes that Equinix is enhancing its capabilities and overall customer experiences by focusing on the aspects of interconnectivity, Network Edge, and security, along with diverse data center presence.

Implementation of Best Practices and Megatrends

Frost & Sullivan recognizes Equinix for its efforts in implementing best practices across customer support, enhancing the customer experience. The company securely connects businesses across the globe while supporting customers' vital business operations with unwavering and accessible customer support. The company comprises of skilled staff (engineers, technicians, and customer care specialists) offering onsite technical and logistical round-the-clock support. With the advent of the COVID-19 pandemic, Equinix closely monitored the situation and provided limited access to some of its sites while all its data centers (IBX's) were operational. The company provided alternatives like onsite staff to assist data centers for customers that could not physically access the data centers. Equinix assisted customers with their critical needs to keep their infrastructures operational by providing remote resources, services, and support. Notably, Equinix Smart Hands caters to remote administration requirements, specifically meeting customer needs around deployment and restoring data center appliances. With IBX SmartView, Equinix provides complete on-demand real-time visibility of surroundings and data relevant to a particular facility through a monitoring software platform. The comprehensive data center infrastructure monitoring software platform helped customers improve operational efficiencies with actionable insights at their fingertips.

With the increasing demand for data center services, Equinix has an acute focus on ensuring data privacy and providing a high level of security. Equinix has received multiple certifications in security and is compliant with various industry standards. The certifications include International Organization for Standardization management, Trusted Site Infrastructure certifies the data center's physical security, Singapore Standards (SS) 564, OSPAR, TVRA, PCI Data Security Standard, ISO 27001 for information security, System and Organization Controls (SOC) 1 and SOC 2, Federal Information Security Management Act, and Healthcare Data Hosting. The company has well-established security and compliance controls, ensuring compliance across Singapore by aligning itself with the industry and international regulations.

Strategic Partnerships Creating Value

Equinix attains the true potential of its data centers by joining hands with the right partners that add value to its capabilities. Frost & Sullivan notes that Equinix addresses the dynamic customer needs primarily through its strategic partnerships. For instance, partnerships with distributors bring efficacy as the company collaborates closely and develops offerings that extend Platform Equinix's values (data center platform) to joint customers. Likewise, the strategic alliance with hyperscale and technology vendors such as AT&T, Cisco, Microsoft, Oracle, and Zenlayer, focus on digitally transforming a broad range of industry segments. These partnerships help Equinix enhance the customer experience and attain higher levels of customer satisfaction.

In 2020, the company collaborated with Nokia, a leading telecommunications, information technology, and consumer electronics company. Equinix is the strategic reseller for Nokia's Worldwide IoT Network Grid (WING) managed service. With the company's IBX data centers, Nokia can extend the core and edge nodes that support mobile, IoT, and cloud connectivity globally. Platform Equinix allows Nokia WING to expand worldwide while being compliant with native regulations. Equinix's data center footprint and Platform Equinix capabilities give Nokia WING the flexibility to access operators that lack an IoT footprint or operators that wish to expand the existing IoT business.

The partnerships with leading cloud computing service providers (e.g., Amazon Web Services [AWS] and Microsoft Azure) add exceptional value to Equinix's services. Extension of services with AWS brings a hybrid cloud experience and, with the company's unique platform, delivers access to AWS Direct Connect in over 30+ across the globe. Likewise, Equinix provides smooth, immediate, direct access to Microsoft Azure, maximizing performance and reducing customers' latency. These partnerships in 2020 accelerated the digital transformation journey across enterprises as Equinix provides securely interconnected ecosystems.

The company exhibits some of the best practices through partnerships to facilitate, cater to customers' ever-changing needs during the pandemic. One such example is its alliance with the American conferencing services company Zoom in 2020. Equinix collaborated with Zoom to leverage its Platform Equinix capabilities with unified communications to expand Zoom's global footprint. In addition, Equinix enhanced Zoom's regional potential by interconnecting key verticals, networks, and partners operating within the ecosystem of Platform Equinix.

