

DATA HUB™ PRODUCT OVERVIEW

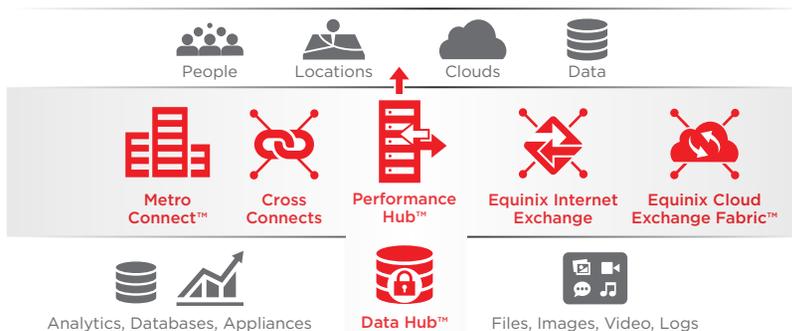
A performance-driven data platform that empowers the enterprise

Solve compute and storage needs, today and tomorrow

Digital transformation is driving the distribution of services and controls closer to customers, employees, partners and ecosystems. This shift requires a digital edge strategy and placement of strategic control points next to users, clouds and networks. With this shift, safely positioning and collecting large volumes of data wherever they're needed can be challenging. Enterprises are pressed to leverage their ever-growing data for real-time actionable insights in order to gain a competitive advantage. Yet, at the same time, they must protect the integrity of the data and constantly remain in compliance with a patchwork of domestic and foreign data requirements. Companies need a way to integrate the data storage, data processing technology and analytic components required to successfully accomplish business objectives.

In order to meet these challenges, enterprises are building their digital edge alongside the largest industry ecosystems on Platform Equinix®, our global platform for digital business, to reach everywhere, interconnect everyone and integrate everything. They can leverage industry best practices of an Interconnection Oriented Architecture™ (IOA™), a transformative approach to interconnecting people, locations, clouds and data, integrating the physical and virtual worlds where they meet. IOA shifts the fundamental IT delivery architecture from siloed and centralized to distributed, internetworked and colocated.

An integral part of IOA and an extension of the Equinix Performance Hub™ framework, Equinix Data Hub™ is a data center solution that addresses enterprise demands for real-time analytics, Internet of Things (IoT), data collection and data protection. Now your enterprise can perform where the action is.



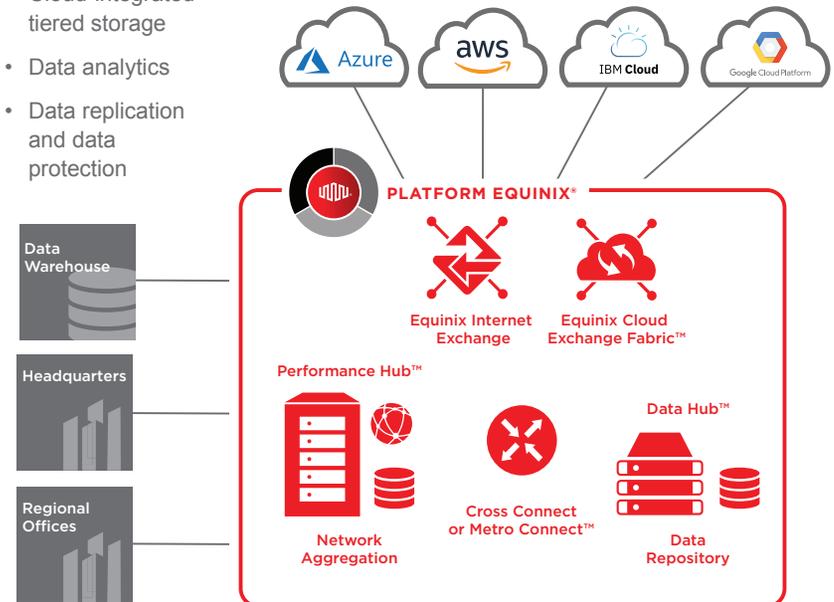
Why Data Hub?

The fact is most data warehouses are not equipped to handle the scale of growth storage and analysis demands, or even maintain unfettered access to these large data sets. With Data Hub, you can connect your headquarters and branch offices to the nearest Equinix International Business Exchange™ (IBX®) data centers via a high-speed local loop or Ethernet connectivity. Within the IBX, you can then deploy Performance Hub and connect to the network and cloud providers of your choice.

Now active data is always available and accessible, and cold data can be stored close to data sources for quick access when needed. Data Hub offers proximate strategic locations to store data privately, and features high performance and low latency across links between the internal and private data/metadata—as well as seamless access to on-demand external data sources for batch and real-time applications.

There are three major implementations of Data Hub:

- Cloud-integrated tiered storage
- Data analytics
- Data replication and data protection



AT-A-GLANCE DATA HUB PRODUCT OVERVIEW



Benefits that offer a true competitive advantage

Geography is no longer an issue—Once your enterprise data reaches a certain volume it becomes prohibitively slow and expensive to move. With Data Hub, you realize unparalleled geographic choice, globally, in 52 of the world's top business markets. That means you can always strategically locate your data where it's needed most, and easily plan for future growth without encountering any performance or cost challenges.

Data enrichment made easy—Leveraging external data sets requires either colocation or close proximity to the data sets. Data Hub makes this a reality, simply and seamlessly.

Comprehensive security and compliance, worldwide—Data Hub allows your enterprise to spread data repositories globally while still adhering to domestic and foreign compliance regulations.

Superior data protection and replication—Data Hub enables seamless data protection and replication by giving your enterprise strategically placed locations for data backups and snapshots. You're always prepared, even when the worst happens.

Data is always accessible—Data Hub features locally optimized data and metadata repositories that make data available to the people who need it, when and where they need it, thanks to extensive network connectivity options.

Components	Descriptions	
Equinix IBX	Data Hub	Redundant AC power, cabinets, cooling, contiguous space, management access, Equinix Connect, Interconnection Package (cross connect bundle), Equinix Cloud Exchange Fabric™ (ECX Fabric™) (only for secure cabinet) and Smart Hands™
	Performance Hub	Equinix Connect, Interconnection Package (cross connect bundle) and ECX Fabric
Network Services	Performance Hub	Long haul connectivity (MPLS VPN or carrier Ethernet)
		Local loop connectivity (MPLS-VPN or VPLS or Metro-E)
		Internet connectivity
		Cross connect to cloud service providers through ECX Fabric
Data Hub	Dark fiber or Metro Connect™ to Performance Hub location	
Network Edge (customizable, ordered separately)	Performance Hub provides the reference architecture for network edge that includes router, top-of-the-rack switch, firewall, SSL-VPN, load balancer and WAN acceleration	
Public Clouds	Key public cloud providers available on ECX Fabric	
Equinix Professional Services (EPS)	Equinix Professional Services offers detailed business and technical analysis, presenting recommendations to optimize the Data Hub solution for data aggregation, data analytics, data protection and compliance.	
Equinix Partners	Equinix Partners are available for hardware procurement and deployment, carrier selection and contract management. Equinix technology partners, resellers and consulting partners are also available.	

Find out how Data Hub can turn your enterprise data into a competitive advantage. Contact us at +1.800.322.9280.