



# The Equinix Cross Connect Advantage

**Direct access to a dynamic ecosystem of business partners, content companies and networks — all under one roof.**

“

Equinix's aggregation of networks and financial trading companies gives Hibernia a superior edge to the common, customary carrier route designs of yesterday.”

– Hibernia Atlantic

Inside an Equinix Internet Business Exchange™ (IBX®) data center, cross connects are more than pieces of cable connecting servers. They are your means of directly connecting with business partners, content providers, Internet service providers and carriers. By cross connecting in an Equinix IBX center, where all the networks you need to reach are under one roof, your networking will be faster and more reliable.



## A Dynamic Ecosystem of Vital Customers, Networks, Carriers and ISPs

At Equinix, customers can directly access a dynamic ecosystem of global enterprises, content companies and network service providers—more than 300 networks in all. Direct interconnection through cross connects allows you to reach the networks and business partners that matter to you.



## High Performance

Cross connecting in an IBX eliminates the need for local loops or trenching expensive dark fiber. Less cable means no jitter or latency and fewer points of potential failure—in other words, improved network performance. You save on the costs of purchasing circuits to reach your networks and content partners in multiple locations, while significantly enhancing the speed and reliability of your service.



## Flexibility

The access to networks & business partners, state-of-the-art infrastructure and geographic diversity offered by Equinix provides you with the strategic flexibility to ensure the highest performing operations. At Equinix, you have network choice—essential for the real-time transaction processing and data analyses required in the securities industry or any business expecting to increase capacity. We work with you to design your space for optimal cable management—now, and as your need for connections increase.



## Value

By cross connecting in the IBX, your business can access hundreds of networks for a fixed monthly cost and avoid the long lead times and provisioning difficulties associated with establishing local loops. Establishing a new connection in the IBX is quick—at Equinix, each cross connect is provisioned within 24 hours. Cross connects in an IBX provide increased performance, reliability and redundancy.

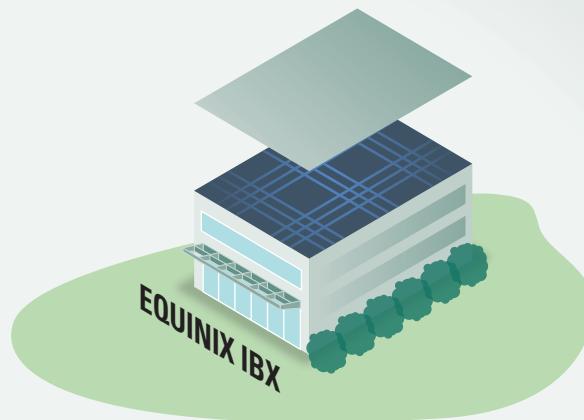


## Connecting through the Local Loop

- Latency
- Jitter
- Potential Network Failure
- High Costs and Long Provisioning Lead Times

## Cross Connecting in an Equinix IBX

- Better Performance
- Increased Reliability
- Access to Hundreds of Networks
- Cost savings



## Contact Equinix

To find out more about how Equinix cross connects can help you optimize your network performance, please call **+1 650 513 7000** or email us at [sales@equinix.com](mailto:sales@equinix.com)

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Equinix is the leading global provider of network-neutral data center and interconnection services. We offer global enterprises, content companies, systems integrators and network service providers premium colocation, traffic exchange and outsourced IT infrastructure solutions in our world-class Internet Business Exchange (IBX) centers. Because Equinix has 40 IBX centers located in 18 strategic markets across North America, Europe and Asia-Pacific, our customers can reliably operate their mission-critical infrastructures around the globe.