



EQUINIX

PLATFORM EQUINIX DIGITAL LEADERS SUMMIT

Partnership Opportunities
3 Jun 2021



ABOUT PLATFORM EQUINIX DIGITAL LEADERS' SUMMIT 2021

Leaders across all industries are adapting their infrastructure to maximize value.

These are Digital Leaders. How can you learn from them?

As the world's digital infrastructure company, Equinix is committed to building a connected innovation ecosystem across the globe with our valued partners and customers – and we want you to be part of it. This year, we are proud to pioneer a forum for industry learnings, insights, networking, and connectivity – the Platform Equinix Digital Leaders' Summit 2021.

Leading businesses realize that digital infrastructure provides an unparalleled competitive edge. However, transforming from traditional to digital infrastructure can pose significant challenges.

In this interactive regional event we bring together our trusted partners and customers for an informative and insightful day of learning and discovery, to address how to make digital infrastructure your secret weapon in 2021 and beyond.

DIGITAL ADVANTAGE AT SOFTWARE SPEED

Leaders across all industries are adapting their infrastructure to maximize value



Digital Priorities

For many, revenue growth has dropped yet they are under pressure to stay competitive. They are being asked to become more efficient, cut costs, while simultaneously being asked to launch new digital capabilities.



Digital Infrastructure

To succeed, they are deploying a global Digital Infrastructure Platform. This allows them to scale the benefits of cloud, modernize their IT systems, extend edge services, while benefiting from significant cost reduction and latency improvement. These savings are unlocking the capitol to forward-fund their next objectives.



Digital Platform

Equinix is the leading Digital Infrastructure Platform.
We can offer you a unique combination of capabilities to help you **DEPLOY**, **EXTEND**, and **ENHANCE** your digital infrastructure so you can fast track your digital advantage

THE OPPORTUNITY

This region-wide virtual event provides several thought leadership, branding and engagement opportunities exclusively for Equinix partners. Collaborate with us and build your business in 2021.

We invite you to take part and benefit from the following:



Extend Reach

Get in front of **1500+ digital leaders across 7 APAC markets**



Increase Awareness

to a database of **350,000+ technology leaders**



Enhance Profile

Featured in **leading industry publications**



Drive Leadership

Drive the conversation on a panel with **key industry analysts incl. IDC**



Grow Business

Generate business through **targeted selling and networking opportunities**



Ecosystem Partnership

Drive **strategic partnership** in Equinix's innovation ecosystem



Build Connections

Connect with **C-suite executives, influencers and decision makers** across the APAC region



Lead Conversations

Lead timely dialogue through **cobranded sessions with captive audience**



Engage Customers

Book meetings with delegates who are key current and potential **customers**

PLATFORM EQUINIX DIGITAL LEADERS SUMMIT 2021 AGENDA

All times SGT	Track 1 Hybrid Infrastructure (English)	Track 2 Network Modernization (English)	Track 3 Digital Infrastructure (Japanese)	Track 4 Digital Infrastructure (Korean & Chinese)
07:30 – 08:30	VIP Breakfast dialogue with Jeremy Deutsch, APAC President, Equinix plus Justin Dustzadeh, Global CTO			
09:00 – 09:45	Keynote: Jeremy Deutsch, APAC President & Justin Dustzadeh, Global CTO			
10:00 – 11:00	Let's Talk: Digital Leaders on Connectivity (Spotlight on Seoul, Melbourne, Osaka, India)	Software Defined Everything – Networking, Security, Policy	Strategic/Tech Alliance Partner Panel (Spotlight on: Connected Vehicles & Smart Transportation)	Let's Talk: Digital Leaders on Infrastructure
11:00 – 12:00	Scalable Private Cloud – Equinix Metal	Let's talk: Digital Leaders on Ecosystems and Network Agility	Let's talk: Digital Leaders on Infrastructure	Strategic/Tech Alliance Partner Panel
12:00 – 13:00	Equinix & Partner Product Demos in Local Languages + Lunch Break			
13:00 : 14:00	Regional Reseller Partner Panel	Networks which Connect, Communicate and Collaborate: Intra-Connecting Enterprise Infrastructure with Digital Supply Chain	Local Reseller Partner Panel	Local Reseller Partner Panel
14:00 – 15:00	Single Tenanted Cloud Adjacent Storage for Multiclouds	Data and Application Exchange Marketplace	Strategic/Tech Alliance Partner Panel with (Spotlight on: Hybrid Cloud)	Strategic/Tech Alliance Partner (Spotlight on: Hybrid Cloud)
15:00 – 15:30	Equinix & Partner Product Demos in Local Languages + Coffee On Us!			
ALL DAY	Product Showcase, Virtual Exhibition Booths, Reading Room and Networking Exchange			

IN PARTNERSHIP WITH THE INDUSTRY EXPERTS

Meet our event partner:



We are delighted to bring you this inaugural leading regional digital event with our delivery partner, BrightTALK.

This exclusive partner event is not only digital but is across several countries and time zones making BrightTALK the ideal event technology partner for us to work with. BrightTALK are highly regarded as a leading global content and demand marketing platform for online B2B events. With a database of more than 1 million IT professionals, stakeholders and leaders across the region, this event will be one not to miss for their network and the industry at large.

Meet our marketing partner:



Manning & Co. (M&C) is an award-winning established strategic marketing firm.

Recognised by Forrester as one of the top 85 channel marketing companies in the world, M&C is Equinix’s trusted marketing partner and appointed concierge for this event. As event-concierge, Manning & Co.’s expert team of marketing, content and event specialists are on hand to provide a personalised service to our partners to ensure that all partners have expert support on hand to make their involvement in this event stand-out and one to remember.

Meet our leading media partners:



Supported By:



