



EQUINIX

WHERE OPPORTUNITY CONNECTS



EQUINIX INFRASTRUCTURE SERVICES

[Equinix.com](https://www.equinix.com)

IMPACT OF CAGE INFRASTRUCTURE DESIGN AND DEPLOYMENT CHOICES

Installing a new data center is a major endeavor—one that requires you to handle many moving parts and complex interdependencies. And it's not enough to just meet today's requirements. You need to address changing infrastructure needs, new technology advances and shifting trends.



Address the challenges of cage **implementation**

To ensure your Equinix International Business Exchange™ (IBX®) data center footprint meets your dynamic needs, you need to complete a long list of time-consuming tasks:

- Choosing the right equipment vendors
- Managing multiple complicated vendor relationships
- Maintaining an intricate project schedule across all vendors while executing the quickest implementation
- Keeping costs reasonable and staying within strict budgets

Sounds overwhelming, right? Most IT professionals install or migrate to a new data center only once or twice in their entire career, so your team may not have in-depth experience or the knowledge to be successful in this area.



Leverage **professionals** for a successful data center installation

Building a futureproof data center demands deep expertise and professional execution. Poorly designed data centers and inefficiently installed infrastructure can cause power outages, raise energy costs and reduce the lifetime of costly equipment. Without proper planning and execution, you can waste valuable, high-priced space within the data center, use capital ineffectively and encounter cost overruns.

\$200 per square foot
Average cost to build a data center*

\$500,000
Typical cost of a 90-minute data center outage
(IT Process Institute)

By relying on experience to design and install your cage infrastructure, you can anticipate and resolve issues before they become problems, getting you up and running in the shortest time at the lowest possible cost.



Simplify your cage purchase and installation

Equipment purchasing and installation of your new cage can bring a variety of challenges:

- Finding the right vendor(s)
- Negotiating pricing with each vendor before and after vendor selection
- Timing the build-out with equipment delivery
- Ensuring the equipment will fit and work as planned
- Organizing the multistep process
- Scheduling vendor access and delivery
- Installing in accordance to warranty requirements

Even a simple five-cabinet cage installation can require the coordination of seven or more vendors.

A single-vendor solution can help you simplify your cage purchase and installation—with just one purchase order, a single invoice and a single point of contact for your implementation.

Key services required for a simplified, professional cage infrastructure design

- World-class colocation design and optimization, ensuring **ease of access for service**
- Fast, professional project management for **increased efficiency and speed**
- Repeatable, proven processes that assure **maximum availability, lowest risk and minimum hassle**

Reduce downtime risks with structured cabling

- Improper cabling causes many data center problems
- Manual point-to-point cabling creates opportunities for error
- Inefficient cabling can produce poor airflow, more heat, higher hardware failure rates and increased cooling costs
- Disorganized cabling makes troubleshooting more difficult
- Structured cabling should be designed by certified design experts and installed by certified technicians

48% of data center outages are caused by human error
(Study of Data Center Outages, Ponemon Institute, 2013)

75% reduction in cable volume with structured cabling systems

**Data Center Building vs. Outsourcing: What's Best for Your Business," Data Center Knowledge, Feb. 11, 2015, <http://www.datacenterknowledge.com/archives/2015/02/11/data-center-building-vs-outsourcing-whats-best-business>

Create a **modern** cable infrastructure

Structured Cabling Services guides you through the management and expert installation of your cable infrastructure, including detailed inventory and proper labeling. This helps you reduce the risk of unplugging the wrong cable and creating unplanned downtime.



What structured cabling can do for you

- Reduce chance of disconnecting the wrong cable
- Support future cabling and hardware technologies
- Follow industry standards (BICSI) for successful cabling
- Protect your cables so they'll last longer and perform better
- Improve access and airflow by eliminating unnecessary cables

Equinix: The foremost expert in data center installations

100,000+

**CABINETS
INSTALLED**

289,000

**POWER CIRCUITS
INSTALLED**

18+

**YEARS OF
DATA CENTER
EXPERIENCE**

Select **Equinix**, a partner with a proven track record

Depending on your requirements, Equinix delivers

Guidance on all custom and standard solutions:

- Cages and cabinets
- Power distribution
- Cable management
- Security and accessories

Project management through the entire process

Professional structured cabling

- Designed by Building Industry Consulting Service International-certified Registered Communications Distribution Designers (RCDDs)
- BICSI-certified installers and technicians

Racking and stacking of your equipment in cabinets

Installation of all power strips, cabinets, ladder racks, fiber trays and security systems