The company's unique collaborative relationships with its partners help build extensive knowledge and experience to create solutions to meet specific customer needs. Frost & Sullivan recognizes Equinix for its commitment to addressing the customer and industry requirements by engaging in unique collaborations to benefit the customers. The overall partnerships and collaborations have turned out to be mutually beneficial, leveraging new client opportunities and exposure to the existing client base.

Delivering Superior Customer Experience

Equinix is uniquely positioned to meet the specific needs of its customers by continually adding to its comprehensive range of data center services and solutions. With its diverse portfolio offerings and widespread data center reach, Equinix strengthens the customer journey by enhancing the overall experience. The company employs its customer-focused approach to proactively develop differentiated

offerings to address the unique demands of its customer base. The company empowers its customers by giving them the liberty to build physical or virtual infrastructures on its Platform Equinix and place the infrastructure based on the customers' requirements within close proximity to their locations. Equinix's data center platform gives it a competitive advantage, as customers can choose from a wide range of providers and vendors and offers real-time connections to a broad spectrum of partners.

The company makes data center installations easier with its Equinix Infrastructure services merged with its data center proficiency and skillset. As a result, Equinix offers a one-stop solution to manage deployments and multiple vendor partners embedded with expertise, ensuring seamless interoperability, expansion, and consistency. It simplifies the installation process and infrastructure design with structured cabling increasing efficiency and optimization ensuring accessibility. Equinix brings a distinctive edge by unlocking new capabilities and seizes opportunities with agility, speed, and confidence with its services. The company achieves enhanced customer experience by offering software-defined connectivity and higher performance at a lower cost with its services like Equinix Metal. The company's ability to expand its services to meet evolving market needs and changing customer demands enables it to achieve optimal customer satisfaction. Equinix aims to transform customers' digital transformation journey with a robust digital infrastructure while providing the capabilities to expand.

Equinix provides comprehensive customer care services aligned to meet customers' needs. The Equinix Customer Portal is a self-service portal, a Customer Success Manager for post-sales contact, and a 24/7 service desk. Equinix uses Net Promoter Scores to capture valuable customer feedback with a customer-centric approach to improve services based on the feedback received. The company holds elaborate and interactive annual APAC Customer Advisory Board meetings showcasing its customer-focused approach as customers are directly involved in the event. Equinix's senior executives are equally involved during these sessions to understand customers' pain points and optimize its product portfolio to help them continue to expand. With its best-in-class services, the company works persistently to achieve a high degree of customer satisfaction.

Conclusion

As data center services adoption increases, there is a rising need for optimized and enhanced network services and interconnected data centers. Admirably, aiming to meet these industry needs is a vendor-agnostic colocation data center provider, Equinix, interconnects networks securely with an acute focus on equality, neutrality, and internet exchange. The company offers a superior experience to enterprises by providing nimbleness, accelerating the launch of digital services, and offering a seamless connection between customers and partners.

Notably, Equinix heavily invests in the Singaporean market by building data center facilities with sustainability in mind that aligns with the country's national decarbonization strategy. Furthermore, the company's ability to expand its services to meet evolving market needs and changing customer demands enables it to achieve optimal customer satisfaction. Equinix meets the dynamic customer needs through its strategic partnerships, which help the company explore new opportunities and drive the true potential of its data centers. With its data center platform, Platform Equinix, the company empowers digital leaders with a digital-first mindset by providing direct and private connections to vendors, providers, and partners.

With its efficient data centers services, extensive reach and partnerships, and interconnectivity, Equinix earns Frost & Sullivan's 2021 Singapore Company of the Year Award in the data center industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios Through Mega Trends: Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

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The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create on-going growth opportunities and strategies for our clients is fuelled by the Innovation Generator™. Learn more.

Key Impacts:

- **Growth Pipeline:** *Continuous flow of Growth opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)