



# YOUR PATH TO A DIGITAL FUTURE PLAYBOOK

HONG KONG EDITION 2021





# ABOUT THIS PLAYBOOK

COVID-19 has become a catalyst for accelerated digital acceptance. As businesses race to adapt to new digital business models such as remote working, leaders are now prioritizing digital transformation as part of their plans. But while digital transformation isn't new, it has only been intermittently adopted by enterprises so far and has, for many, presented a murky path.

## PURPOSE

This exclusive Hong Kong edition of Equinix's 'Your Path to A Digital Future' Playbook explores the current state-of-play of Hong Kong's digital landscape: the challenges presented by the current crisis, how to accelerate digital efforts, who is getting it right and an outline of a future blueprint.

## CHALLENGE

In response to economic and business disruptions caused by COVID-19, enterprises are reorganizing their business structures for both the short and long term. And Hong Kong isn't immune to this. The pandemic has highlighted the importance of digital trade, and the technologies and solutions that have enabled it have been a lifeline for many businesses during the current crisis. Businesses that will survive and thrive during this challenging time are the ones who are able to adopt robust digital infrastructures, but many have yet to – or are unaware of how to – optimize their infrastructure, networks and digital architecture for future success.

## NEED

As consumers become more accustomed to digital access and online transactions, digital trends like social media requests, and increased website and mobile traffic will become the new normal – online sales and service channels have experienced a significant 200-300% spike in traffic over the last few months alone. Companies need to continue to enhance the digital customer experience here on out. The start of a new digital acceleration era will present its own set of opportunities and challenges. The time is now for leaders to build greater resilience in their platforms and underlying digital infrastructure.

# TABLE OF CONTENTS

- 1. Executive Summary**
- 2. Market Trends**
- 3. Interconnection Insights**
- 4. Current Challenges And Solutions**
- 5. Industry Spotlight**
- 6. Success Stories**
- 7. Roadmap**
- 8. Platform**
- 9. How Digitally Ready Are You?**
- 10. Getting Started**

# EXECUTIVE SUMMARY



To stay competitive and meet customer and partner expectations, companies need to shift to an edge-first workload and application architecture with the right underlying digital infrastructure in place. In this special edition of our Hong Kong playbook, we explore the world of digital transformation in light of current world events, and discuss how enterprises can get ahead in the digital future.

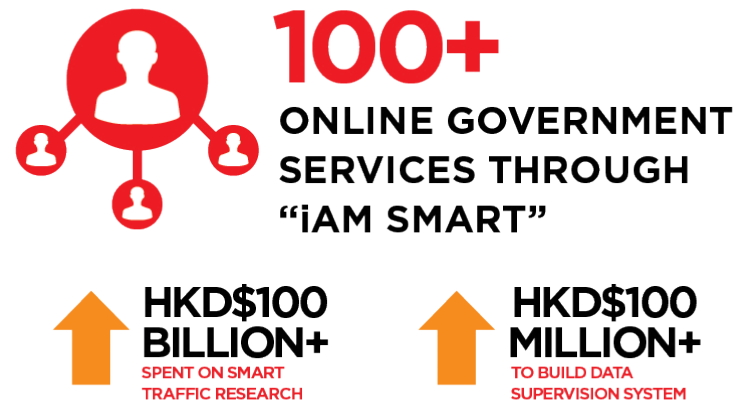
TRENDS & INSIGHTS		CHALLENGES & SOLUTIONS		SUCCESSES AND ROADMAP	
TRENDS	INSIGHTS	CHALLENGES	SOLUTIONS	SUCCESSES	ROADMAP
<p>Hong Kong is a global innovation leader, scoring high on many industry indexes and performance indicators.</p> <p>Even during these unprecedented times, innovation and digital transformation continue to be top priorities for the country.</p> <p>For example, the <a href="#">Hong Kong Government has funded \$345 million</a> to encourage the logistics industry to enhance productivity through technology, and by mid-2021, citizens can gain access to more than 100 online government services through “iAM Smart”, a one-stop personalized digital platform.</p>	<p>To seamlessly connect users and digital flows, enterprises need a, digital-ready, <u>edge-first workload</u> and application architecture.</p> <p>Specifically, increasing interconnectivity and network capacity should be priorities to accelerate transformation and build a vibrant innovation ecosystem.</p> <p>Enterprises also have specific compliance requirements in data, storage, analytics and networking, so a future-proof, on-demand technology infrastructure is needed for maximum agility and scalability.</p>	<p>While a promising digital future is within reach for Hong Kong’s businesses, the health and socio-economic landscape has presented <u>several business challenges</u>. Top five pain points include:</p> <ul style="list-style-type: none"> <li>• Distance and remoteness</li> <li>• Business continuity</li> <li>• Unforeseen security risks</li> <li>• Agility, flexibility &amp; scalability challenges</li> <li>• Inadequate network capacity</li> </ul>	<p>Enterprises can achieve quick and secure connection with hybrid multicloud interconnectivity that maximizes internet bandwidth with agile, flexible and <u>scalable digital infrastructure solutions</u>.</p> <p>Platform Equinix’s global presence and, high ecosystem density, Enable businesses to place infrastructure wherever they need to get up and running in new markets with agility, security and speed. The platform also connects local and overseas infrastructure and counterparties, allowing for greater visibility and value – key to unlocking global growth in digital payments, healthtech and supply chains.</p>	<p>We showcase three leading Hong Kong companies who have successfully solved their business challenges and interconnection constraints using Equinix solutions.</p> <p><a href="#">Learn how Wing On, Ricoh and Fung Group</a> are driving their digital growth and performance, achieving great successes and scaling their businesses worldwide.</p>	<p>Making sure your business is ready for these difficult times means ensuring you can continue with business as usual as much as possible during unexpected events.</p> <p>The five strategies of a solid <u>Interconnection Oriented Architecture (IOA®) roadmap</u>, a proven best-practice framework, can help you:</p> <ul style="list-style-type: none"> <li>• Get digital-ready</li> <li>• Handle change quickly</li> <li>• Remove security and data roadblocks at the edge</li> <li>• Grow new business value</li> </ul>

# INSIGHTS INTO HONG KONG'S DIGITAL ECONOMY



Hong Kong's digital landscape is recognized globally as one of the best in the world. Ranked third in Asia's Global Innovation Index in 2019, along with many other accolades, Hong Kong is strong in digital innovation. The city remains committed to its digital agenda despite continuous social and pandemic disruption, but is mindful of the ongoing challenges.

## Government-driven innovation initiatives

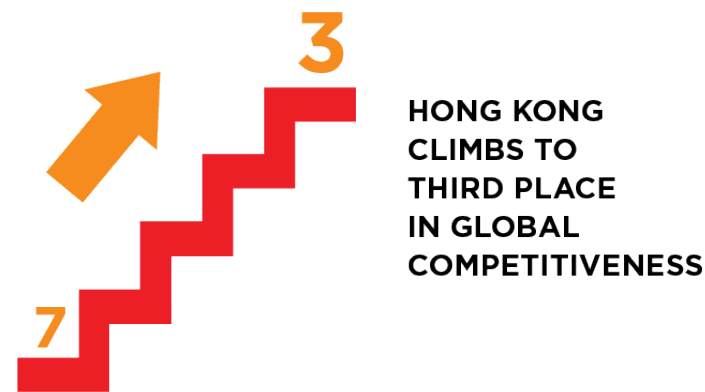


By mid 2021, members of the public can gain access to more than 100 online government services through "iAM Smart", a one-stop personalized digital government platform. HKD\$1 billion in funds was used to fund research on applications of smart traffic, and another HKD\$100 million was spent on a Digitization of the Works Supervision System for data integration and information exchange.

