



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.

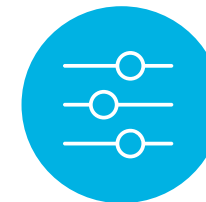
AT CENTERS OF DATA EXCHANGE

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®

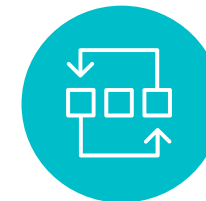
The global data center platform to enable this is PlatformDIGITAL®.

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



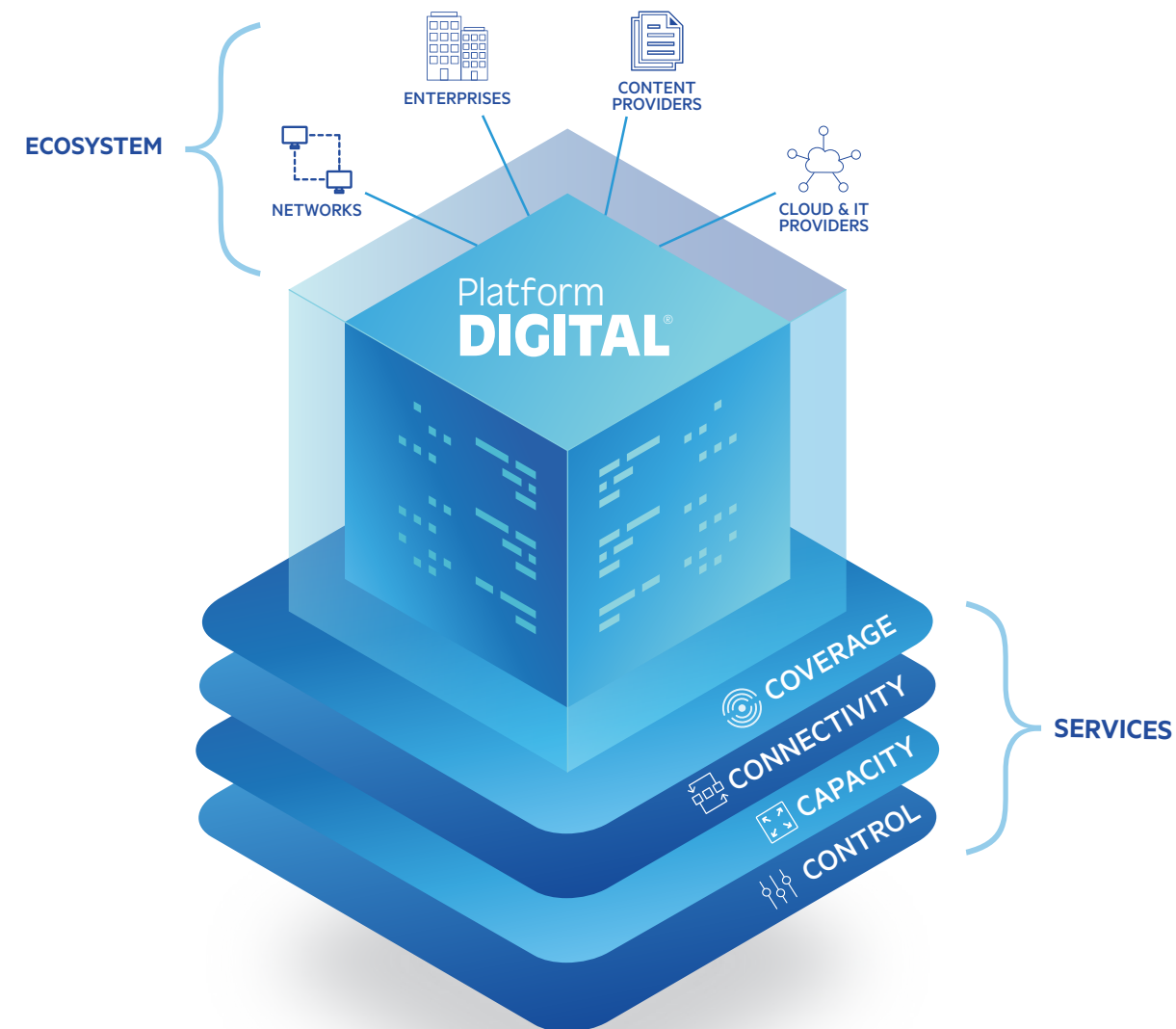
BE OPTIMIZED

- 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®

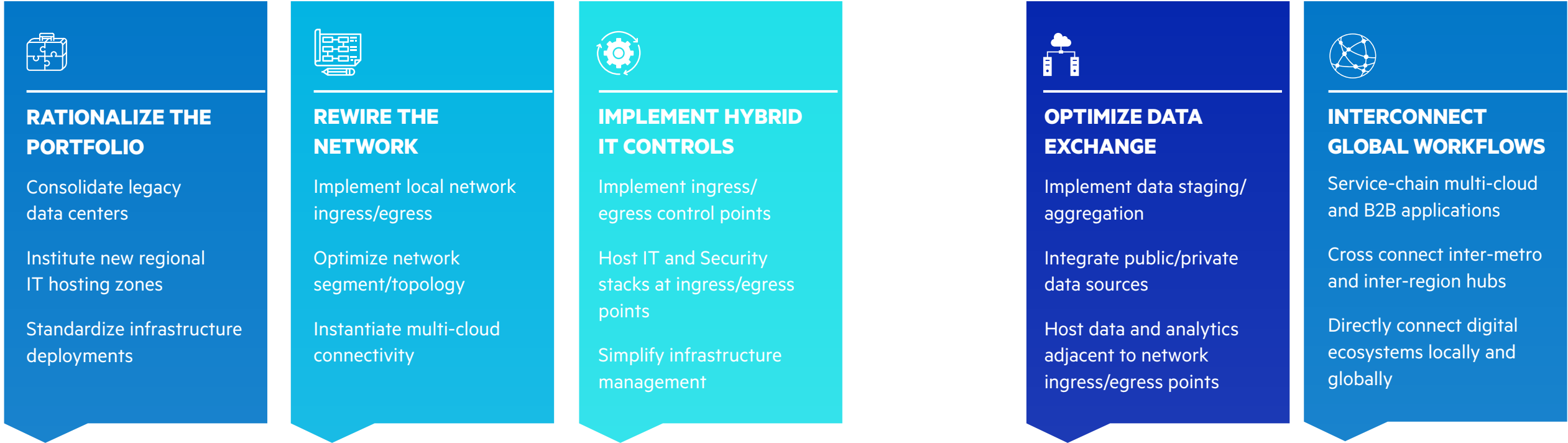
**The global data center platform to host
critical infrastructure and interconnect digital
ecosystems, providing the trusted foundation to:**



- ▶ 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



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



A Proven Approach

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®.



PLAN ZONES

Plan distributed workflows at business points of presence requiring centers of data exchange

IDENTIFY PARTICIPANTS

Identify the users, applications, data and things that will participate in distributed workflows

MAP WORKLOADS

Map workload types with performance attributes required to support participants in distributed workflows

DEPLOY FOOTPRINTS

Deploy fit for purpose footprints matched to workflow profiles and workload attributes interconnecting participants at centers of data exchange zones to enable distributed workflows

Capability Roadmap

COVERAGE
Deploy where you need

CONNECTIVITY
Connect how you need to whom you need

CAPACITY
Host what you need, how you need

CONTROL
Implement and operate the way you need



Contains information and statements which are based on current plans, expectations, estimates, forecasts and assumptions that are subject to change. No representations or warranties are made by the Company or any of its affiliates regarding any such information, statements or projections, and results are not guaranteed.

