



**20
25** | **COMPANY
OF THE YEAR**
Driving impact across the customer value chain

*RECOGNIZED FOR BEST PRACTICES IN THE
JAPAN DATA CENTER SERVICES INDUSTRY*

F R O S T & S U L L I V A N

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Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition 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.

RECOGNITION CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Megatrends	Customer Purchase Experience
Leadership Focus	Customer Ownership Experience
Best Practices Implementation	Customer Service Experience
Financial Performance	Brand Equity

Accelerating Growth and Innovation in Japan's Data Center Services Market

Founded in 1998 and headquartered in California, United States, Equinix positions itself as a future-ready data center provider. This vision materializes in TY15, a cutting-edge retail facility launched in Shinagawa, Tokyo. Located just 1.5 kilometers from the legacy TY2 site, Equinix sets an industry first with TY15 by incorporating xScale capabilities within a retail footprint. It connects directly to TY2 via fiber, enabling seamless integration into Tokyo's most advanced network ecosystem and delivering the low-latency performance required for public and private artificial intelligence (AI) deployments.

Once fully operational, TY15 will be one of the largest data centers in Tokyo, with a total planned capacity of 3,700 cabinets.¹ The facility delivers structural resilience, high-density power, and advanced cooling systems, essential components for graphics processing unit (GPU)-intensive workloads driven by artificial intelligence (AI).

The facility opened with a capacity of 1,200 cabinets in its first phase.² In response to strong interest, the company accelerated its construction timeline and combined future development phases to enable earlier delivery of additional capacity. This swift shift demonstrates Equinix's market responsiveness and operational agility, highlighting its ability to meet the demand from hyperscalers, cloud service providers, and enterprises needing high-performance AI infrastructure.

¹ Frost & Sullivan's interview with Equinix (March 2025)

² <https://www.equinix.com/newsroom/press-releases/hongkong/2022/11/equinix-expands-digital-infrastructure-footprint-in-japan-by-investing-115m-in-a-new-data-center>

As customers' needs focus on capacity and infrastructure innovation, TY15 appeals to enterprises with its advanced liquid cooling systems. It features a loop chilled water piping system connected to high-efficiency air-cooled chillers that support air and liquid cooling configurations. The highlight includes liquid to liquid cooling support, which sets them apart in terms of lead time and cost. This setup improves thermal efficiency and power usage effectiveness to meet evolving computing demands driven by AI and high-performance computing (HPC) workloads. Equinix provides validated capabilities that strengthen its reputation as a front-runner in operationalizing AI infrastructure. TY15 follows industry best practices to ensure robust performance and maintain a competitive edge for AI and HPC applications.

"In June 2024, Equinix expanded its xScale portfolio by launching OS4x, its fourth hyperscale facility in Japan, located in Minoh City, Osaka. The facility provides 14.4 megawatts of information technology (IT) power across nearly 5,000 square meters of data hall space, purpose-built for high power density, large-scale AI workloads, and robust operational performance."

- Nishchal Khorana
Associate Partner

In 2024, Equinix also launched Japan's first standardized liquid cooling service at its OS3 facility in Osaka, with plans to extend the offering to TY15. This service delivers chilled water directly to customer racks and cages, optimizing highly efficient cooling of high-density deployments such as GPUs and HPC systems. With rapid deployment capabilities and broad compatibility, the solution is slated for expansion across Equinix's global platform.³

The system accommodates various liquid cooling methods, including direct-to-chip and rear door heat exchanger designs. Equinix's approach takes advantage

of liquid's thermal conductivity—approximately 3,000 times greater than that of air—to minimize energy usage, reduce leakage risk through advanced piping, and support higher compute density within the same physical footprint. These capabilities position the company as an enabler of low-latency, high-throughput workloads in AI-intensive environments.