Globally, Hong Kong stands out in several areas including productivity, market sophistication and Artificial Intelligence (AI)<sup>2</sup>. This is due in huge part to its advanced digital infrastructure.

The Hong Kong government is fully committed to building a smart city. Its multiple initiatives include a \$345 million investment for digital adoption in the logistics sector; the development of a one-stop digital platform for citizens to access government services; and a multi-pronged approach to the development and application of a 5G network.

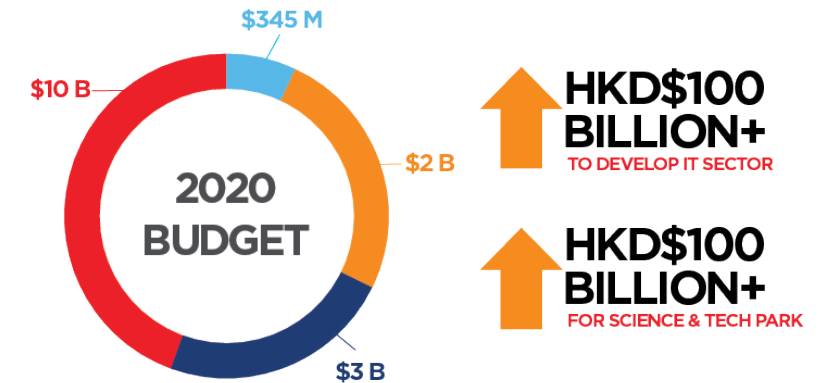
## Increased pressure on IT leaders



Hong Kong has climbed from seventh to third place in the World Economic Forum's Global Competitiveness Index rankings, showing great potential as a world leader<sup>3</sup>. The city also ranked fifth in the 2020 World Competitiveness Yearbook published by the International Institute for Management Development (IMD), down from second last year<sup>4</sup>. IMD attributed Hong Kong's lower ranking to the ongoing socio-economic disruptions and global health crisis.

These challenges have also caused great shifts in the way people live, consume, work, learn, interact and entertain. Businesses and IT leaders must innovate to survive, and find new ways to sustain their business, open up new revenue streams, and expand their addressable market through technology.

## Greater focus on future-proofing



The Hong Kong government increased its IT budget to more than HKD50 billion for 2018/19. A further HKD100 billion is allocated to promoting the development of the innovation and technology sector<sup>5</sup>. The 2020 Budget includes<sup>6</sup>: Developing a Diversified Economy such as R&D on AI and healthcare technology by funding \$10 billion to establish two innovative clusters in the Hong Kong Science and Technology Park (HKSTP), with a further \$3 billion earmarked for Phase 2 expansion.

Other nations are innovating fast, and Hong Kong must keep pace if it wishes to maintain its competitiveness and leading position as a financial hub.

A diversified economy with innovation at its core could present a viable solution. Plans could include developing Research & Development hubs on AI & healthcare technology, and strategic re-industrialization to support manufacturers to set up new smart production lines in Hong Kong.

# OPPORTUNITIES FOR HONG KONG'S DIGITAL ECONOMY



Even in the face of these challenges, Hong Kong's enterprises are poised to leverage the multiple growth opportunities presented by accelerated digital adoption, innovation and funding. Here are some ways leaders can multiply business value and leap ahead with confidence.

## Leverage government initiatives

Smarter Digital City 3.0, a report commissioned by Google in conjunction with Ipsos, revealed how Hong Kong's recent digital transformation efforts spur hope for the future and open opportunities for Hong Kong's residents, service providers and enterprises.

1. Hong Kong residents will feel the need to upgrade their digital skills to meet the increased demands of a digital-first future.
2. Service providers need to ensure they are able to seamlessly support the digital requirements of a smart city. For example, providing always-on, low-latency and secure network, cloud and data. This will encourage more local and international IT companies and investors to set up shop in the city.
3. Enterprises need to be able tap into the extended digital ecosystem - including networks, cloud, and content delivery nodes - to meet the increasing digital demands of their customers and employees.

## Exceed customer expectations

The new normal has generated unprecedented growth in demand for network, e-commerce or e-payment solutions, online conferencing and collaboration platforms, cloud technologies, over-the-top (OTT) media, gaming and mobility capabilities, and more.

For service providers, the increased dependencies of individuals and enterprises on the above technologies means they need to up their game in delivering services such as greater network capacity, faster network speeds and increased cybersecurity.

Service providers that can meet - and exceed - these expectations will be well-poised to thrive in the new digital economy.

## Streamline existing processes

With the e-commerce boom and increased adoption of contactless payment options, enterprises need to speed up their digital banking and e-payments innovations.

Greater diversification in sectors like healthcare and manufacturing also presents opportunities for institutions and organizations in these ecosystems to evaluate their own digital readiness, assess their existing digital infrastructure and re-optimize their supply chain.

Forward-thinking companies will also look to upskill their workforce with IT skills, invest in digital tools and encourage innovative thinking for more efficient technology application.

## Summary

A strong economy, robust innovation ecosystem, and education are essential to Hong Kong cementing its position as a world innovation leader. Hong Kong's enterprises and service providers can fast track their digital transformation journey in a number of ways<sup>7</sup>, such as the "Fast Track programme" unveiled at Invest Hong Kong (InvestHK) and targeted at the fintech industry (trade finance, capital markets, retail banking, commercial banking, insurance, regtech, wealthtech, payments and enterprise resource planning). Current market trends also allow CIOs the opportunity to accelerate agile working capabilities by enabling remote working across the company and transitioning crucial legacy engineering software to the cloud.<sup>8</sup>



# THE FUTURE IS IN INTERCONNECTION ECONOMY



To accelerate digital transformation, today's IT leaders must harness interconnection. Interconnection is direct and private traffic exchange between key business partners in order to close the distance between IT service providers and end users. Successful interconnection is driven by dynamic and real-time interactions between people, systems, applications, data and clouds at the digital edge.

This results in an accelerated need for interconnection bandwidth within and across more exchange points worldwide. Interconnection bandwidth\* capacity is key for Hong Kong to develop a vibrant innovation digital ecosystem and rapidly improve digital business performance.

\*Interconnection bandwidth is defined as the total capacity provisioned to privately and directly exchange traffic with a diverse set of partners and providers, at distributed IT exchange points inside carrier-neutral colocation data centers

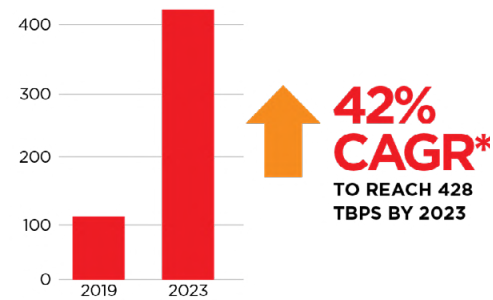


# INTERCONNECTION INSIGHTS



Here are some of the latest insights into the future of interconnection and opportunities to solve enterprises' digital challenges.

