

# FREQUENTLY ASKED QUESTIONS

## EQUINIX LEAD REFERRAL PARTNER PROGRAM

### 1. What is the Lead Referral Partner Program?

Equinix provides a referral fee to companies, agents or individuals who submit leads that convert to a customer billing for Equinix services.

#### **Become a Lead Referral Partner:**

Submit the application form at <https://partnercentral.equinix.com/lead-referral-partner-application> to apply to become a Lead Referral Partner.

### 2. How do I submit a Lead?

After you have been accepted into the Lead Referral Partner program, request access to the Partner Central Portal and log in to submit the lead.

### 3. What happens after I submit a lead?

After submitting your lead with the lead submission form, you will be notified by email within 3-5 business days if your lead has been accepted.

From the Partner Central Portal you can download collateral and sales tools, find training and other support resources. After your lead registration has been accepted all you need to do is introduce the customer to the assigned Equinix sales representative.

### 4. How long is my registered lead valid?

Your registration is valid for 120 days from receipt of the lead submission. If you need to request an extension of your registration send an email request to the Lead Referral Partner Program team at [Lead\\_Referral\\_Program@equinix.com](mailto:Lead_Referral_Program@equinix.com).

### 5. Can I register leads for opportunities outside the U.S.?

Yes. If your client is considering Equinix International Business Exchange™ (IBX®) data centers in other regions, those additional opportunities may be included in your lead registration submission. Check with the Lead Referral Partner Program team for eligibility.

### 6. Why would Equinix decline my lead?

There are a variety of reasons your lead may be declined. It could be an existing customer. It could be that the lead may already be registered or an Equinix rep may already be engaged in the opportunity. There are always exceptions to the rules, so please check with the Lead Referral Partner Program Team if you have any questions.

### 7. When do I get paid?

You will receive payment within 45 days from the end of the month in which the customer invoice is issued.

### 8. How can Equinix help me increase my referrals?

To help you grow your business, Equinix provides marketing resources on Equinix Partner Central. Use these tools and sales enablement assets to help uncover new sales opportunities. If you need assistance, contact us at [Lead\\_Referral\\_Program@equinix.com](mailto:Lead_Referral_Program@equinix.com).

### 9. Where do I find more information about the Lead Referral Partner Program?

Contact the Lead Referral Partner Program team to request more information: [Lead\\_Referral\\_Program@equinix.com](mailto:Lead_Referral_Program@equinix.com).