Equinix continues to strengthen its leadership in the hyperscale space through its xScale portfolio. In 2024, the TY13x facility emerged as a hub for hyperscaler operations, while TY12x reached near-full occupancy with a single customer—a testament to the deep trust and long-term commitment Equinix inspires. As hyperscalers identifying Japan as a critical investment destination, Equinix's ability to meet requirements in terms of power, density, and location solidifies its role as a preferred infrastructure partner.

In June 2024, Equinix expanded its xScale portfolio by launching OS4x, its fourth hyperscale facility in Japan, located in Minoh City, Osaka. The facility provides 14.4 megawatts of information technology (IT) power across nearly 5,000 square meters of data hall space, purpose-built to support high power density, large-scale AI workloads, and robust operational performance.⁴ It connects directly to the adjacent OS2x site through an integrated base isolation structure that enhances seismic resilience. The facility also includes oil-free chillers and supports liquid cooling, aligning with Equinix's "Future First" sustainability strategy and commitment to operational efficiency.

³ <https://www.equinix.com/jp/ja/newsroom/press-releases/2024/07/125036>

⁴ <https://www.equinix.com/jp/ja/newsroom/press-releases/2024/06/-4-os4x->

This expansion comes amid a surge in hyperscaler investments in Japan, fueled by rising demand for AI-capable cloud infrastructure and data sovereignty requirements. Equinix's forward-looking capacity buildouts address this projected growth, underlining its role in enabling digital transformation across metropolitan areas. Moreover, the company's investment in Osaka is particularly timely, with the region projected to experience a 39% compound annual growth rate in interconnection bandwidth through 2026.⁵ As Japan's secondary commercial hub, Osaka provides an ideal environment for Equinix to capture long-term trends and advance infrastructure decentralization beyond Tokyo.

"Equinix's investments in Japan, with a focus on addressing the changing needs for AI workloads and sustainability, backed by robust go-to-market initiatives, enable it to achieve sustained market success."

- Nishchal Khorana
Associate Partner

Additionally, GPU-as-a-Service (GPUaaS) providers drive Japan's growing need for AI infrastructure. Many of these start-ups choose Equinix for its combination of technical readiness, prime urban locations, and interconnection advantages. With demand consistently outpacing supply, the company continues to anticipate and adapt to evolving infrastructure needs, strengthening its differentiation in the AI era.

As AI reshapes digital infrastructure needs, Equinix's strategic investments and operational advancements in Japan reflect a broader commitment to redefining what it means to be AI-ready. From hyperscale innovation to pioneering liquid cooling solutions, Frost & Sullivan commends the company's forward-thinking approach in addressing current requirements and driving future technological transformation, positioning itself as a central force in the evolving data center space.

Driving Business Value Through Sustainability and Market Alignment

Equinix integrates environmental stewardship directly into the designs and operations of its data centers. Since 2020, the company has powered all its International Business Exchange™ (IBX®) data centers in Japan using 100% renewable energy.⁶ In addition to clean energy sourcing, Equinix implements a range of advanced energy-saving technologies, including motion-activated LED lighting, high-temperature chilled water set points, and adaptive control systems. Facilities such as TY15 and OS3 also deploy magnetic bearing chillers and free cooling systems, aligning with Japan's national green growth strategy.

In April 2025, Equinix announced its first power purchase agreement (PPA) in Japan. This milestone shows the company's commitment to sustainable energy sourcing and enhances its decarbonization pathway. The move aligns with Japan's efforts to scale corporate renewable energy procurement, creating value through transitioning toward clean and reliable energy in the data infrastructure sector.

Equinix's environmental focus also resonates with customers operating in heavily regulated industries. Clients increasingly recognize the company's alignment with national sustainability priorities as a business enabler, particularly in meeting stringent environmental, social, and governance benchmarks. Equinix's technical readiness and environmental responsibility make it a preferred partner for organizations seeking to future-proof digital infrastructure within Japan's policy and regulatory context.

