

# ABM IN THE FIELD

WEBINAR SERIES: THE EQUINIX CASE STUDY

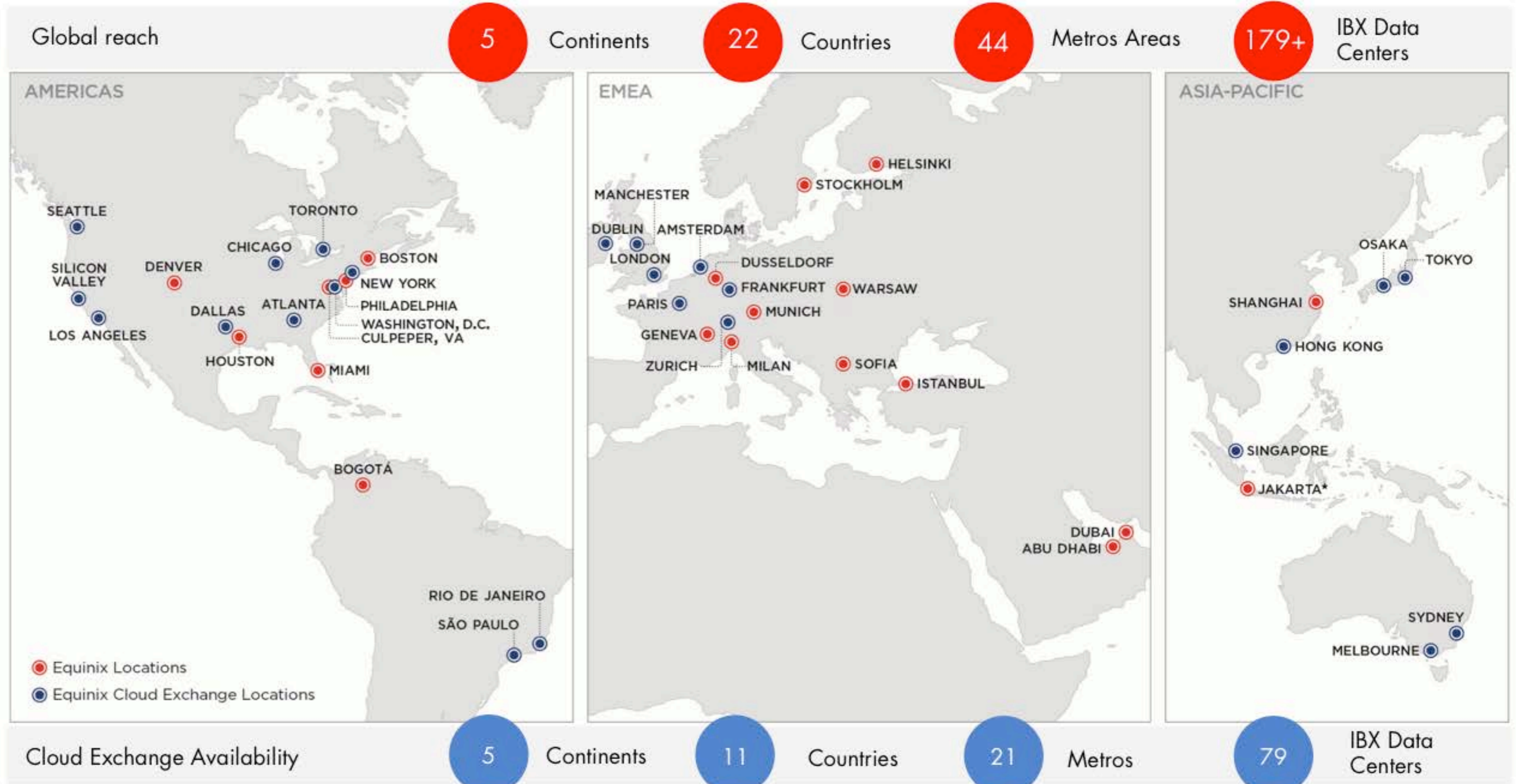


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# About Equinix – Worlds Largest Datacenter Provider Globally



# The global interconnection platform for the world's leading businesses



Unmatched Global  
Data Centers

Leading  
Interconnection  
Solutions

Vibrant  
Business  
Ecosystems

Proven  
Expertise



**9,500+** Customers  
**170+** Fortune 500



**1,500+** Networks,  
**230,000+** Cross Connects



**2,750+** Cloud and IT  
Service Providers



**1,000+** Financial Services  
Firms



**179+** Data Centers,  
**44** Metros  
**22** Countries  
**>99.9999%** uptime

**Business Development Institute (BDI), founded in New York City in 2001, is a strategic B2B event marketing agency that specializes in helping enterprise technology and services companies by producing custom, invitation-only, roadshow events that results in new revenue and thought leadership branding.**

## **OUR VALUE PROPOSITION**

**RECRUITMENT** We get the RIGHT butts in seats

**STRATEGY** We understand content

**EXECUTION** We obsess over details & produce flawless events

# SINCE 2016, WE'VE MADE SOME BIG MOVES



**107**  
**EVENTS**



**26**  
**CITIES**



**2,296**  
**ATTENDEES**



**23**  
**CLIENTS**

# THE PROGRAM

Since 2016, Equinix and BDI  
partnered on **17 events** in **12 cities** with  
**528 attendees** from **286 companies**

- ⦿ Atlanta
- ⦿ Dallas
- ⦿ Chicago
- ⦿ Hartford
- ⦿ Houston
- ⦿ Miami
- ⦿ Morristown
- ⦿ New York
- ⦿ San Francisco
- ⦿ Seattle
- ⦿ Toronto
- ⦿ Washington D.C.

# THE GOALS

- New Revenue
- Thought Leadership Branding -  
Interconnection with IoT, Payments,  
Insurance

amazon.com



# FEATURED ATTENDING COMPANIES OF BDI/EQUINIX EVENTS



SAMSUNG





# LESSONS LEARNED



# RESULTS

**12+** new revenue opportunities were influenced or sourced from our program with a combined value of **\$1,500,000**

**THANK YOU FOR JOINING US!**