

# Marketplace PORTAL

Data Center Services



## One Site, Mutiple Functions

MarketplacePORTAL is Digital Realty's award winning site that combines tools for driving new business and monitoring operations in a single solution. Digital Realty customers use tailored company profiles to identify and interact with other customers, then enjoying the ability to send and receive product quotes in a centralized fashion.

The MarketplacePORTAL also allows Digital Realty customers leverage online vertical communities to target specific audiences, network with one another, and gain insights into market trends. Matchmaking alerts are provided, including a LIVE tool that can be used to create and send messages for Digital Realty's MarketplaceLIVE biannual events.

The portal can be used to view and manage purchased Digital Realty goods, including opening new Cross Connect orders, auditing facility space and power, and handle interconnection inventory, facility and user access, as well as invoices and trouble tickets.

## Specific Examples for Business and Operational Users

Digital Realty understands that technology use differs from business to business, and the MarketplacePORTAL is an asset to each of our customers, no matter how big or small. Below you will find examples of how real customers use these service-oriented technologies in a Digital Realty setting:

### Business Users

- A commercial business has just introduced a variation to its software platform that it believes will be a game-changer in its industry. However, since its marketing budget is minimal, it will be making this announcement via a webinar while leveraging social media and communities to get the word out. In turn this company leverages the MarketplacePORTAL to broadcast and disseminate the news of this event, helping to establish both the credibility of its new service offering and its own business.
- An SMB that has aspirations of becoming a mid-Tier player in its space has decided that instead of hiring its own internal sales force, it will seek channel partners open to a white box relationship. Leveraging the MarketplacePORTAL and attending a MarketplaceLIVE or MarketplaceLOCAL event enables this company to narrow down its choices of channel partners and find the business partner best-suited to support its long-term needs.

### Benefits

**DISCOVER.** Reach new customers and develop new business partnerships. Offer quotes for your products that complement the Digital Realty ecosystem.

**MATCH.** Complete your customer profile and send in your building list to be found and matched by over 40,000 Digital Realty connections.

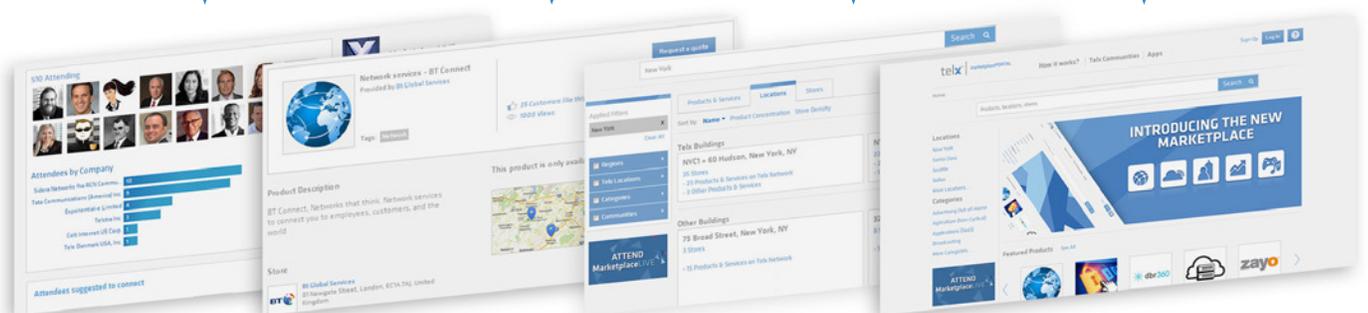
**INTERACT.** Market your business to the Digital Realty ecosystem through product placement and events. Lead discussions and become the expert in your field, or find the leader you need.