⁵ https://www.equinix.com/content/dam/eqxcorp/en_us/documents/insights/GXI_2024_en-US.pdf

⁶ <https://sustainability.equinix.com/map-of-initiatives/>

At the facility level, TY15 exemplifies Equinix's "Future First" sustainability strategy. The site integrates high-capacity uninterruptible power supply systems and long-life lithium-ion batteries, extending equipment life cycles while reducing environmental impact. As with other Equinix IBX, TY15 also provides customers with the Green Power Report, a certification aligned with the Greenhouse Gas Protocol that verifies the use of renewable energy within their deployed environments, offering transparency and compliance support.

In 2024, Equinix was welcomed as a member of Keidanren, Japan's most prestigious business federation, deepening its integration into Japan's economic and corporate ecosystem.⁷ Membership requires sponsorship from 2 existing members, reflecting the trust and credibility the company has cultivated within Japanese corporate circles. This membership enables Equinix to engage directly with Japan's largest enterprises and participate in high-level policy discussions that will shape the future of Japan's digital economy. It also opens indirect channels of influence through established partners such as Hitachi and Sakura Internet.

Frost & Sullivan recognizes Equinix's integration of sustainability across all levels of its operations. The company aligns environmental responsibility with business innovation and national priorities, advancing its decarbonization goals while helping customers and partners to achieve theirs. Equinix's investments in Japan, with a focus on addressing the changing needs for AI workloads and sustainability, backed by robust go-to-market initiatives, enable it to achieve sustained market success. This positioning cements Equinix's value proposition in driving sustainable digital transformation in Japan's data center industry.

Enabling Innovation and Market Impact Through Infrastructure Collaboration

Equinix has demonstrated a focus on customer-centric innovation and partnerships that align with national policy. Its collaboration with Sakura Internet in 2024, a leading domestic cloud provider, exemplifies this approach. Sakura Internet chose Equinix as its infrastructure partner to deploy GPUaaS solutions in Tokyo and Osaka. This partnership helped Sakura Internet meet certification requirements under the Ministry of Economy, Trade and Industry's Cloud Program supply assurance plan, making it the first private company to receive this designation. Sakura Internet plans to launch a generative AI (GenAI) cloud offering with 18.9 exaFLOPS of compute capacity, supported by Equinix's interconnection infrastructure, operational expertise, and sustainability credentials.⁸ Additionally, Equinix strengthened its partnerships with Hitachi and Kyndryl in 2024, evolving these relationships from early-stage engagements into high-performing sales channels.

These enterprise engagements highlight Equinix's ability to deliver more than infrastructure, driving measurable outcomes such as enterprise-wide transformation. Olympus selected Equinix to support the transformation of its IT infrastructure under its corporate initiative, Transform Olympus.⁹ As part of this effort, Olympus integrated its previously siloed IT operations by leveraging Platform Equinix® and HPC-ready IBX® data centers.¹⁰ Equinix's standardized operations and global connectivity support Olympus' R&D initiatives and enable it to manage its digital infrastructure with greater agility.

⁷ https://www.keidanren.or.jp/journal/monthly/2024/02_newface1.html

⁸ <https://www.equinix.com/jp/ja/newsroom/press-releases/2024/09/125050>

⁹ <https://www.equinix.com/jp/ja/resources/case-studies/olympus>

¹⁰ <https://www.equinix.com/jp/ja/resources/case-studies/olympus>

Similarly, Panasonic Information Systems (IS) utilized Platform Equinix® to launch its Oracle Exadata Managed Service externally. Panasonic IS is built on the Panasonic Group's operational know-how to deliver a high-performance, reliable, and cost-effective managed database service. Platform Equinix®, including Oracle-certified IBX® data centers and a suite of network services like Equinix Fabric®, provides the scalability, flexibility, and operational efficiency to support this business expansion and enable future IT transformation.¹¹ This collaboration solidifies Equinix's role as a trusted infrastructure provider and partner in enterprise growth.

