

FROST & SULLIVAN



**2022**  
**COMPANY**  
**OF THE**  
**YEAR**

*SINGAPORE*  
*DATA CENTER SERVICES INDUSTRY*

## 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 services space.

AWARD CRITERIA	
<i>Visionary Innovation &amp; Performance</i>	<i>Customer Impact</i>
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

### *A Global Colocation Services Provider*

Founded in 1998 and headquartered in California, United States, Equinix provides colocation services to world-class businesses and digital organizations. Customers leverage the service provider’s technology to accelerate the launch of digital services, effortlessly connect with partners and clients, and facilitate best-in-class digital experiences. Equinix’s offerings expand to multiple industries and sectors, including cloud services, payments, automotive, healthcare, federal governments, network service providers, managed service providers, and content and digital media. Its unparalleled services include Network Edge, Equinix Precision Time™, Equinix Metal™, Equinix Fabric, global solutions enablement, managed services, global customer care, and Equinix Marketplace. The company has more than 240 data centers in over 60 markets on five continents, providing the global reach, the rich ecosystem and the service excellence today’s organizations need to compete and win. Its name combines three words (‘EQuality,’ ‘Neutrality,’ and ‘Internet eXchange’), reflecting its unmatched excellence and focus.

In 2021, Frost & Sullivan recognized Equinix for Singapore’s data center market excellence and remains impressed with the company’s continuing innovation and sustained leadership.

Additionally, in 2021, the company opened its fifth International Business Exchange™ (IBX®) data center, fortifying its commitment to driving growth in the market. Capitalizing on an initial investment of US \$144 million, Equinix has developed this purpose-built facility to “address the need for a sustainable,

future-ready digital infrastructure”<sup>1</sup> and augment organizations’ digital resiliency. SG5 IBX®’s first phase has over 41,700 square feet (3,970+ square meters) of colocation space, empowering an initial capacity of 1,300 cabinets. It will offer 5,000 cabinets at full buildout, with a total colocation space of almost 129,000 square feet (12,000 square meters)<sup>2</sup>. This data center directly connects to the other four Equinix IBX® data centers (SG1, SG2, SG3, and SG4) in Singapore through low-latency dark fiber links, helping users interconnect with 700+ companies safely. This global platform expansion allows clients to maximize a wide variety of network services from more than 200 providers and interconnect directly with partners and customers on Platform Equinix®. The establishment of this data center complements Singapore’s Smart Nation initiative and digitalization efforts, encouraging local and regional companies

*“With sustainability at the core of its operations and cutting-edge data centers in Singapore, Equinix addresses customers’ unmet needs with client-centric strategies and exemplifies best practice implementation.”*

**- Iqra Azam,  
Best Practices Research Analyst**

to understand the significance of a smart and robust digital infrastructure for steady success. Equinix’s 100% renewable energy goal and its Future First sustainability approach support the country’s sustainable agenda. Moreover, since 2020, the company has been productively operating in Singapore with 100% renewable energy. Equinix is also the first data center services provider to commit to accomplishing global climate neutrality by 2030.

Furthermore, in 2021, Equinix started expanding its SG4 data center’s phase 2, “with 1,400 sellable cabinets at the cost of US \$49 million<sup>3</sup>.” SG4 IBX® stimulates seamless connections to the best ecosystems in enterprise and peering, payment and financial, network, and cloud exchanges. All Equinix data centers operate by environmental and energy-management standards, achieving various significant certifications: SOC 1 Type II, ISO 27001, ISO 22301, Threat Vulnerability & Risk Assessments, SOC 2 Type II, PCI DSS, SS 564 (for green data centers), and Oil Spill Prevention, Administration and Response. Also, SG1 IBX® has BCA-IMDA Green Mark certification, SG2 and SG3 have Platinum status certification, SG4 has the GoldPLUS status, and SG5 has secured the BCA-IMDA Green Mark for Data Centres Platinum certification with the LEED certification pending. The company’s ability to expand its capabilities continuously and technology-integrated, certified data centers help sustain a robust, market-leading position.

Equinix offers a comprehensive solution portfolio in the market, spanning robust features and capabilities. Highlights include Platform Equinix®, allowing users to place their digital infrastructure anywhere globally. Clients can create exceptional hybrid multi-cloud architectures with this platform, build immediate virtual and physical connections, and position themselves close to locations and customers that matter most to their businesses, spurring low-latency performance. In addition, the company’s technology integrates state-of-the-art interconnection services: Equinix Fabric™, Equinix Internet Exchange®, Equinix Internet Access<sup>4</sup>, Cross Connects, Equinix Metro Connect®, and Equinix Fibre Connect. In March 2021, the company launched a new product, Equinix Precision Time™,

<sup>1</sup> <https://www.equinix.sg/newsroom/press-releases/2021/08/equinix-opens-fifth-data-center-in-singapore-and-deepens-commitment-to-national-sustainability-agenda>

<sup>2</sup> Ibid.

