



3 KEY INSIGHTS ON THE DIGITAL ECONOMY

Tracking Shifts and Their Impacts
on Digital Business

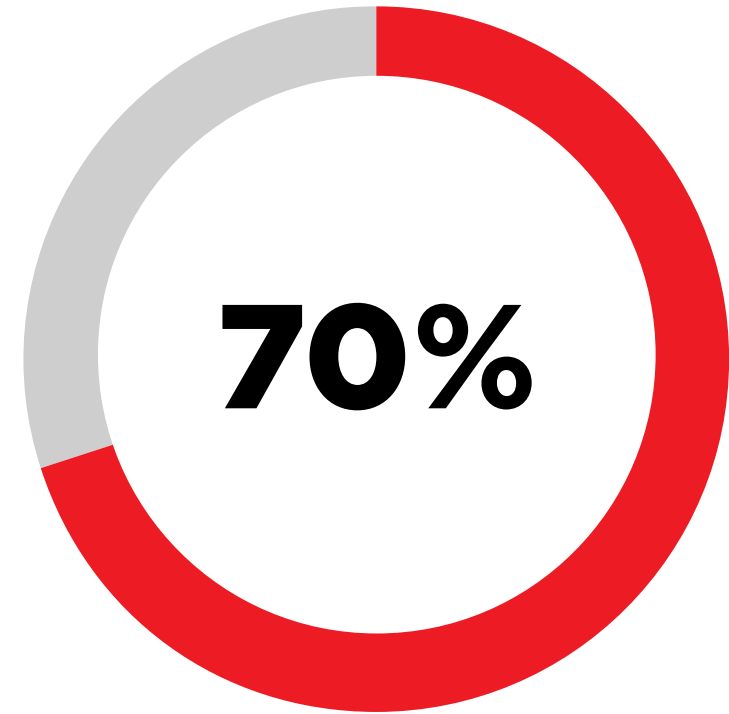
INTRODUCTION

Get the Performance, Scale and Agility You Need to Stay Ahead

Track shifts in the digital economy and how they impact your industry

To remain competitive, organizations need to grow revenue and increase efficiencies, while lowering costs and enhancing the user experience. But in today's business climate, market and competitive pressures are rising and revenue growth has dropped. Massive disruption from COVID-19, as well as macro trends, have added to the effects on businesses and intensified challenges, forcing organizations to transform how they operate.

The Global Interconnection Index (GXI) Volume 4, an annual market study published by Equinix, tracks shifts in the digital economy and their impacts on digital business. Learn significant findings on how the digital economy is shifting, ways that leaders are using digital infrastructure to fuel growth, where it's happening and how you can use interconnection—direct and private traffic exchange between businesses—to become digitally ready for anything. Read on to benchmark your business so you are prepared to adapt to any new normal.

