

IS YOUR USER EXPERIENCE KEEPING UP WITH THE DIGITAL ECONOMY?

Equinix Interconnection Platform

Interconnection integrates partners, customers, and employees across geographies through direct, secure physical and virtual connections to accelerate business performance and create new opportunities.

ENGAGE CUSTOMERS

The Way They Want to be Engaged

\$2.2T is **64%** Retail store sales expected to be influenced by consumers' digital activities (research, social media, digital coupons, etc.)

89% Business leaders surveyed by Gartner believe that customer experience will be their primary basis for competition

over **\$2B**

In online shopping will be performed exclusively by mobile digital assistants by year end 2016



Source: Deloitte - Digital Tech Influences \$2.2T in Store Sales (CIO Journal 6/10/15)

Source: Gartner Reveals Top Predictions for IT Organizations and Users for 2015 and Beyond," Gartner, October 7, 2014.



EMPOWER EMPLOYEES

40%

Large enterprise IT organizations exploit designs shaped by user experience for employee-facing apps by 2017

Technology spending that occurs outside the IT budget

38%

Source: Gartner: Predicts 2015: The Digital Workplace Underscores the Benefits of a Consumerized Work Environment

COLLABORATE WITH BUSINESS PARTNERS

81%

Executives believe industry boundaries will dramatically blur as platforms reshape industries into interconnected ecosystems.

3 of the Top 5

Companies in the world are Platform Companies (Apple, Google, Microsoft)

Source: Accenture Technology Vision 2015



Can your current interconnection strategy provide the user experience your business needs to compete in today's Interconnected era? **Learn more:** Empowering the Digital User - A New Paradigm for Directly Connecting People Within the Enterprise

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