Platform DIGITAL™
Scaling Digital Business
Why a Global Data Center Platform

DIGITAL TRANSFORMATION
The digital economy is remaking both private and public enterprises across all industries, transforming how they create and deliver value.

BE UBIQUITOUS
To succeed, companies need to operate ubiquitously and on-demand, augmented by real-time intelligence, serving customers, partners and employees across all channels, business functions and points of business presence.

ACCOMMODATE DISTRIBUTED WORKFLOWS
This is forcing IT to re-architect towards a decentralized infrastructure which removes data gravity barriers to accommodate distributed workflows that vary by participant, application, information and location-specific needs.

AT CENTERS OF DATA EXCHANGE
To solve global coverage, capacity and ecosystem connectivity needs requires a pervasive data center platform that integrates the physical and virtual worlds within proximity to centers of data exchange, interconnected to digital ecosystems and tailored to business needs.

ON PlatformDIGITAL™
The global data center platform to enable this is PlatformDIGITAL™.

Powering Your Digital Ambitions

BE IN CONTROL
- Simplify infrastructure delivery by standardizing deployment and operations on a single global data center platform
- Reduce risk while continuously meeting global security and compliance mandates

BE CONNECTED
- Improve business performance by leveraging and participating in global digital ecosystems
- Differentiate business agility by shortening the time-to-connect to partners, providers and markets

BE OPTIMIZED
- Enable revenue growth by adding digital capabilities locally and accessing new markets globally
- Reduce costs through consolidation, minimize over-provisioning and implement price/performance-optimized hybrid infrastructure
Introducing PlatformDIGITAL™

The global data center platform to host critical infrastructure and interconnect digital ecosystems, providing the trusted foundation to:

- Solve global coverage, capacity, and ecosystem connectivity needs with a single data center provider
- Tailor infrastructure deployments and controls matched to business needs irrespective of data center size, scale, location, configuration or ecosystem interconnections
- Operate deployments as a seamless extension of any global infrastructure with the consistent experience, security, and resiliency business demands
- Enable global distributed workflows at centers of data exchange to remove data gravity barriers and scale digital business
Customer Use Cases

**RATIONALIZE THE PORTFOLIO**
- Consolidate legacy data centers
- Institute new regional IT hosting zones
- Standardize infrastructure deployments

**REWIRE THE NETWORK**
- Implement local network ingress/egress
- Optimize network segment/topology
- Instantiate multi-cloud connectivity

**IMPLEMENT HYBRID IT CONTROLS**
- Implement ingress/egress control points
- Host IT and Security stacks at ingress/egress points
- Simplify infrastructure management

**OPTIMIZE DATA EXCHANGE**
- Implement data staging/aggregation
- Integrate public/private data sources
- Host data and analytics adjacent to network ingress/egress points

**INTERCONNECT GLOBAL WORKFLOWS**
- Service-chain multi-cloud and B2B applications
- Cross connect inter-metro and inter-region hubs
- Directly connect digital ecosystems locally and globally

**OUTCOMES**
- Achieve data center cost reduction
- Improve speed to deploy distributed IT
- Reduce number of data center vendors
- Implement flexible infrastructure

**OUTCOMES**
- Reduce latency and increase throughput
- Increase bandwidth per employee cost-effectively
- Performant multi-cloud connectivity
- Improve global traffic management

**OUTCOMES**
- Reduce IT vulnerability points
- Improve security posture
- Reduce operational complexity
- Secure, direct connect SaaS-based security and operational services

**OUTCOMES**
- Optimize data exchange between users, things, networks and clouds
- Maintain data compliance and sovereignty
- Enable real-time intelligence across workflows
- Solve data gravity challenges

**OUTCOMES**
- Enable SDN-based interconnection
- Dynamically connect workflow participants and services
- Securely integrate digital ecosystems globally
- Enable secure B2B workflow collaboration
Introducing Pervasive Datacenter Architecture (PDx™) Solution Approach

A step-by-step strategy to create New IT Architecture required for Digital Transformation:

• Plan centers of data exchange zones to remove barriers of data gravity
• Deploy fit for purpose data center footprints tailored to business needs
• Interconnect to digital ecosystems
• Control and deliver a consistent global operational experience
• Achieve specific performance, resiliency and security requirements

A PDx™ architecture results in a decentralized IT infrastructure enabling distributed workflows at centers of data exchange implemented on PlatformDIGITAL™.
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Solution Model

Solve data gravity challenges and scale digital business by implementing the PlatformDIGITAL™ Solution Model:

A prescriptive solution combination including:

1. **NETWORK HUB**
   - Consolidates and localizes traffic into ingress/egress points to optimize network performance and cost.

2. **CONTROL HUB**
   - Hosts adjacent Security and IT controls to improve security posture and IT operations.

3. **DATA HUB**
   - Localizes data aggregation, staging, analytics, streaming and data management to optimize data.

4. **SX FABRIC**
   - Adds SDN overlay to service chain multi-cloud and B2B application ecosystems. Connects hubs across metros and regions to enable secure and performant distributed workflows.

PlatformDIGITAL™ Solution Model is the physical implementation of a Pervasive Datacenter Architecture Strategy - it brings users, networks, clouds, controls, systems and things to the data, which removes barriers of data gravity, creates centers of data exchange to accommodate distributed workflows and scales digital business.
Learn More About PlatformDIGITAL™

**GLOBAL COVERAGE**
- 5 Continents
- 15 Countries
- 36 Metros
- 210+ Data Centers

**INTERCONNECTED SYSTEMS**
- 700+ Network and Content Providers
- 600+ Cloud and IT Providers
- 800+ Enterprises

**ALWAYS ON ALWAYS AVAILABLE**
- 24/7 Support
- 365 Days per year
- 99.999% Uptime

**FIT FOR PURPOSE INFRASTRUCTURE**
Customers can tailor infrastructure deployments to any size, scale or configuration to meet business needs on PlatformDIGITAL™

**FIT FOR PURPOSE INTERCONNECTION**
Customers can right-size connectivity via a fabric of physical and virtual direct interconnections to whom they need on PlatformDIGITAL™

**MISSION CRITICAL EXPERTISE**
Customers can harness the expertise from operationalizing the most complex global data center facilities at PlatformDIGITAL™
About Interxion: A Digital Realty Company

Interxion: A Digital Realty Company, is a leading provider of carrier-and cloud-neutral data centre services across EMEA. With more than 700 connectivity providers in over 100 data centres across 13 European countries, Interxion provides communities of connectivity, cloud and content hubs. As part of Digital Realty, customers now have access to 47 metros across six continents. For more information, please visit interxion.com or follow us on LinkedIn and Twitter.

About Digital Realty

Digital Realty supports the data center, colocation and interconnection strategies of customers across the Americas, EMEA and APAC, ranging from cloud and information technology services, communications and social networking to financial services, manufacturing, energy, healthcare and consumer products. To learn more about Digital Realty, please visit digitalrealty.com or follow us on LinkedIn or Twitter.