

Use Cases

1. Cloud Migration and Hybrid IT Deployments



- a. **Challenge:** Enterprises need seamless migration to the cloud while maintaining certain workloads on-premises.
- b. **Solution:** Use Equinix's cloud-adjacent data centers to securely connect on-premises infrastructure with major cloud providers like AWS, Azure, and Google Cloud through TD SYNnex.
- c. **Benefit:** Reduced latency, improved performance, and simplified migration processes.

2. AI and High-Performance Computing (HPC)



- a. **Challenge:** Companies adopting AI need infrastructure capable of handling large data volumes and low-latency requirements.
- b. **Solution:** Deploy AI workloads in Equinix's interconnected data centers, with support from vendors like NVIDIA and Dell through TD SYNnex.
- c. **Benefit:** Accelerate AI adoption with scalable, AI-ready infrastructure and global reach.

3. Edge Computing for Retail and IoT



- a. **Challenge:** Retailers and IoT providers need low-latency infrastructure for real-time analytics and customer experience enhancements.
- b. **Solution:** Use Equinix's edge locations and private interconnections to deploy applications closer to users.
- c. **Benefit:** Improved performance, real-time data processing, and better customer experience.

4. Disaster Recovery and Business Continuity



- a. **Challenge:** Businesses require reliable disaster recovery solutions to minimize downtime.
- b. **Solution:** Leverage Equinix's global platform through TD SYNnex for geographically distributed data centers.
- c. **Benefit:** Ensure 99.999% uptime with redundant, resilient infrastructure.

Who is Equinix?

Equinix is the world's leading digital infrastructure company, with a trusted global platform of 260+ data centers across 34 countries and over 10,000+ customers. Businesses rely on Equinix to:

- **Interconnect** securely with the largest digital ecosystems.
- **Innovate** with cloud-adjacent infrastructure and AI-ready solutions.
- **Scale** globally with low-latency performance and unmatched reliability (99.999% uptime).
- **Achieve Sustainability Goals** with a commitment to 100% renewable energy by 2030.

Key Differentiators:

- **Global Reach:** The broadest footprint of interconnected data centers.
- **Digital Ecosystems:** Connect privately to leading cloud providers, networks, and enterprises.
- **Edge Performance:** Deliver optimal application performance with reduced latency.

Partner Benefits

- **Innovation Enablement:** Support cutting-edge solutions at the edge with cloud-adjacent infrastructure.
- **Customer Experience:** Optimize performance and reduce latency through [Equinix Fabric™](#), enabling seamless, secure interconnection with cloud providers, networks, and partners across the globe.
- **One-Stop Shop:** Enhance your portfolio by integrating Equinix's offerings seamlessly.



Ready to Learn More?

Explore how the Equinix and TD SYNEX partnership accelerate your success:

- [Learn More about Equinix and TD SYNEX](#)
- [Equinix Alliance Partner Solutions](#)
- [Data Center Platform](#)



Growth and Profitability Opportunities

- **Recurring Revenue:** Add consistent revenue streams for cloud, network, and data center services.
- **Improved Margins:** As your Equinix offerings grow, so do your margins with no associated support costs. Equinix handles day 2 support and you benefit from additional infrastructure sales as customer needs expand.
- **Accelerated Sales Cycles:** Leverage familiar TD SYNEX sales teams and Equinix's channel support.



Contact Information

Christina Allen

Distribution Sales Manager, Equinix

Email: callen@equinix.com

Equinix Team at TD SYNEX

Email: equinix@tdsynnex.com



Ready to register an opportunity?

[TD SYNEX DEAL REGISTRATION](#)



Unlocking Success with TD SYNEX

TD SYNEX provides an **efficient, flexible route to market** for Equinix solutions, enabling partners to grow and scale with ease.

Strategic Advantages for Partners

- **Simplified Procurement:** Leverage existing credit terms, financial agreements, and procurement aggregation through TD SYNEX.
- **Exclusive Joint Solutions:** Access ready-to-deploy solutions from Cisco, Dell, NVIDIA, and other top-tier vendors.
- **Ease of Selling:** No new partner contracts or certifications needed to sell Equinix through TD SYNEX. The procurement process only requires the end user to sign the MCA/GCT.
- **Flexible Support Options:** Customize support models, including Tier 1 and Day 2 support, to match your customers' unique requirements.

Growth and Profit Opportunities

- **Recurring Revenue:** Add consistent revenue streams for cloud, network, and data center services.
- **Improved Margins:** As your Equinix offerings grow, so do your margins. With no associated support costs—Equinix handles Day 2 support—you benefit from additional infrastructure sales as customer needs expand.
- **Accelerated Sales Cycles:** Leverage familiar TD SYNEX sales teams and Equinix's channel support.

Together, Equinix and TD SYNEX empower you to drive digital transformation and unlock new opportunities.