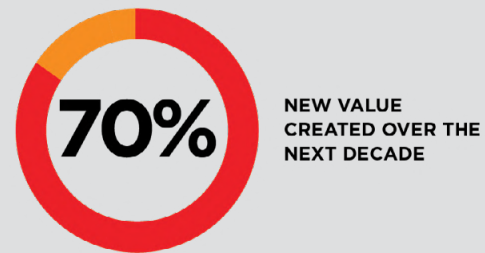
## Interconnection bandwidth



\*This is based on top metros and not inclusive of all metros

Hong Kong's interconnection bandwidth is predicted to grow from 106 TBPS in 2019 to 428 TBPS by 2023. The applications that run businesses are undergoing their next seismic shift as they move from being cloud-delivered from the centre, to cloud-enabled at the digital edge.

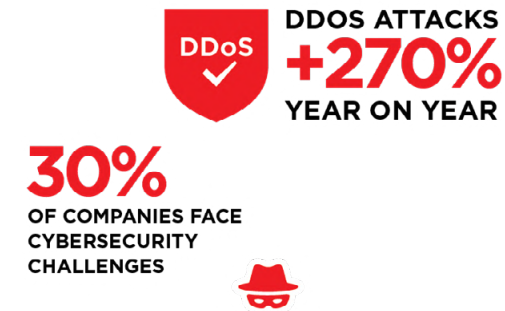
## Digital business



According to the World Economic Forum, 70% of new value created over the next decade will be based on digitally enabled business models. Digital business forces the need to support real-time interactions to capture value.

Real-time interactions require a network optimisation and scaling across regions, with distributed digital infrastructure to support local interconnection between user services, data, clouds and ecosystem partners.

## Cybersecurity

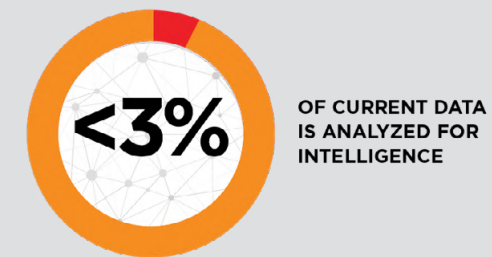


DDoS attacks have grown more than 270% year on year while 30% of companies are being challenged by thousands of insecure devices connecting daily without IT oversight<sup>10</sup>

Vulnerability points increase when data is distributed across many different sources and consumers.

Managing cybersecurity risk requires globally distributed security controls and infrastructure at digital exchanges via interconnection, and consistent governance across users, resources and data exchanges.

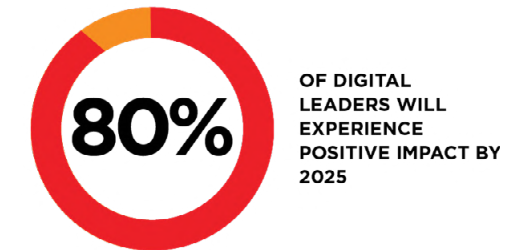
## Data volumes



While data is growing at a compound rate, less than 3% of data currently being generated is analyzed for enterprise intelligence.

Meeting performance demands requires edge computing, cloud analytics, and mutual exchange across data marketplaces as well as AI/ML (machine learning) ecosystems with a data model based on interconnection. This drives a need for distributed data for compliance and new strategic value. This drives

## Business ecosystems



The positive impact of connecting to multiple ecosystems includes improved value to end customers.

To scale business ecosystems, enterprises need an agile digital infrastructure platform with the highest density of secure connections and the richest global ecosystems that interconnects users and related digital flows ecosystems that interconnects users and related digital flows for efficient, secure and reliable application exchange.

# CURRENT CHALLENGES TO DIGITALIZATION



Despite a bright digital future within reach, Hong Kong's socio-economic landscape has presented several challenges for enterprises. And this won't change any time soon, as consumers and businesses permanently change their behaviour and how they approach their day-to-day operations and activities — going digital presents just as many challenges as opportunities.



## Distance and remoteness

As remote working becomes the new normal, businesses are relying more heavily on cloud services to rapidly scale and support their distributed workforce.

Online collaboration tools and conference platforms have become a key part of all enterprises. There has also been a massive increase in digital trade as business and consumers turn to online ecommerce platforms.

This has resulted in an increased need for fast and secure interconnection between workers, customers and critical cloud services.



## Business continuity

Organizations more advanced in their digital journey are in a stronger position during the current crisis, but many are struggling.

Hong Kong businesses are still hosting and running their applications in their own facilities or with a solo vendor, and connecting to these application remotely over Internet and Virtual Private Network (VPN) often results in poor user experience.

They also have a mix of on-premise, cloud SaaS applications, IaaS and PaaS, making it more challenging as they try and connect legacy applications with more modern ones in the cloud.



## Unforeseen security risks

With the ongoing threat of having to manage potential outages with multiple connections, risk management is more essential now than ever.

And with a distributed workforce, scaling of VPN capacity is essential to providing employees with secure and private access to company tools and systems from any location.

In spite of the security challenges posed when plugging into applications and collaboration tools, VPN usage<sup>13</sup> has increased during the epidemic. In Asia Pacific, the Philippines has seen the highest growth at 27%, with Hong Kong at 8%.



## Agility, flexibility & scalability challenges

To accelerate digital transformation, enterprises need agile, flexible and scalable ICT infrastructure and architecture. However, this is not the case for many Hong Kong enterprises.

Businesses need access to on-demand, virtual global connections in order to instantly scale bandwidth up or down in multiple regions around the world.

They also require the agility to select, deploy and connect virtual network services to wherever the infrastructure needs it most.



## Inadequate network capacity

Traditional, centralized IT infrastructures are unable to leverage the partnerships and technologies required to scale for digital business.

With a surge in digital connectivity, an enterprises' underlying infrastructure needs to be able to scale in order to meet the network capacity demands.

Insufficient network optimization may reduce a network's performance, limiting employee productivity and connectivity.



# PLATFORM EQUINIX – UNDERPINNING THE SOLUTIONS TO ALL THESE CHALLENGES



Here, we present how hybrid multicloud interconnectivity addresses the critical pain points facing enterprises, and provides quick, secure and remote connectivity that maximizes bandwidth while accelerating the digital experience.



## Overcoming distance and remoteness

Increase interconnection bandwidth to top clouds globally in minutes by using [Equinix Fabric™](#). This can help companies to instantly scale bandwidth up or down to meet fast-changing business demands through all virtual global connections, as well as quickly connect to thousands of clouds platforms using a self-service portal.

[Watch our latest Tech Talk webinar on “How to Scale Existing Remote Access Solutions with Equinix Network Edge Virtual Networking”.](#)

[Read 451 Research and find out how COVID-19 has affected operations for companies providing and supporting digital services.](#)



## Building robust business continuity

Add temporary cloud and network access points help to keep workers productive and business moving forward. [Network Edge](#) facilitates secure, flexible, on-demand cloud and network access across major metros around the world, while Equinix Connect boosts performance speeds for mission-critical apps.