In the entertainment sector, Equinix drives AI transformation through its collaboration with the Sega Sammy Group, accelerating innovation across its business units. The group established its AI hub on Platform Equinix® to enhance operational efficiency and accelerate design processes across its business units, including game development and toy planning. For example, Sega Fave uses a GenAI system trained on internal product images to generate 100 times more design proposals.¹² This allows designers to concentrate on refining concepts rather than creating initial drafts. The same AI environment improves survey analysis, reducing customer voice processing time by 80% through automated classification of feedback and emotion detection.¹³

In the gaming division, Equinix's infrastructure has helped facilitate a 100-fold increase in the creation of game design proposals. Furthermore, over 25 Sega Sammy Group companies use Equinix's IBX® data centers to store and manage content such as video and audio.¹⁴ These assets connect globally through Platform Equinix®, enabling secure, low-latency distribution and cross-cloud AI operations.

Moreover, Square Enix, the globally renowned developer behind some of the world's most successful video games, has expanded its infrastructure using the TY11 IBX® data center on Platform Equinix® to support high-density, compute-intensive game development. Leveraging Metro Connect® and Equinix Fabric®, the company achieved low-latency connectivity between legacy and modern server environments, streamlining collaboration with cloud and content partners. With the Smart View tool providing 24/7 performance visibility and proactive maintenance, Square Enix ensures high service availability and operational efficiency while maintaining a low carbon footprint through energy-efficient data center practices.¹⁵ This capability underscores Equinix's role in delivering scalable and sustainable infrastructure required for world-class digital content creation.

TY15 serves as an enabler across these enterprise and AI-native use cases. The facility provides a secure, high-density, low-latency environment that ensures compliance with stringent data governance and privacy frameworks—a critical requirement for industries operating under strict regulatory conditions.

Frost & Sullivan recognizes Equinix's ability to transform partnerships into platforms for innovation, growth, and national digital advancement. Through collaborations and diverse use cases, the company delivers measurable business outcomes and reinforces its role as a trusted partner in Japan's digital ecosystem.

¹¹ <https://www.equinix.com/jp/ja/resources/case-studies/panasonic-information-system>

¹² <https://www.equinix.com/jp/ja/newsroom/press-releases/2024/06/-ai-platform-equinix->

¹³ <https://www.equinix.com/jp/ja/newsroom/press-releases/2024/06/-ai-platform-equinix->

¹⁴ <https://www.equinix.com/jp/ja/newsroom/press-releases/2024/06/-ai-platform-equinix->

¹⁵ https://www.equinix.com/content/dam/eqxcorp/en_us/documents/resources/case-studies/cs_square_enix_en.pdf

Conclusion

Equinix demonstrates a strong focus on building AI-ready infrastructure, driving innovation, and building strategic partnerships. With facilities like TY15 and OS4x, the company offers a compelling proposition for both enterprise and hyperscale customers. Its ability to rapidly respond to market demand and anticipate evolving workloads reflects a commitment to long-term value creation. Collaborations with industry leaders strengthen Equinix's ability to drive sustainable growth. As it continues to expand its customer base, these engagements underscore the company's robust infrastructure delivery capabilities and strategic value. Its trusted brand, operational excellence, and future-ready vision establish it as a key player shaping the next chapter of Japan's data center and technology ecosystem.

With its strong overall performance, Equinix earns Frost & Sullivan's 2025 Japan Company of the Year Recognition in the data center services industry.

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

Frost & Sullivan's Company of the Year Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Company of the Year Recognition, 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 to create growth opportunities across the entire value chain

Visionary Scenarios Through Megatrends: Long-range scenarios are incorporated into the innovation strategy by leveraging mega trends and cutting-edge technologies, thereby accelerating the transformational growth journey

Leadership Focus: The company focuses on building a leadership position in core markets to create stiff barriers to entry for new competitors and enhance its future growth potential

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate consistent, repeatable, and scalable success

Financial Performance: Strong overall business performance is achieved by striking the optimal balance between investing in revenue growth and maximizing operating margin

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

VALUE IMPACT			
STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Megatrend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

