



Why Two Is Better Than One In Your Datacenter

Jay Adelson
Founder, Chief Technology Officer
Equinix, Inc.
NetWorld+Interop 2004



Equinix Company Overview

- **Founded in 1998 with mandate from Internet industry**
- **State-of-the-art network neutral datacenters across five countries**
 - *Industry's largest centers to accommodate "network effect"*
- **Network interconnection with industry-leading critical mass of networks, enterprises and system integrators who use Equinix as primary connectivity hubs**
 - *8 of the top 10 web properties*
 - *Exclusive colocation with more than 90% of the world's Internet routes*
 - *More than 700 companies available at Equinix*
- **Top management team in place since 1999**
- **Strong financial performance**



Show of Hands...

- **How many of you currently connect to more than one Internet Service Provider network?**
- **How many of you have experienced a network provider failure?**
- **How many of you are located in more than one datacenter?**
- **How many of you experienced some form of outage during the grid failure in August?**

- **Within the datacenter, all MEP must both be redundant and *maintained*.**
- **Two datacenters are better than one!**
- **Two networks are better than one, no matter how redundant the datacenter.**
- **Ten networks are even better than two.**
- **Geographic, network and contractual redundancy should all be part of your ongoing analysis.**

equinix



equinix





Jay Adelson
Founder, Chief Technology Officer
Equinix, Inc.

adelson@equinix.com

Business Discontinuity can be fatal ...

- Most companies value 100 megabytes of data at more than \$1 million dollars
- 43 percent of companies experiencing disasters never reopen, and 29 percent close within 2 years*
- A company experiencing a computer outage lasting more than 10 days will never fully recover financially. 50 percent will be out of business within 5 years **

* Source: McGladrey and Pullen

**Source: *Disaster Recovery and Planning: Managing Risk and Catastrophe in Information Systems*, by John Toigo.

The Cost of Downtime

BUSINESS

Average Hourly Impact

Retail Brokerage	\$6,450,000
Credit Card Sales Authorization	\$2,600,000
Infomercial/800# Promotion	\$199,500
Catalog Sales Centers	\$90,000
Airline Reservation Systems	\$89,500
ATM Service Fees	\$14,500



Does your organization's data transport have multi-homing capabilities?



- Focused survey on companies assumed to have relatively high cost of downtime
- 171 total companies surveyed
- Average company surveyed had 6,531 employees
- 36% had revenues ranging from 100M to 1B



Does your organization's data transport have multi-homing capabilities?

