



Optimizing Financial Services Data Exchange

Data-Driven Digital Transformation

A PlatformDIGITAL® Pervasive Datacenter Architecture (PDx®)

SOLUTION BRIEF



Optimizing Financial Services Data Exchange

Over our 15+ year history, we have assembled the largest global platform of multi-tenant data center capacity¹ while operating the world's second-largest carrier-neutral interconnection platform.²

We are privileged to serve more than 4,000 customers across 23 industries, representing some of the largest and most innovative companies globally.³

These customers continue to solve the most complex infrastructure, connectivity and workflow use cases across technologies like network peering, hyperscale, low-latency, HPC/Big Data and artificial intelligence. Additionally, we witnessed a growing trend among multi-national customers, each deploying and connecting large private data infrastructure footprints across multiple global sites. This drove us to understand more.

We conducted research, built a global database and cracked the code on how to measure, quantify

and forecast the growing intensity of the enterprise data creation lifecycle and its gravitational impact on IT infrastructure. We published our findings as the Data Gravity Index™ (DGx), an annual report to facilitate industry dialogue and assist our Enterprise and Service Provider customers as they shift their infrastructure strategies to address the challenges Data Gravity presents.⁴

Today, we are taking the next step by publishing our “Pervasive Datacenter Architecture (PDx®) Solution Brief – Optimizing Financial Services Data Exchange,” – a solution strategy for Financial Services (FinServ) companies to address both industry-specific business challenges and overcome Data Gravity barriers.

This solution brief provides FinServ business and technology leaders with a codified strategy and solution approach to implement data-driven digital transformation, obtain competitive advantage and unlock new growth opportunities.

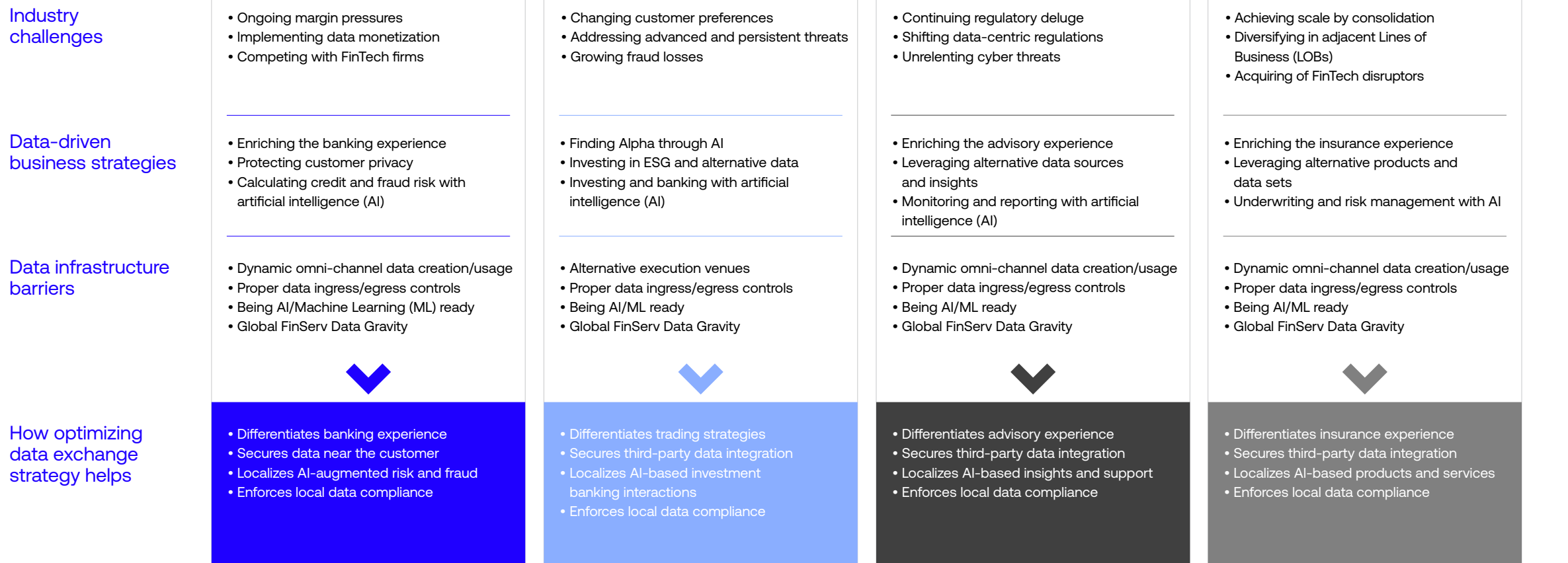
1. 451 Research, Market Forecast, Leased Datacenter Global Providers, 2020. Capacity measured in terms of operational square footage.