Equinix customers can also achieve business continuity by choosing from multiple redundancies through Equinix Internet Exchange™ – the world’s largest public peering exchange.

[Download GSA infopaper – Flexible Solutions for a Rapid Changing Business.](#)

[Download 451 Research report to learn more from the - Digital experiences are front and center in coping with coronavirus](#)



## Addressing security risks

Adopt a zero-trust security model to manage constant change in any cloud or partner, while maintaining control at the zero-trust exchange points.

[Network Edge](#) addresses VPN capacity constraints and ensures availability of network services, while [Equinix Fabric™](#) provides secure and private remote virtual connections to your cloud platforms.

Platform Equinix® users also gain access to [Equinix SmartKey](#), a global SaaS-based, secure key management and cryptography service that simplifies data protection across any cloud architecture.

[Download Whitepaper on Security and Resilience in Cloud.](#)

[Download whitepaper on A New Approach to Disaster Recovery for a New Era](#)



## Achieving agility, flexibility & scalability

Consolidate connectivity with hybrid multicloud interconnection services, available in the Hong Kong [Equinix International Business Exchange™ \(IBX®\)](#) data centers.

[Equinix Fabric™](#) also provides quick, easy and flexible connectivity to major cloud service providers (CSPs), and hosts business-critical data and applications with access to an ecosystem of partners and providers at an optimized cost.

[Find out more on how Wing On adopted agility, flexibility & scalability in connectivity and application.](#)

[IDC analyst report on Equinix Network Edge Leverages SDN and NFV to Enhance Edge Networking.](#)



## Expanding network capacity

Build network hubs on [Platform Equinix®](#) and gain access to the world’s richest industry ecosystems. With IT traffic exchange points at the digital edge, enterprises can experience a more streamlined network and reduced latency due to shortened distance between users and IT services. This allows delivery of superior performance and quality of service (QoS) for less cost.

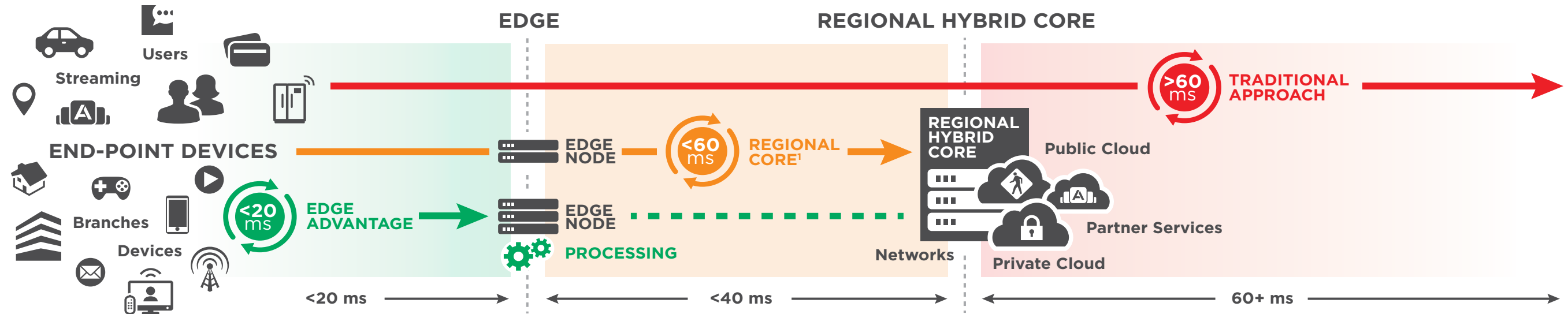
Use [Network Edge](#) to spin-up virtual networks in more locations faster, including as high-performance cloud-to-cloud routing and fire walls for greater security.

[Download 451 Research - Network-Heavy Services Are Coping with Coronavirus So Far](#)

[Download whitepaper on Redefining Network Optimization for an “Anywhere Workforce”](#)

[Learn more about Network Agility](#)

# THE EDGE ADVANTAGE



	WORKLOADS	IT DELIVERY	CAPABILITY	EXPECTATIONS
<b>Traditional Approach</b>	<b>Centralized</b> Workload components are centralized in corporate data centers. Traffic is brought from the digital edge to the core.	<b>Consolidated</b> Data center centralized and delivered	<b>Concentrated</b> Not designed for digital	✗
<b>Regional Core</b>	<b>Regionalized</b> Workloads are hybrid multicloud. Traffic is brought from the digital edge to the nearest regional core.	<b>Distributed</b> 100% hybrid cloud delivered and edge integrated	<b>Regional</b> Meets digital infrastructure demands. Engagement averages ~60 ms	✓
<b>Edge Advantage</b>	<b>Localized</b> Workloads are designed for localized performance. Processing components are colocated at the digital edge, where edge services interact with the regional hybrid core.	<b>Tailored</b> 70% hybrid, 30% edge delivered and integrated	<b>Edge</b> Superior performance. Engagement averages <20 ms at scale	🏆



