

# Are You Ready to Get Out of the Data Center Business?

Running buildings and managing networks isn't the business you planned to be in. The new digital business imperative is creating a seismic shift in how you connect to network and cloud providers.

**So are you ready to get out? Let's see.**

## 1. Do you want to reduce IT infrastructure costs?

Yes.

No.

*(I like to spend more money than necessary.)*



Cisco and Equinix offer you a choice of physical and virtual deployment models for branch, multcloud and hybrid IT use cases—all with a tightly integrated architecture. You can choose what best fits your needs. **Pay only for what you use, without restrictive contract terms or a lengthy procurement process.**

## 2. Do you want to improve app performance?

Yes.

No.

*(Our users enjoy delays. It gives them time to think.)*



Distance impacts latency. By moving your hybrid cloud infrastructure to Platform Equinix, you'll experience **faster interactions, smoother processing and network wait times reduced up to 41%<sup>1</sup>**. And with Cisco SD-WAN, you'll get an intelligent architecture that **predicts the shortest routes, bringing your apps closer to their users.**

## 3. Do you want to reduce security risks?

Yes.

No.

*(I prefer to expose our data. It's all about transparency.)*

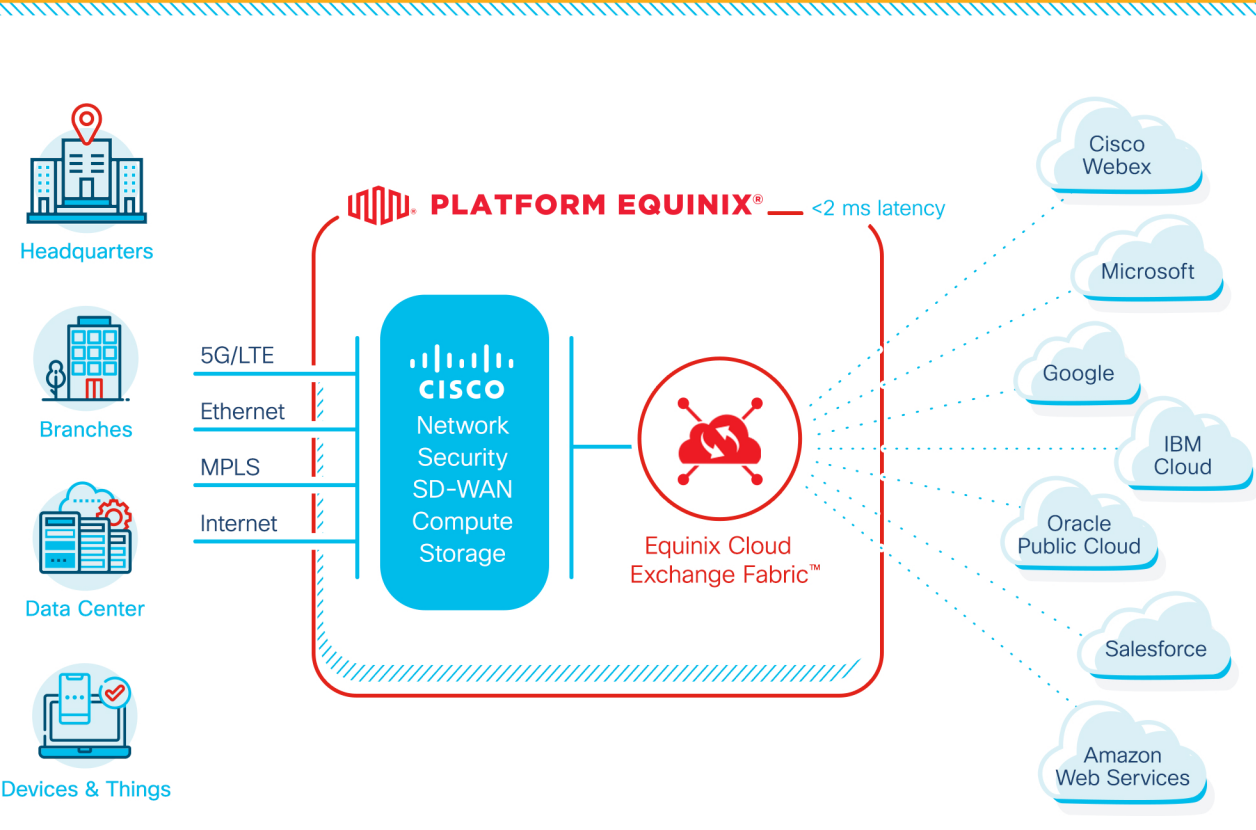


Platform Equinix provides **secure segmentation across the entire network stack, establishing secure access between the user and hosted data or app.** You also can deploy private connections, bypassing the public internet. In addition, Cisco SD-WAN technology has security built in, not bolted on.<sup>2</sup>

## OF COURSE YOUR ANSWERS WERE ALL YES!

Who wouldn't want to lower TCO, boost app performance and reduce security exposure points? Cisco and Equinix give you all these benefits while also providing you with the choice and flexibility you need.

### All the options you want with Platform Equinix and Cisco SD-WAN.



## IT'S CLEAR YOU'RE READY.

It's definitely time for you to get out of the data center business. Don't worry. **Cisco and Equinix can help.**