**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 UBQUITOUS**
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

**REWRITE 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
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

---

**Current**

**Future**

286°
Data Centers

24°
Countries

49°
Metros

More Locations

DLR at the Edge

Physical Cross-connects
Virtual Cross-connects

Network Hub
Control Hub

SX Fabric
2,000+ Ecosystem Participants

Global Interconnection Fabric
Up to 10,000 Ecosystem Participants

Micro-modular Footprints

2,000+ Ecosystem Participants

DCIM
Enhanced API's

More Locations

DLR at the Edge

Solution Architecture

Data Hub
Hyperscale

Exascale Hub

Global Portal

Countries

Metros

More Locations

DLR at the Edge

Design and Install Services

Host what you need, how you need

Micro-modular Footprints

Hyperscale

Exascale Hub

Global Portal

Data Center

Solution Architecture

Deploy where you need

Connect how you need to whom you need

Implement and operate the way you need

**INTEGRATED GLOBAL EXPERIENCE**

**As of 3rd quarter 2020.**

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.
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®

Learn More About PlatformDIGITAL®

Visit www.digitalrealty.com/platform-digital

*As of 3rd quarter 2020
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.

Sales
P (877) 378 3282
E platformdigital@digitalrealty.com