INTEGRATED GLOBAL EXPERIENCE



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

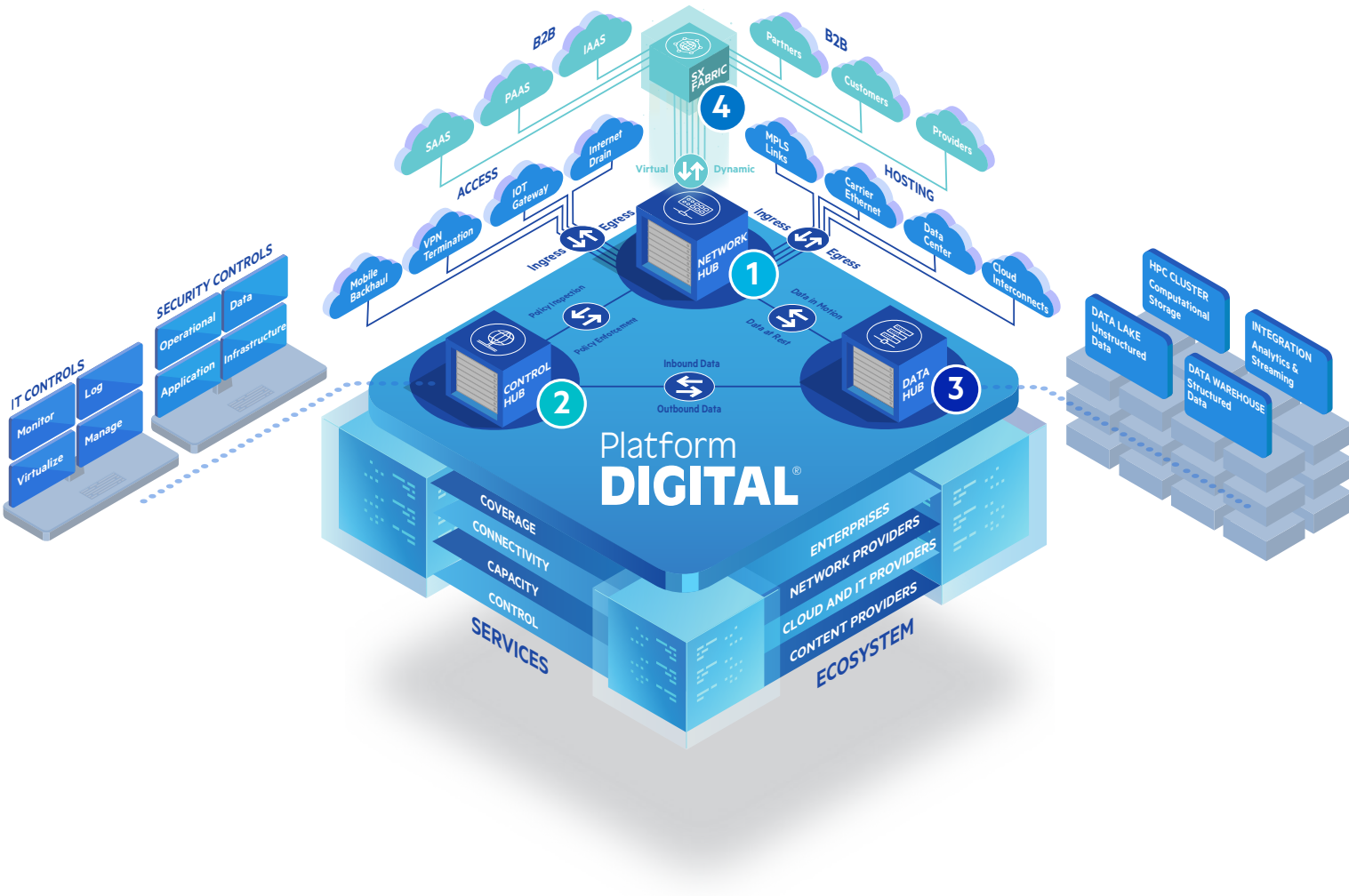
CONTROL HUB
Hosts adjacent Security and IT controls to improve security posture and IT operations

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[®]



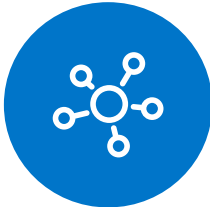
GLOBAL COVERAGE

6
Continents

24*
Countries

49*
Metros

286*
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 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.

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