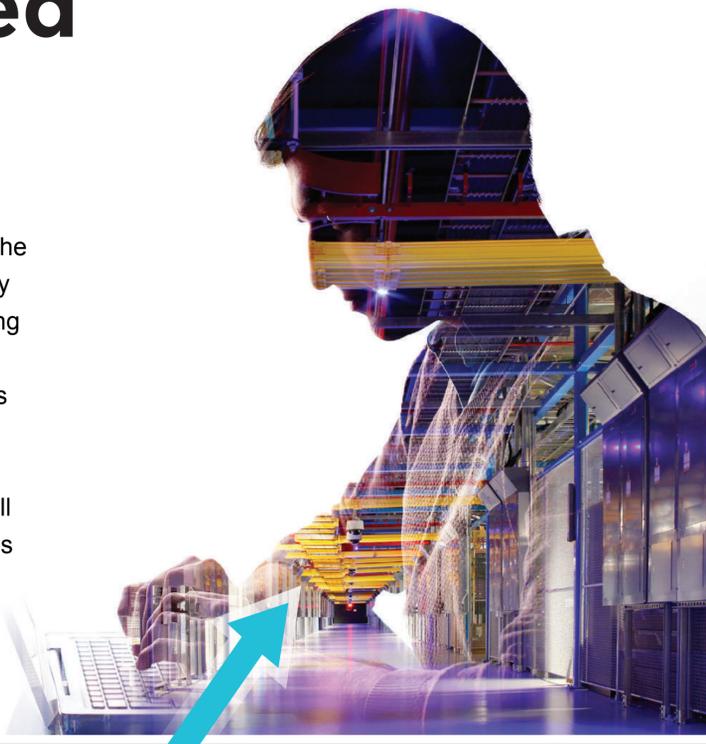


Unleashing the Interconnected Enterprise

Traditional enterprise IT is not built to compete in the interconnected era, and a recent Enterprise of the Future survey of 1,000 global IT decision-makers by Equinix reveals that businesses worldwide are taking action by moving quickly to become interconnected enterprises. Australia is one of the leading countries pursuing interconnection, **with 77% of its businesses intending to be interconnected by 2017**. This drive towards greater interconnection will make a significant bottom-line impact on businesses and markets, as 40% of interconnected Australian companies have realized **more than \$10 million in revenue opportunities and cost savings**.



AUSTRALIA'S TOP **IT PRIORITY**



REVENUE **GROWTH**

Australia's Top IT Strategy to Support Revenue Growth

GREATER INTERCONNECTION TO SUPPORT NEW PRODUCTS

79% of Australian companies are creating new channels or strategies related to customer, partner and employee engagement, such as digital, social, mobile channels.



Interconnection is a direct and secure, physical or virtual connection between an enterprise and its partners, customers and employees. It fuels the interconnected enterprise, enabling it to connect end users to what they need, when they need it, on any device, wherever they are.

INTERCONNECTION **IMPACT**



of Australian companies had **interconnection familiarity**, with 92% understanding its importance to compete



of Australian companies who have deployed interconnection have **realized at least \$10 million in value**, with 51% of the value attributed to revenue opportunities and 48% to cost savings

INTERCONNECTION **OUTLOOK**



of Australian companies **intend to be interconnected by 2017**, compared to 23% today



of Australian companies **will deploy multi-cloud interconnection** over the next 5 years

INTERCONNECTION **DRIVERS**

TOP AUSTRALIAN TECHNOLOGY TRENDS

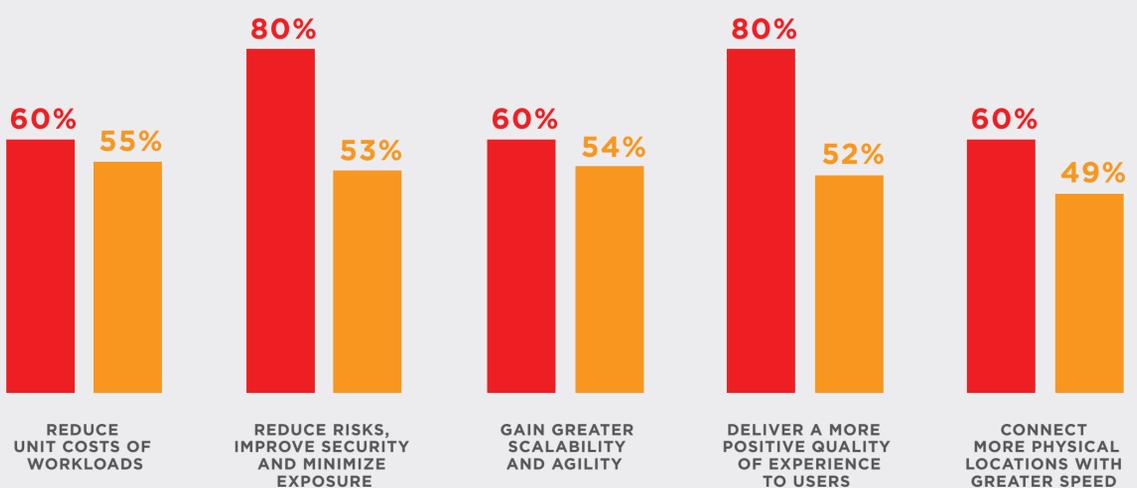
CYBER-SECURITY	54%
DATA SOVEREIGNTY	54%
SUSTAINABILITY	50%
HYBRID CLOUD AND CLOUD DEPLOYMENTS	48%

TOP AUSTRALIAN TECHNOLOGY BARRIERS

SYSTEMS UPTIME	57%
CLOUD OR MOBILE ACCESS VULNERABILITIES	54%
CLOUD OR MOBILE MATURITY/AVAILABILITY	53%
COST TO SCALE	48%
SILOED BUSINESS AND IT ARCHITECTURE	48%

TOP CHALLENGES/OPPORTUNITIES

for Australian companies differ by **interconnected** vs. **non-interconnected** enterprises:



To compete and win in the digital economy, Australian companies need to aggressively pursue an interconnected IT strategy. Otherwise, they will be left behind. To learn more about how global companies are moving toward interconnection, download [The Enterprise of the Future](#) report.



EQUINIX

WHERE OPPORTUNITY CONNECTS