



Selling Smarter. Together.

Partnering
with Advocate
Accelerates
Success

Who We Are.

Advocate is your proven network and cloud technology consulting partner. Together, we can provide organizations with smarter solutions, and at the same time, make you more money, faster.

Equinix has teamed up with Advocate to leverage its leadership of carrier-neutral, cloud-connected data centers with Advocate's network and cloud technical expertise so you can offer a more robust solution, at a premium price, and accelerate your wins over competitors.

The Advocate Advantage.

With over 16 years of experience advising enterprise customers, our team of Insiders has led network, data center and cloud transformations for over 600 clients. We know our vertical industry knowledge, global experience and technical expertise can promote the Equinix sales plan – it's already happening now!

How We Sell Smarter. Together.

Advocate supports and accelerates Equinix's EPS Cloud, Performance Hub, ECX and IOA sales process through current state discovery and assessment, planning network and cloud transformations, and sourcing key vendors. We're also delivering qualified leads to your team, and can work with you to help you close those deals. Our partnership easily and efficiently allows you to connect to our customers on a global scale.

Equinix & Advocate Wins.

Just a few of our partnership successes:



\$6.9M Total Contract Value

"Advocate's cloud and data center business case diverted LFG from plans to build a private data center, leading to an 80 rack deal for Equinix."

Mike Caron, Business Development, Equinix



Sourced 5 Global Performance Hubs

"The Equinix team planned a global Performance Hub architecture for Black & Veatch that the legacy network could not support. Advocate sourced a new global WAN that enabled the PH plan and increased cloud services. Also, Advocate provided a neutral 3rd party to validate the Equinix architecture, accelerated our progress and expanded the overall PH scope for Equinix."

Jamie Barnhill, Account Executive, Equinix



“Equinix chose Advocate as their internal consultant for network transformation due to their demonstrated ability to **strategically transform** and optimize our network and mobile services, while reducing our connectivity costs.”

Brian Lillie, Equinix Chief Customer Officer & EVP Technology Services

Advocate Service Offerings:



NETWORK TRANSFORMATION WORKSHOP

Shorten Sales Cycle

Eliminate client hesitation stemming from uncertainty about future network architectures or roadmaps required to implement the proposed Equinix Solution. This is a subset of a broader Cloud Workshop and extends to a global deployment in Equinix IBXs.



NETWORK ORDER IMPLEMENTATION

Accelerate Implementation

Streamline network transformation component of an Equinix Solution implementation by outsourcing network changes to a highly specialized/dedicated Advocate Order Management team. Deliver more value faster to client/prospect.



BUSINESS CASE, ROI & TCO

Increase Sales Conversion

Pro-actively solve for CFOs' questions and elevate the Equinix value proposition by wrapping Equinix cost analysis with a complete technology/financial picture that includes costs, value and risk quantification.

More Partnership Wins.



\$1M Total Contract Value

“Advocate’s strong customer relationship and understanding of the Enterprise provided the guidance needed to uniquely position Equinix to win the business.”

John Scarry, VP of Sales SE Region, Equinix



\$3M Total Contract Value

“Advocate created the introduction for me, then coached me to ensure I could close this sale.”

Chris Alexander, Global Business Development Executive, Equinix

Welcome Inside.

Contact your Advocate Insider:

Jon Stroup

Vice President, Partners at Advocate

Office: 678.987.5922

Cell: 770.560.1287

Email: jon.stroup@advocateinsiders.com

Website: advocateinsiders.com/equinix-partners/