# EQUINIX IS UNIQUELY POSITIONED TO HELP YOU SUCCEED



## Edge Services



Network Edge



Secure Edge



Bare Metal



## Interconnection Services



Cross Connects



Equinix Internet Exchange™



Equinix Connect



Equinix Fabric™



## Data Center Services



IBX®  
Data Centers



IBX  
Smartview™



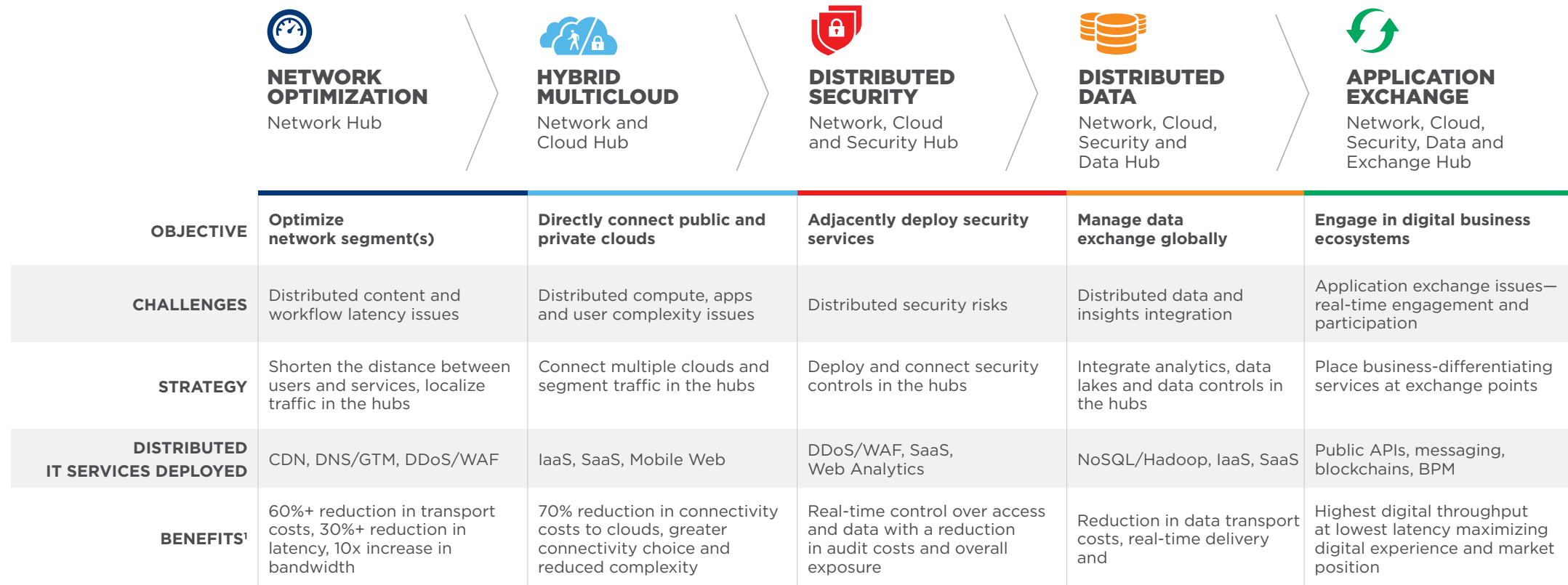
xScale™  
Data Centers

# FIVE KEY STEPS TO DIGITAL TRANSFORMATION



Digital transformation requires speed and agility. And as the current environment calls for an exponential increase in the need for digital solutions, businesses must accelerate their digital progress accordingly. The burning question that leaders are grappling with, however, is not ‘when’ or ‘why’, but ‘how’. Here, we explore interconnection as a core component of digital transformation, and how to build the right interconnection architecture from the start.

Interconnection provides fast, high-throughput, low-latency connectivity by simplifying network topologies—pushing centralized, point-to-point extensions out via a distributed model at the digital edge. According to the [Forrester’s TEI study here](#), companies who prioritized interconnection as part of their digital transformation journey by adopting an Interconnection Oriented Architecture® (IOA®) and deployed services at the edge saw a 328% return on investment, 30% latency reduction and a planning and implementation time of six months. IOA® is a sound platform from which to build from as part of your digital transformation journey, and it gives control back to IT leaders to drive the digital transformation that is necessary.



**328%**  
return on investment

**30%**  
latency reduction

**Six months**  
planning and implementation

**Learn more and download IOA®**

[Network Blueprint](#)

[Hybrid Multicloud Blueprint](#)

[Distributed Security Blueprint](#)

[Data Blueprint](#)

[Applications Blueprint](#)



# INDUSTRY SPOTLIGHT



Expediting digitization in critical sectors is essential for Hong Kong's ongoing digital transformation and future growth. Platform Equinix® is part of the solution helping accelerate digital transformation in key areas through the power of interconnection. Discover how Equinix is transforming key sectors including [E-Payments](#), [E-Commerce](#), [Healthcare](#) and [Manufacturing](#), and what it takes for businesses to bring together all the right places, partners and possibilities to create the foundational infrastructure they need to succeed.

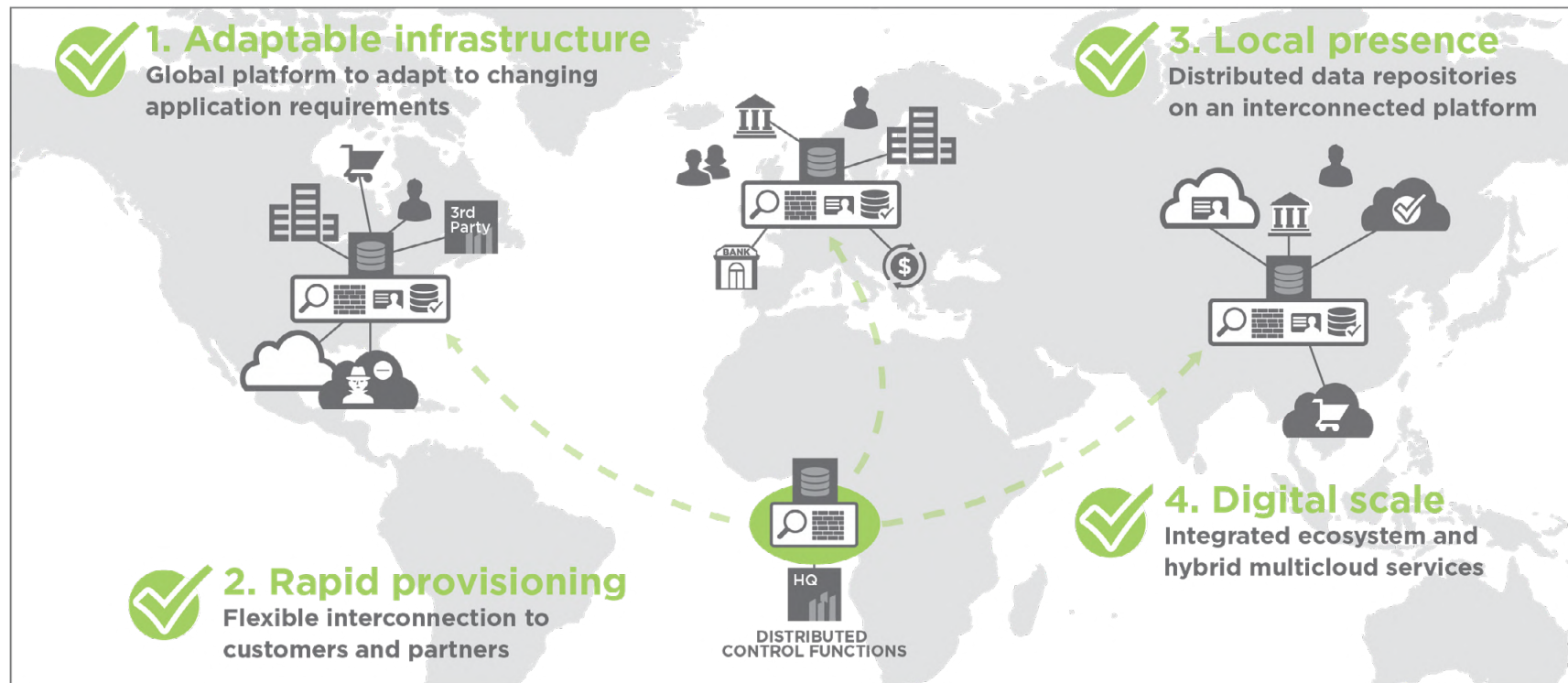


# INDUSTRY SPOTLIGHT



## 1. E-payments

Hong Kong is a city where cash is still king, and evidence shows that the take-up of electronic payments has lagged behind other Chinese cities. “Social distancing is a catalyst in driving people and businesses to adopt technology”, said Mr Wilson Chow, PwC’s global technology, media and telecoms industry leader<sup>14</sup>. According to JP Morgan report<sup>15</sup>, the potential of Hong Kong’s e-commerce market is significant, reinforced by the fact that the majority of the population is yet even to use e-commerce and hence increase the use of digital payment. Only a quarter of Hong Kong’s citizens currently shop online, and e-commerce accounts for only 11 per cent of Hong Kong’s total retail spend. GlobalData says its research shows that the e-commerce market in Hong Kong will grow at a compound annual growth rate of 9.9 per cent by 2024 to reach US\$29 billion. This year, e-commerce payments are likely to show a rise of 13.4 per cent as a result of consumers practicing social distancing<sup>16</sup>.



To find out how an IOA® strategy can help payment companies transform the customer experience, [download](#) our [digital payments security E-Book](#) and [Payment and Commerce - Digital Edge Playbook](#) here

While the future of digital payments is bright, Interconnection is key for contactless payments. It requires new routes of connectivity from hybrid multicloud and network optimization, increased distributed security, and consistent user experience.

Equinix is home to an increasingly connected private and secure digital payments ecosystem. Equinix Fabric™ provides the digital infrastructure required to accelerate both new product development and business performance by connecting companies to networks, clouds and, in many cases, each other. Equinix Fabric™ provides participants in our global digital payment ecosystem direct and secure high-speed, low-latency software-defined interconnection that bypasses the public internet. An innovative approach to managing encryption and tokenization of data via Equinix SmartKey™ – a global SaaS-based, secure key management and cryptography service offered on cloud-neutral Platform Equinix® – simplifies data protection across any cloud architecture. It’s ideal for multicloud, e-commerce and payment environments, and incorporates capabilities, features and functions designed to address secure, high-volume, real-time digital payments.



# INDUSTRY SPOTLIGHT



## ELEMENTS OF A DIGITAL COMMERCE ECOSYSTEM

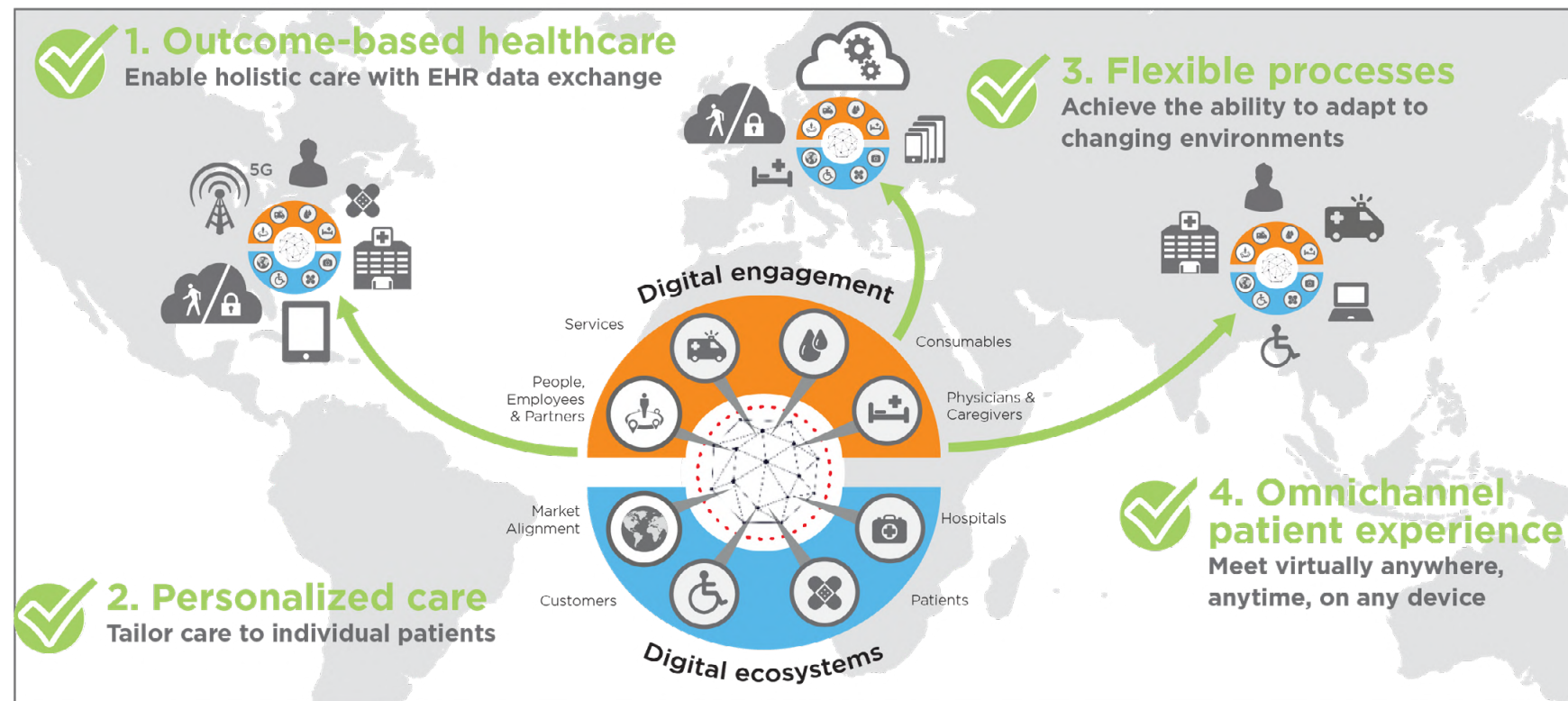


The logos on this slide are illustrative of potential participants in this ecosystem and is a mixture of 90% Equinix customers and 10% targets.

# INDUSTRY SPOTLIGHT

## 2. Healthcare

The Hong Kong Government is funding billions of dollars via HKSTP for R&D on healthcare technology. According to Deloitte's 2019 Global Health Care Outlook report<sup>17</sup>, digital technologies can improve patient engagement, enable more convenient access to care, and nurture a two-way relationship between patient and healthcare provider for the long term. To deliver targeted and effective medical care, organizations rely more on remote monitoring and Internet of Things (IoT) platforms, along with big data analytics and artificial intelligence (AI) than ever before. These technologies enable healthcare service providers to effectively and cost-efficiently process and analyze massive amounts of data and gain a wealth of insights.



**Learn more** about how Healthcare organizations can integrate remote monitoring and Internet of Things (IoT) platforms, along with data sharing, collection and analytics, to generate new insights that target individual patient needs. And get the latest insights from our [Healthcare - Digital Edge Playbook](#) that outlines how industry leaders leverage interconnection and colocation to strengthen healthcare for patients, regulators and partners.



With Platform Equinix, healthcare service providers are able to achieve real-time, secure communications and data exchange with patients, partner ecosystems, and network and cloud providers to ensure uninterrupted services and improve outcomes. The huge volumes of patient data generated during the pandemic also created challenges for the industry.

By leveraging Equinix Fabric™, healthcare service providers can meet fast-changing capacity demands in minutes, with no additional equipment or physical access needed. They can increase or decrease bandwidth globally on all virtual connections to top clouds via the Equinix Fabric™ Portal or APIs to deliver timely solutions to patients. This on-demand service provides the industry with the scalability and availability required to process and analyze massive amounts of data. In addition, they can directly connect with some of the major health networks and partners that are already on Platform Equinix.