<sup>3</sup> <https://dgtlinfra.com/equinix-singapore-data-center-mapletree-93m/>

<sup>4</sup> <https://www.equinix.com/interconnection-services>

enhancing the brilliance and quality of its services portfolio. This product helps simplify industry-specific challenges for various markets, namely financial services, media and entertainment, and enterprise applications. It empowers companies to amplify network agility and application efficiency, reducing dependence on the public Internet and global position system antennas for time synchronization.

Unlike its competitors, Equinix's interconnection-oriented focus galvanizes the acquisition of 'magnet' customers who draw new users to its centers. Its global ecosystem is more extensive than its next ten competitors combined. Equinix's executive team closely monitors emerging market trends and evolving customer demands, then responds with novel solutions. The company designs solutions to address clients' business challenges.

### ***Contributing to the Digital Economy in a Sustainable Way***

In Singapore, the company's 'WeAreEquinix' team (a volunteer group of local employees) promotes sustainability, purpose, service, and belonging, emphasizing environmental wellness. It engages activities and initiatives accentuating six pillars: Wellbeing, Green and Sustainability, Community Impact, Fun and Creativity, Diversity, Inclusion and Belonging, and Equinix Employee Connection Networks. For example, in conjunction with Singapore's 'OneMillionTrees' movement, Equinix has participated in tree-planting initiatives. This movement concentrates on restoring nature within the city life by planting over "a million trees across Singapore over the next ten years."<sup>5</sup> At the end of 2020, the company sponsored and donated 20 trees to the Singapore Botanic Gardens' 'Trees of the World' initiative. Equinix also

*"Equinix has strongly aligned its strategy with changing market dynamics in Singapore to drive growth. With continuous investments in developing an interconnected digital infrastructure, the service provider is well-positioned to address customer needs."*

*- Nishchal Khorana,  
Vice President & Global Program Leader, ICT*

works closely with the Singapore Environmental Council. In April 2021, it procured and sponsored two reverse vending machines (RVMs) in two local universities to encourage students' recycling of aluminum cans and plastic bottles. For every can and bottle deposited at the RVMs, "a monetary contribution was made to each university student's support program to help needy students."<sup>6</sup>

In addition, the company has pledged SG \$160,000 towards sustainability-focused scholarships for programs administered by the National University of Singapore (NUS) and Singapore Management University (SMU). In 2021, it introduced its Equinix Sustainability Scholarship for full-time third-year undergraduates at SMU. Qualified students pursuing a sustainability major at SMU can leverage this scholarship. The total grant is SG \$60,000, covering up to two years of study. Equinix takes pride in the fact that this is the first sustainability scholarship of its kind in the region. It also contributes SG \$100,000 to help the Center for Nature-based Climate Solutions at NUS introduce two scholarships for distinguished students enrolled in the Master of Science in Biodiversity Conservation and Nature-based Climate Solutions program. Selected students stand the chance of securing SG \$50,000 for academic expenses, covering up to two years of study. The company also donated SG \$36,000 to the Institute of

<sup>5</sup> <https://blog.equinix.com/blog/2021/08/24/equinixs-5th-data-center-in-singapore-puts-sustainability-first/>

<sup>6</sup> Ibid.

Technical Education for 40 students over six months, including National ITE Certificate (Nitec) in Built Environment, Higher Nitec in Facility Management, and Higher Nitec in Electrical Engineering courses.

As an extension of its efforts toward environmental wellness, Equinix's Singapore data centers incorporate energy-efficient technology, such as light-emitting diode lighting and granular temperature control (new technology). This control system deploys sensors for customized energy utilization to cool down customer equipment and condense unnecessary consumption. The company also invests in energy savings initiatives such as temperature control and air leakage prevention. To further accentuate its focus on sustainability, its new Singapore headquarters have consolidated four offices into one, introducing a sustainable design and minimizing energy consumption by 25%.

### ***Roadmap to Success: Customer-centric, Continuous, Proactive***

Unlike competitors, Equinix builds its services, collaborating closely with a range of stakeholders and partners to evolve alongside market needs and trends. For example, in November 2021, Equinix and NVIDIA collaborated to bring the NVIDIA LaunchPad program (which comprises immediate, short-term access to artificial intelligence [AI] infrastructure) to nine Equinix IBX® data centers globally, supported in Equinix Metal™ environments. This venture also represents Equinix's persistent inclusion of AI in its overall business structure and framework, boosting excellent customer value. Furthermore, in August 2021, Equinix announced a collaboration with the ASEAN Financial Innovation Network (AFIN). By capitalizing on Platform Equinix®, AFIN magnifies financial services innovation in Singapore and the global financial technology (FinTech) ecosystem.