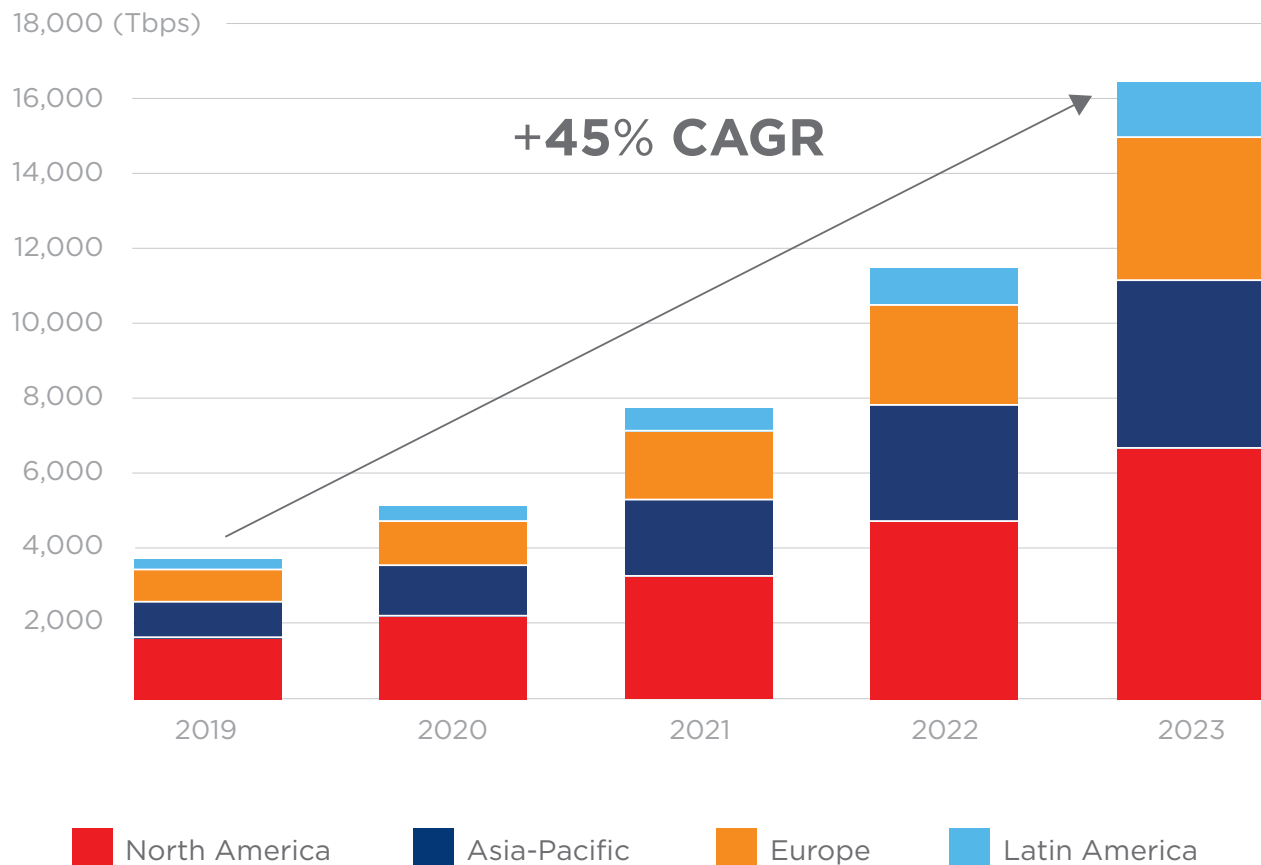


70% of new value created over the next decade will be based on digitally enabled business models.

KEY INSIGHT 1

The Digital Economy Is Not Dependent On the Physical Economy

The GXI forecasts interconnection bandwidth—the total capacity provisioned to privately and directly exchange traffic—to grow, even as the overall economy slows down.



Interconnection is predicted to continue its strong growth trajectory over the next four years, at a robust 45% CAGR. GXI findings show that growth of the digital economy is not directly tied to the physical economy and cannot be based on traditional economic trends (such as the GDP). See how the digital adoption patterns of service providers and enterprises have effectively flipped, as they build new value and adapt to global changes. Compare interconnection growth rates and see the industries where they're rising the fastest—globally, regionally and across metros, in **GXI Vol. 4 Forecast and Data Insights for the New Digital Economy**.

Download the Insights Now

[GXI Vol. 4 Forecast and Data](#)



KEY INSIGHT 2

Digital Infrastructure Is Now More Important Than Ever

In addition to the impacts of COVID-19, five major trends are also driving today's transformation challenges and intensifying the need for the right digital infrastructure.

Explore these macro forces and learn how organizations resolve them to derive significant benefits. See how digital leaders—service providers and enterprises that have built a foundation to fully digitize—have leveraged their infrastructure to remain relevant and fuel growth, giving them the ability to meet today's fast-changing business needs.

GXI data also uncovers a crucial reality: Organizations that have not yet built their digital foundations have struggled with today's rapid shifts in demand from physical to digital engagement—from operations to customer interaction. Enterprises are prioritizing connectivity issues and cost reductions, but the leaders have accelerated their strategies and are extending their advantage.

Macro Trends

1. Digital Business
2. Urbanization
3. Cybersecurity
4. Data Volumes and Compliance
5. Business Ecosystems

Download the Trends Report

[GXI Vol. 4 Global Macro Trends](#)



KEY INSIGHT 3

How Leaders Use Interconnection to Stay Competitive, Cut Costs and Improve Capabilities

GXI research shows that digital leaders are prioritizing three major infrastructure deployment initiatives that, together with interconnection, help them achieve a digital-ready state:

Distribute Infrastructure

Distributing digital infrastructure across a fabric of hubs.

Optimize Connectivity

Optimizing experiences through localized connectivity at the digital edge.

Leverage Ecosystems

Using new forms of exchange with partners across ecosystems.

To complete these initiatives, the GXI reveals that digital leaders transform through five steps to create a digital advantage. These steps are: network optimization, hybrid multicloud, distributed security, distributed data and application exchange. After examining the GXI, readers will have key insights into how these steps are completed for digital transformation.

Benchmark your industry and region against digital leaders with in-depth deployment data from 400+ companies, tracked over a four-year period.

Learn How Leaders Transform

[GXI Vol. 4 How Leaders Create Strategic Advantage](#)



Is Your IT Infrastructure Ready for Whatever Is Next?

Learn what it takes to create a digital advantage and be prepared for today's fast-changing business needs, on a global platform that brings you all the right places, partners and possibilities you need to succeed.

[Learn More in GXI Vol. 4](#)