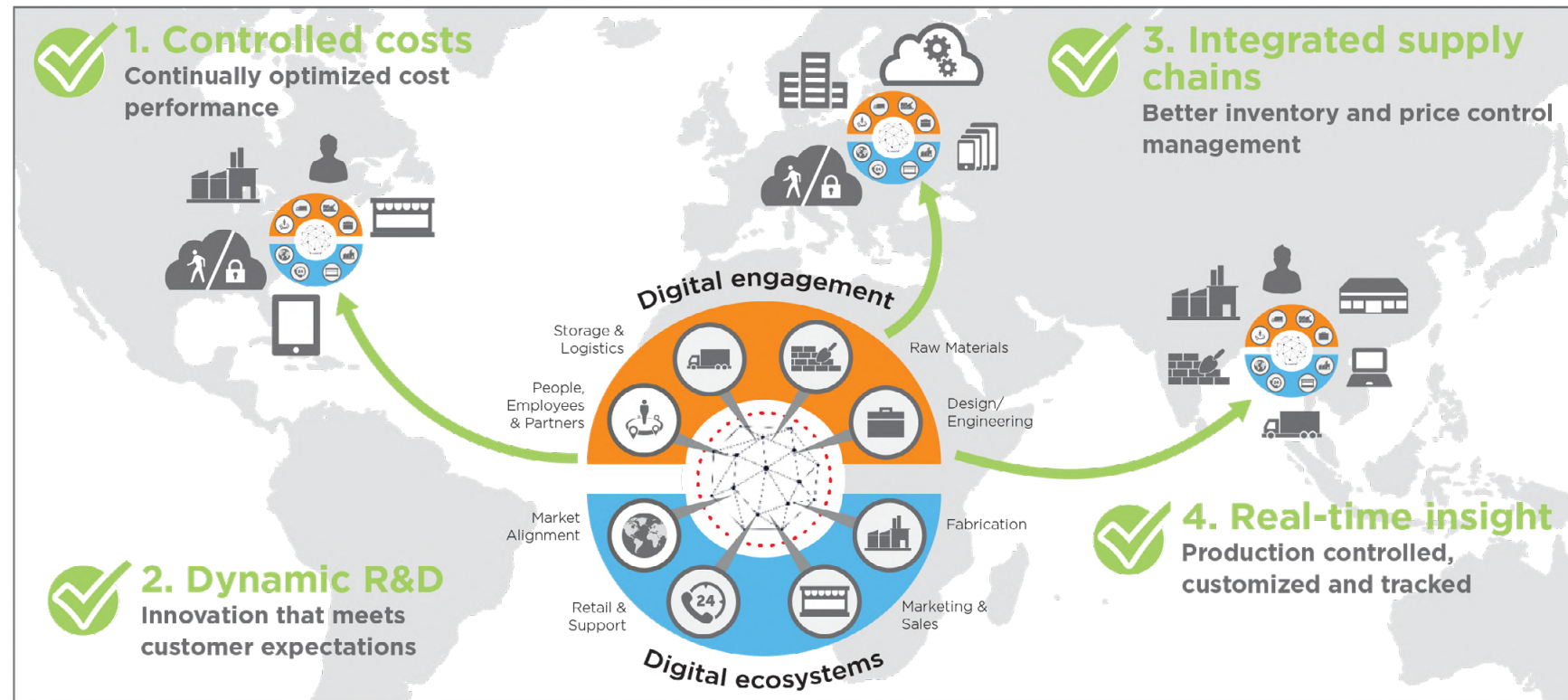


# INDUSTRY SPOTLIGHT



## 3. Supply Chain

COVID-19 has posed new challenges for the manufacturing sector. Supply chain disruptions and the limited movement of people have become vital barriers that the industry needs to overcome by leveraging automation, cloud and edge computing to maximize data, operations and productivity during this difficult time. Businesses need to capture new data sources and apply local analytics for actionable insights, making it essential for manufacturers to re-architect their digital infrastructure onto a single, globally distributed and trusted platform, such as Platform Equinix. Requirements to ensure the safety and protection of systems and data against hacking and exploitation, as well as to maintain regional and global data privacy regulations, are a high priority for manufacturers as the adoption of digital technologies accelerates.



Manufacturing firms can proactively address these challenges by distributing interconnection control points in strategic edge locations locally, regionally or globally. Private interconnection directly and securely connects people, locations, clouds, data and things, enabling more streamlined multi-party/multi-machine information exchange for greater collaboration and timely data capture and analysis for real-time insights. The widespread adoption of IoT for monitoring and controlling end-to-end manufacturing processes has seen an exponential increase in data that needs to be processed and managed. Having a robust and scalable infrastructure for utilizing the power of AI and ML will be necessary to take full advantage of the data that is collected. A hybrid multi-cloud approach is the most appropriate architecture for these use cases where large volumes of data need to be processed and actioned, sometimes in real time.

[Learn more](#) about Fung Group and [find out how Platform Equinix™ can streamline manufacturing supply chains, lower costs and support real-time collaboration.](#) [Download](#) the [Manufacturing Digital Edge Playbook](#) to see how manufacturing industry leaders can be more proactive in solving supply chain inefficiencies, lowering costs and delivering greater consumer customization and servitisation.



# SUCCESS STORIES



Meet three leading Hong Kong companies who have successfully solved their business challenges and interconnection constraints using Equinix solutions, achieving great successes and best results.



## Wing On

Wing On, one of Hong Kong's oldest retailers, modernized its business with Equinix by leveraging hybrid cloud on Equinix Fabric™ to boost competitive advantage and improve customer experience. "Equinix is playing a key role in our digital transformation journey by enabling us to optimize our infrastructure costs effectively. Through managing a key aspect of our infrastructure, Equinix allows Wing On to focus on our core mission of servicing our customers." Kendrick Kwok, Assistant General Manager, Wing On.

[Watch video here.](#)



## Ricoh

Working with Equinix has enabled Ricoh to rapidly scale its service delivery and continue its digital roadmap towards building additional SaaS applications. Customer adoption of its new BUaaS and Cloud Workflow services has given Ricoh the confidence to continue investing in innovation to meet customer demands as the market evolves. "As we evolved our products and services to support the rapidly changing needs of our customers in the digital era, we wanted to find partners that could help us remain agile and competitive, and Equinix has enabled us to do just that." Ricky Chong, Director, Marketing & Business Development, Ricoh.

[Find out more here.](#)



## Fung Group

Fung Group has deployed Oracle Exadata Database Machine running on Equinix Fabric™ to digitize its supply chain ecosystem. This new on-premises and multicloud connectivity solution, dubbed a cloud adjacent architecture, is offered as a result of a joint effort by Oracle and Equinix. "A fast-moving market and ever-changing customer needs mean we constantly have to assess where and how we deliver value. The improved performance offered by Equinix and Oracle's solutions has been essential to Fung Group in keeping up with market demands, enhancing services for our customers. These together have enabled us to take a great step forward in realizing our vision to transform the future of supply chains." Iman Mak, Executive Vice President, Group Technology, Fung Group.