*“The future of financial services is going to be open, instant, and everywhere. For greater financial innovation and inclusion to take place, co-creation needs to happen. Through our partnership with Equinix, AFIN believes that we will further reduce barriers to entry and time-to-market for FIs and FinTechs in Southeast Asia, paving the way for regional and global financial inclusivity in the future.”*

- Pieter Franken, Special Advisor to the AFIN Board

In November 2021, Telstra partnered with Equinix to improve the Telstra Octagon financial services solution and inflate global access and direct connectivity. With Telstra Octagon, companies have faster access to high-frequency trading environments between North America and the Asia-Pacific, including the Singapore Exchange Limited. Moreover, in May 2021, Dell Technologies (Dell) teamed up with the company to facilitate the APEX-as-a-Service experience through Equinix's IBX® data centers. Maximizing Dell-managed infrastructure and Platform Equinix®, businesses can address unforeseeable IT and storage requirements more resourcefully “when subscribing to APEX Data Storage Services at an Equinix location.”<sup>7</sup>

The company has teamed up with Alibaba Cloud to commence its first joint solution in Singapore, sustaining high-performance and flexible “interconnection between on-premise infrastructure and cloud services from wherever financial institutions are based.”<sup>8</sup> By integrating Alibaba's cloud solution with Equinix's global footprint and solid ecosystem, the two companies accommodate financial institutions

<sup>7</sup> <https://www.dell.com/en-us/dt/corporate/newsroom/announcements/detailpage.press-releases~usa~2021~05~20210505-equinix-dell-technologies-collaborates-with-equinix-to-deliver-apex-as-a-service-experience.htm#/filter-on/Country:en-us>

<sup>8</sup> <https://blog.equinix.com/blog/2021/03/15/accelerating-the-cloud-journey-for-financial-institutions-with-alibaba-cloud-and-equinix/>

with performance, security, and flexibility, helping them secure new growth avenues in the digital era. Frost & Sullivan notes that Equinix's seamless and frictionless value proposition and close relationships position it as a partner of choice.

In September 2021, a global application hosting and infrastructure service provider, i3D.net (acquired by Ubisoft), opted for Equinix's technology to support its global gaming platform. Under this partnership, i3D.net has moved its gaming platform to Platform Equinix®, facilitating the low-latency connectivity required for a seamless gaming experience. i3D.net has also deployed operations at Equinix locations in

*"Equinix's multiple initiatives in sustainability and best practices enable it to create strategic differentiation and enhance customer value in Singapore's highly competitive data center market. A comprehensive solution portfolio, augmented with strategic ecosystem partnerships, has been pivotal to Equinix's market success."*

**- Nishchal Khorana,  
Vice President & Global Program Leader, ICT**

Singapore and other major cities worldwide.<sup>9</sup> Additionally, in January 2022, Equinix announced that Pexip (a leading global provider of collaboration solutions and enterprise video conferencing) deployed its platform (Pexip) in Equinix IBX® data centers in Singapore and other countries worldwide. Through Equinix Connect and Equinix Fabric™ on Platform Equinix®, Pexip "scales up and manage[s] 7x growth of its enterprise video conferencing and collaboration usage."<sup>10</sup>

### Positioned for Growth

Since its inception, Equinix's sterling reputation and customer-centric framework led to its coveted preferred partner status. Over the years, it added a range of new partners to its established base. Its reseller and alliance partner networks include AT&T, Pico, Presidio, ePlus inc., Verizon, World Wide Technology, Children's Cancer Institute, Google Cloud, Oracle, Amazon Web Services, f5, NetApp, and Cisco. Equinix also has a Partner Central, a secure online portal where partners can access the latest partner information alongside marketing and sales resources. Partners can also sign up for technical and sales "training, register deals, and track sales opportunities."<sup>11</sup> These tools help users ameliorate their capabilities and deliver a valued customer experience.

Equinix Singapore is the most network-dense data center service provider in Southeast Asia. Singapore is the company's largest Internet Exchange hub in terms of Internet Protocol traffic and the fourth largest of any provider worldwide, "with peak traffic now more than six terabytes per second, representing a growth of 42% year-over-year."<sup>12</sup> Frost & Sullivan believes the company is well-positioned to drive the data center services space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

<sup>9</sup> <https://www.equinix.com/newsroom/press-releases/2021/09/as-online-gaming-demand-doubles-equinix-and-i3d-net-accelerate-underlying-digital-infrastructure-with-ubisoft>

<sup>10</sup> <https://www.equinix.sg/newsroom/press-releases/2022/01/equinix-supports-pexip-in-addressing-surg-ing-video-conferencing-demand-globally>

<sup>11</sup> [https://partnercentral.equinix.com/s/?language=en\\_US](https://partnercentral.equinix.com/s/?language=en_US)

<sup>12</sup> <https://blog.equinix.com/blog/2021/05/27/equinix-internet-exchange-traffic-sustains-growth-across-regions/#:~:text=Equinix%20Internet%20Exchange%20AE%20Traffic%20Sustains%20Growth%20Across%20Regions,-From%20the%20Americas&text=As%202021%20rolls%20on%20it's,a%20period%20of%20significant%20growth.>

## Conclusion

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Equinix continues to capitalize on its state-of-the-art technology and services to drive growth in the Singapore market. With sustainability at the core of its operations and cutting-edge data centers in Singapore, Equinix addresses customers' unmet needs with client-centric strategies and exemplifies best practice implementation. The company addresses the demand in the market through capacity expansion, strategic partnerships, and an ecosystem-centric approach to remain a trusted partner.

With its strong overall performance, Equinix earns Frost & Sullivan's 2022 Singapore Company of the Year Award in the data center services industry.

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

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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