See All Attendees & Schedule Meetings

Quote Requests & Community Product Ratings

Search By Geography And Product Type

No Login Required To Search



## Operational Users

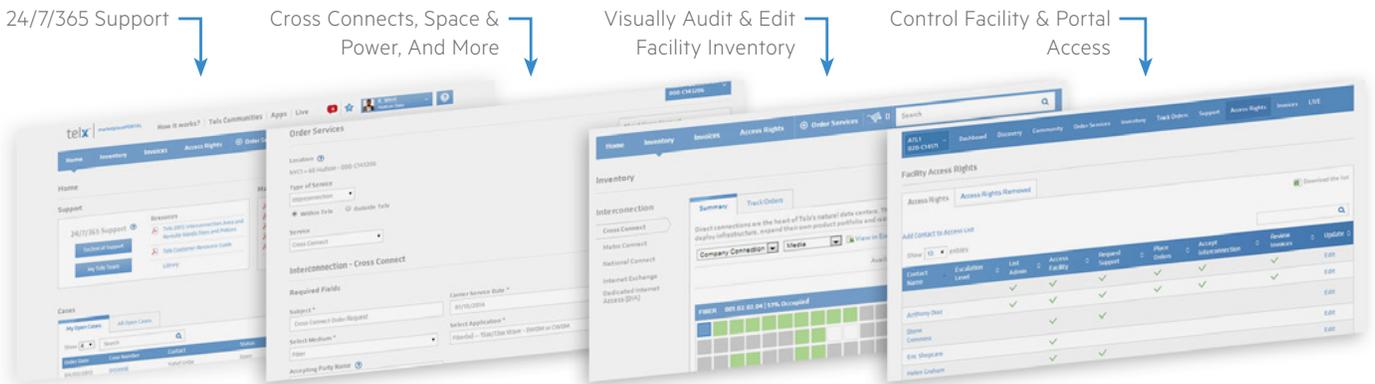
- A national telecom carrier with a provisioning team received a letter of authorization (LOA) to cross connect with an enterprise firm within the same Digital Realty datacenter. The provisioning team can log into the MarketplacePORTAL and easily choose from its existing pack inventory to provision the circuit graphically with follow up alerts on the order's completion.
- Immediate on-site assistance is needed for equipment within a Digital Realty facility. Digital Realty's MarketplacePORTAL offers the ability for users to place trouble tickets, accompanied by real-time alerts of the progress of the remote hands' efforts.
- An employee has been terminated and Digital Realty needs to be notified to insure the security of the company's network is maintained. The MarketplacePORTAL offers facility Access Rights management, fortified by 24-hour NOC support, to grant and deny facility access in real time.
- An IP Engineer needs to monitor purchased Digital Realty dedicated internet access (DIA). The Digital Realty portal provides insight into facility space, power, and interconnection inventory, including the ability to see DIA performance. Purchasing new DIA services, including speed testing, is also available within the MarketplacePORTAL.

## Benefits

**SECURITY.** The MarketplacePORTAL enables Digital Realty customers to maintain who has access into the Digital Realty facilities, including one-time visits by contractors or full-time employees.

**AGILITY.** Digital Realty offers a 24-hour turn around on cross connect orders placed through the MarketplacePORTAL, accompanied by real-time alerts with order completion statuses.

**TRANSPARENCY.** The MarketplacePORTAL offers order and support history, detailed facility inventory, invoices, and facility access history.



The Digital Realty MarketplacePORTAL team can help you setup your storefront. Email [marketplaceportal@digitalrealty.com](mailto:marketplaceportal@digitalrealty.com) for a free consultation and setup.

## Sales

T +1 877 378 3282

E [sales@digitalrealty.com](mailto:sales@digitalrealty.com)

## About Digital Realty

Digital Realty Trust, Inc. supports the data center and colocation strategies of more than 1,000 firms across its secure, network-rich portfolio of data centers located throughout North America, Europe, Asia and Australia. Digital Realty's clients include domestic and international companies of all sizes, ranging from financial services, cloud and information technology services, to manufacturing, energy, gaming, life sciences and consumer products.

[www.digitalrealty.com](http://www.digitalrealty.com)



**DIGITAL REALTY**