[Find out more here.](#)



**Ricoh Hong Kong** serves more than 30,000+ small and medium businesses (SMBs) in the region and in response to evolving customer needs, is making its product portfolio more dynamic and agile. To achieve this, Ricoh needed to modernise its digital architecture to streamline processes, create value and provide greater workplace security.

Through Platform Equinix<sup>®</sup>, Ricoh was able to implement a hybrid, multi-cloud deployment to support the large volumes of data transfer for its Smart BackUp as a Service (BUaaS). This means Ricoh can now better manage data bursts without any downtime or disruptions to its customers.

Additionally, the network density available on Platform Equinix has given Ricoh the flexibility to choose between network providers and gain access to scalable bandwidth regardless of peaks in data traffic.

**Learn more here**

[Ricoh customer success video](#)

# YOUR ROADMAP

[DOWNLOAD IOA® PLAYBOOK](#)





# Harness One Platform, With All the Power



Platform Equinix enables you to bring together all the right places, partners and possibilities you need to fast-track your digital advantage.

## All the Right Places

Place Infrastructure  
Wherever You Need It

**Locate** adjacent to public clouds and networks to create best-of-breed hybrid multicloud architectures.

**Build** physical or virtual infrastructures on the industry's most consistent, secure and sustainable platform.

**Deploy** in proximity to customers, geographies and locations that matter most, to achieve low-latency performance.

## All the Right Partners

Connect to Everything  
You Need to Succeed

**Choose** current vendors, best-of-breed providers, regional specialists or innovators in the industry's largest ecosystem.

**Connect** in real time, directly and privately, to thousands of partners for increased performance, security and scale.

**Transact** with ease. Supply, consume and integrate networks, storage, compute and applications over a single orchestrated interconnection fabric.

## All the Right Possibilities

Seize Opportunity with Agility,  
Speed and Confidence

**Accelerate** delivery and consumption of digital services at global scale with on-demand infrastructures.

**Innovate** by unlocking new capabilities with software-defined connectivity to thousands of partners and providers. Higher performance at a lower cost enables you to focus resources on transformation.

**Trust** in the support and professional advice of a global force of solutions architects and engineers.

# HOW DIGITALLY READY ARE YOU?



Take our [digital readiness health check](#) to gain a deeper understanding of how prepared your organization is for future digital transformation.

1. Has your company set aside a budget to accelerate digital transformation efforts?	1 - Yes (Amt: HK\$_____)			2 - No	
2. How important is it in today's work environment to close the digital distance in the workplace?	1 - Very important	2 - Important	3 - Slightly important	4 - Not important at all	
3. How often do you get feedback from your customers that they need a faster communication experience?	1 - Very often	2 - Often	3 - Sometimes	4 - Seldom	5 - Not at all
4. If there was a multicloud solution that cuts traffic cost by 60% to 70%, while delivering greater connectivity choice and reduced complexity, would your company be adopting it? (HYBRID MULTICLOUD)	1 - Very often	2 - Often	3 - Sometimes	4 - Seldom	5 - Not at all
5. If there was a network optimization solution that could deliver a minimum 30% reduction in latency, 60%+ reduction in transport costs, and 10x increase in bandwidth, would your company adopt it? (NETWORK OPTIMISATION)	1 - Very likely	2 - Likely	3 - Maybe	4 - Not likely	5 - Not at all
6. If you could have real-time control over access to data with a reduction in audit costs and overall exposure, would your company be interested? (DISTRIBUTED SECURITY)	1 - Very likely	2 - Likely	3 - Maybe	4 - Not likely	5 - Not at all
7. If there was a way to reduce data transportations costs while increasing real-time delivery speeds and localized processing advantages, would your company be interested? (DISTRIBUTED DATA)	1 - Very likely	2 - Likely	3 - Maybe	4 - Not likely	5 - Not at all

## How to calculate your score:

Sum up your answers to each question. For example, if your answer is 1, add 1 point to your score, if your answer is 5, add 5 points to your score.

## If your score is:

**0 to 14** - You appear to have significant interest in improving the efficiency of your digital infrastructure. [Sign up](#) here for a more in-depth discussion on how you can leverage our cloud solutions for improved digital resilience and better business outcomes.

**15 to 27** - You appear to have some interest in improving the efficiency of your digital infrastructure. We can help you address them. [Sign up](#) here for a one-to-one discussion and diagnosis of your digitally ready health check results.

**28 and above** - You appear to have very little or no concerns on improving the efficiency of your digital infrastructure. Organizations who regularly revisit their network, cloud, security, data and apps stand a better chance of withstanding unforeseen risks and futureproofing their success. [Contact us](#) to understand where to begin.

# GETTING STARTED



## Platform Equinix®



**Contact** an expert to discuss questions about the digital edge, digital infrastructure Platform Equinix® and IOA®. Equinix Global Solutions Architects have unrivaled experience helping companies transform IT architectures to support digital business in every industry—around the world.

## Global Interconnection Index



**Get** digital ready with insights from the Global Interconnection Index (GXI) Volume 4 measuring the growth of the digital economy.

## IOA Playbook and Blueprints



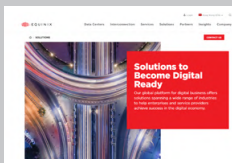
**Download** proven network architecture blueprints and design patterns based on industry-leading implementations of Interconnection Oriented Architecture® (IOA®) strategy.

## Equinix Fabric™



**Find out** how to connect directly to services provider and digital ecosystems in all major market across Asia-Pacific.

## Industry playbook and blueprints



**Read** the playbooks and blueprints of different industries to learn how to implement your digital infrastructure strategy.



# REFERENCES



<sup>1</sup> [Will digital be Hong Kong's driving force post Covid-19?](#)

<sup>2</sup> [Will digital be Hong Kong's driving force post Covid-19?](#)

<sup>3</sup> [The Global Competitiveness Report 2019](#)

<sup>4</sup> [Hong Kong ranked fifth in World Competitiveness Yearbook 2020](#)

<sup>5</sup> [Empowering Hong Kong's economy through innovation](#)

<sup>6</sup> [Hong Kong 2020-21 Budget](#)

<sup>7</sup> [InvestHK unveiled the Global Fast Track Programme](#)

<sup>8</sup> [Fast-tracking the industry's digital transformation journey](#)

<sup>9</sup> ["Shaping the Future of Digital Economy and New Value Creation," World Economic Forum, 2020](#)

<sup>10</sup> ["DDoS Attacks Jump 542% from Q4 2019 to Q1 2020," DarkReading, June 30, 2020](#)

<sup>11</sup> ["Revelations in the 2020 Global DataSphere," IDC, Doc # US45906920, July 2020](#)

<sup>12</sup> ["IDC FutureScape Webcast: Worldwide Digital Transformation 2020 Predictions," IDC, Doc # US46287720, May 2020](#)

<sup>13</sup> [Global VPN usage has spiked amidst coronavirus outbreak. Here's why](#)

<sup>14</sup> [Boom time for delivery, e-payments firms in HK as more stay home](#)

<sup>15</sup> [E-commerce Payments Trends: Hong Kong](#)

<sup>16</sup> [Covid-19 fuels breakthrough in Hong Kong e-commerce](#)

<sup>17</sup> [2019 Global health care outlook](#)