

PRODUCTS & SERVICES

EQUINIX CLOUD EXCHANGE™

FOR FINANCIAL SERVICES

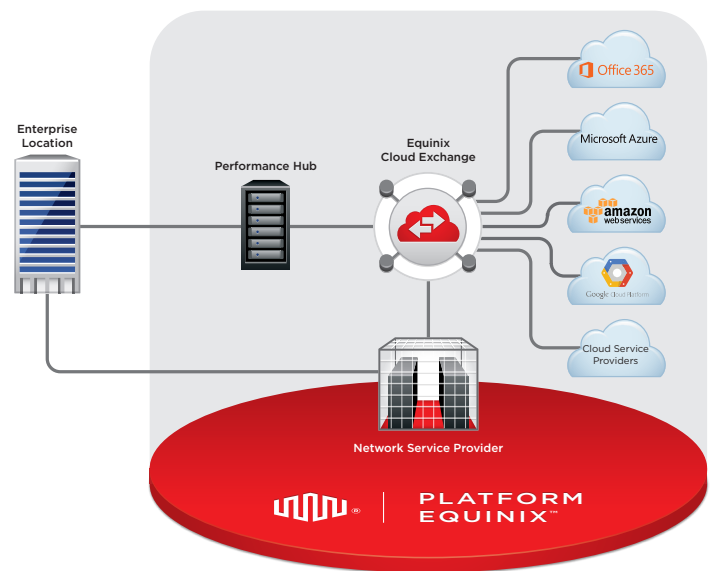
Enabling private virtual connections for direct cloud access

There are many reasons financial services firms are looking at adopting cloud technologies: cost savings, ease of scaling for new markets, faster system deployment, virtualization of data-as-a-service, complex analytics and application access on demand. But like all other IT tools, cloud technologies have to be used strategically. Making the move requires an end-to-end strategy, one that remains compliant with financial regulations, can be tailored for different workloads and can provide safe, secure interconnection between the institution's own infrastructure and the cloud.

The Equinix Cloud Exchange, a secure and highly robust Ethernet switching service that supports the automatic provisioning of private, dedicated, virtual connections to private and public cloud service providers, brings together cloud service providers and users. This allows financial services firms to deploy and connect their applications with a global user community using one, affordable, private, high-performance connection within Platform Equinix™.

Key features of the Equinix Cloud Exchange include:

- **On-Demand Cloud Connection Automation** – Our portal and APIs simplify the process of managing connections to multiple cloud services.
- **One Port, Many Virtual Circuits** – Equinix is home to over 500 cloud services providers, and the number is growing. As more join the Cloud Exchange, service providers and users can connect to more participants over a single physical port.
- **Global Reach** – The data centers that host the Cloud Exchange are found in 20+ top-tier markets globally, including 13 of the world's top international financial centers.
- **Secure, High-Performance Direct Connections** – Direct connections over dedicated cross connects within the data center are more secure and reliable and have lower latency than public Internet connections.



What Cloud Exchange Can Do For You

The Equinix Cloud Exchange helps meet strict guidelines for financial data sovereignty and privacy, even as it provides a platform that can help extend your market reach and control where your data is stored.

Financial Services

- **Overcome Regulatory Barriers to Cloud** – Work with maturing cloud market, deploy workloads to different hybrid cloud designs
- **Reduce Costs and Time to Market** – Develop applications faster and realize significant cost savings
- **Penetrate New Markets and Lower Latency** – Leverage Equinix's global footprint to reach new markets, improve quality of application performance
- **Collapse Technology Value Chain** – Manage customer interactions from edge-to-core, scale in response to real-time market demand

Network Service Providers

- **Create Customer Value** – Aggregate cloud service providers for private cloud connectivity, increasing the value of private network services
- **Simplify Operations** – Offer a streamlined network interconnection facility, saving capital expense
- **Reduce Complexity** – Establish standardized business processes, saving operational expense
- **Improve Time to Market** – Speed time to market with easily accessible cloud services, reducing development costs

Cloud Service Providers

- **Expand Market Reach** – Aggregate private network service providers, increasing enterprise market reach
- **Automate Provisioning** – Offer streamlined, automated network interconnection, saving capital expense
- **Reduce Complexity** – Establish standardized business processes, saving operational expense

Equinix.com/cloud-exchange

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Cloud Connection Automation

The Equinix Cloud Exchange's advanced interconnection capabilities make it easier to manage connections to multiple cloud services, while removing concerns about security, performance, reliability and vendor lock-in.

Customers use the Equinix Cloud Exchange Portal or API to allocate, monitor and modify virtual circuits in near real-time. The provisioning of virtual circuits is automated end-to-end, from the Cloud Exchange to the cloud service provider. That saves time and reduces operational complexity.

Why Equinix?

- **Deep expertise in operating global exchange platforms.** Equinix delivers over 180,000 cross connects among its 8,000 customers.
- **Global reach.** Equinix expands your market reach with over 145 data centers in 40 major metro areas across 21 countries.
- **Equinix's hosts 500+ cloud service providers.** As enterprises increasingly adopt cloud services, Equinix is a logical place to connect to them.
- **Equinix connects 1,400+ network service providers.** Enterprises and cloud service providers can choose from a wide range of vendors to provide a range of network services.
- **Access the World's Financial Markets.** Over 1,000 exchanges, banks, asset managers, proprietary trading firms, hedge funds, market data, technology firms and hosting firms call Equinix home.
- **Moving to cloud is easier than ever:** Equinix Professional Services provides expert consulting services such as assessment, architecture and implementation including complete setup and configuration necessary to activate your connection to the cloud.

Technical Specifications

Cloud Exchange Port*

Includes cross connect cable from customer cage to Ethernet Exchange Port

Media type supported for cross connect and Ethernet Exchange port speeds:

- 1G SX Multi-Mode Fiber
- 1G LX Single Mode Fiber
- 10G LR Single Mode Fiber

Virtual Circuits

- Speed options: 200Mbps, 500Mbps, 1Gbps

SLA

- Performance SLA: 99.999%

*Equinix Cloud Exchange leverages the Equinix Ethernet Exchange platform

For More Information

Equinix.com
1.800.322.9280

Cloud Exchange Availability

Cloud Exchange is available in 20+ markets globally