2. Synergy Research Group; Second largest carrier neutral interconnection global.

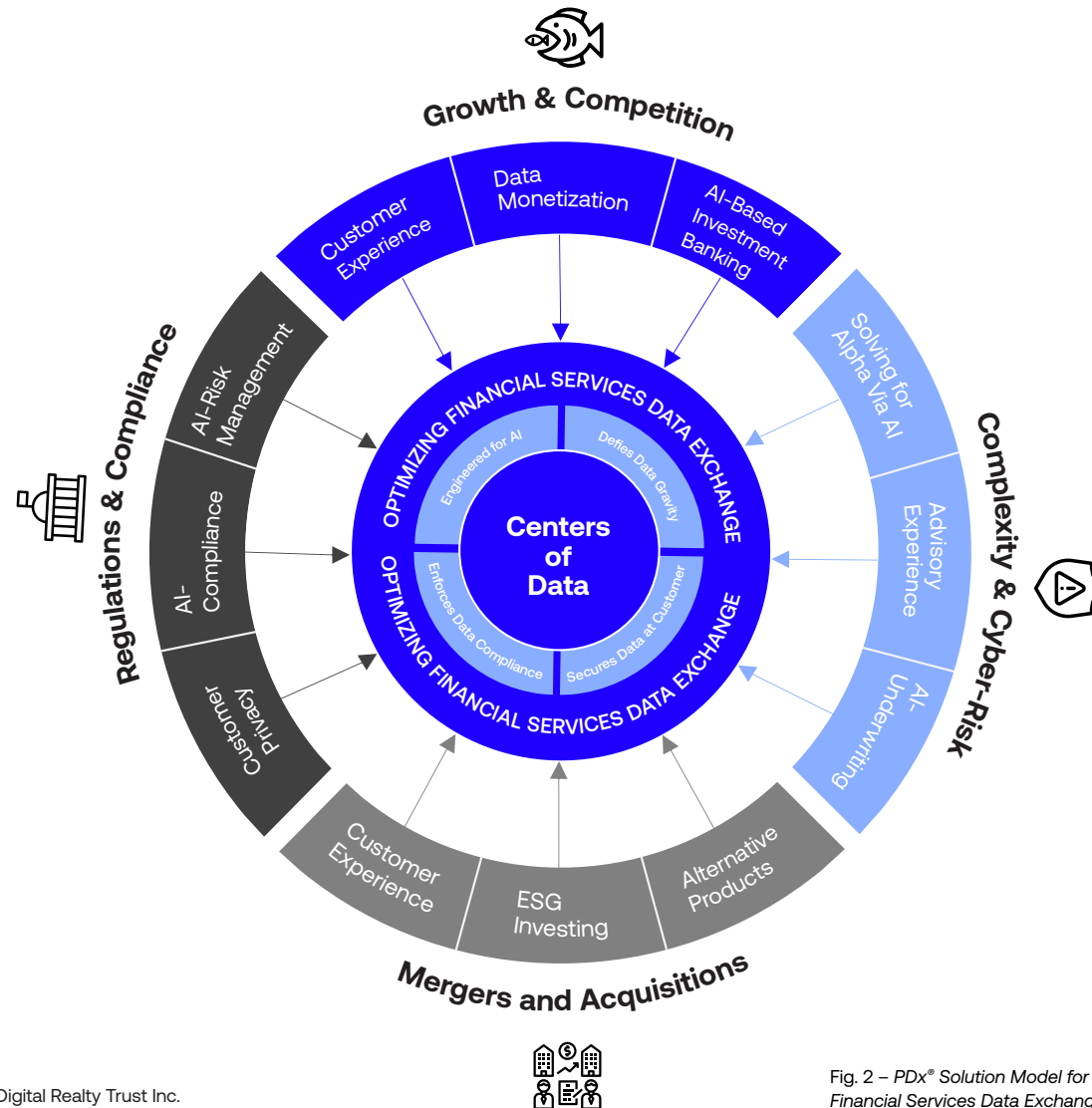
3. Digital Realty Trust, Inc. Form 10-K 2023, filed in 2023.

4. Digital Realty, **Data Gravity Index™ (DGx)**, December 2020.

Strategy Model – Optimizing Financial Services Data Exchange



Solution Model – Optimizing Financial Services Data Exchange



PDx® Solution Model for Optimizing Financial Services Data Exchange

The digital economy is remaking FinServ organizations, transforming how they create and deliver value.

To succeed, FinServ organizations require a business platform that operates ubiquitously, and on-demand, augmented by real-time intelligence to best serve customers, partners and employees via digitally-enabled interactions across all channels, business functions and points of business presence.

Enabling this business platform requires a data-centric infrastructure architecture designed to:

- Defy Data Gravity
- Secure data near the customer
- Enforce data compliance
- Be compatible with AI architecture

When implemented on PlatformDIGITAL®, FinServ companies can realize their target state architecture, optimize data exchange and achieve unique value including:

- **REDUCING RISK** – with a secure data exchange
- **LOWERING COSTS** – with a reduction in bandwidth and duplicated infrastructure
- **GROWING REVENUE** – through unbounded data analytic performance

Appendix

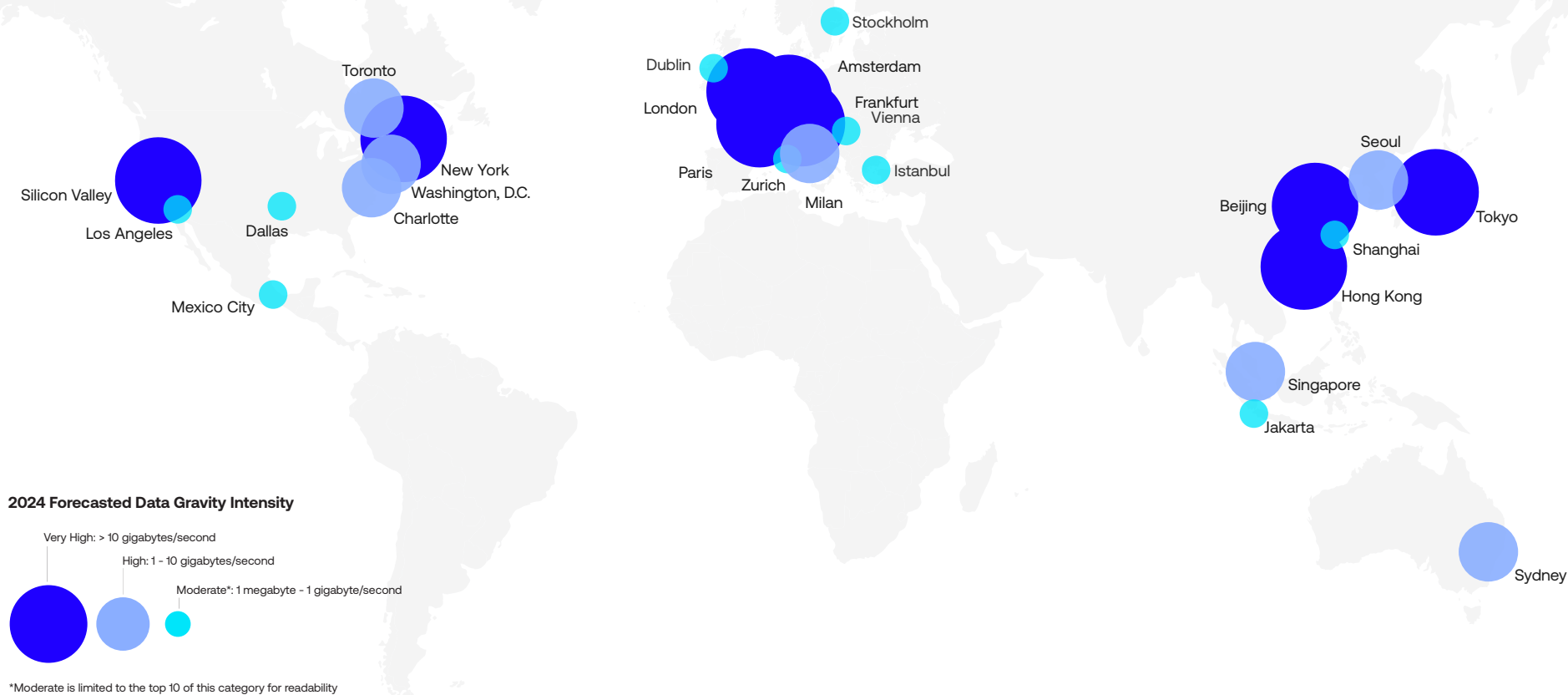
Global Data Gravity Intensity Forecast: Financial Services

Global
Data Gravity
intensity

Financial Services

146%
CAGR growth
through 2024

Learn more
datagravityindex.com



About Digital Realty

Digital Realty brings companies and data together by delivering the full spectrum of data center, colocation and interconnection solutions. PlatformDIGITAL®, the company's global data center platform, provides customers with a secure data meeting place and a proven Pervasive Datacenter Architecture (PDx®) solution methodology for powering innovation and efficiently managing Data Gravity challenges. Digital Realty gives its customers access to the connected data communities that matter to them with a global data center footprint of 300+ facilities in 50+ metros across 28 countries on six continents. To learn more about Digital Realty, please visit **digitalrealty.com** or follow us on **LinkedIn** and **Twitter**.

Learn more

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