

# Win the Biggest Digital Performance Battle: Distance

Latency is the biggest inhibitor of all app performance.

**To provide the best performance, you need to remove the distance between data, apps, clouds, partners and users.**

See how Cisco and Equinix close the gap.

## THE DIGITAL BUSINESS IMPERATIVE: FASTER ACCESS TO APPS

Location and distance matter. **A survey of IT decision makers revealed 88% see low latency as a crucial network quality that directly impacts app performance.**<sup>1</sup> Digital transformation is driving the distribution of services and controls closer to customers, employees, partners and ecosystems. Keeping your data center in house—and farther from your users—makes speedy, efficient data transfer a challenge.

**With Cisco and Equinix, users can connect to regional hubs based on a distributed WAN architecture, reducing the distance packets have to travel.**

And with their onramps built inside data centers located close to the Equinix data centers, users can experience on average <2 ms latency, which equates to improved app performance.

**BEFORE**



**AFTER**



**26**

Countries

**55**

Markets

**9.7K+**

Customers

**363K+**

Interconnections

## APP PERFORMANCE FOR THE WIN

Users demand access to their apps no matter where they're located and what they're doing. With Cisco and Equinix, life just got better. **End users can relish the ease of connection and overall app performance they get with Platform Equinix.**

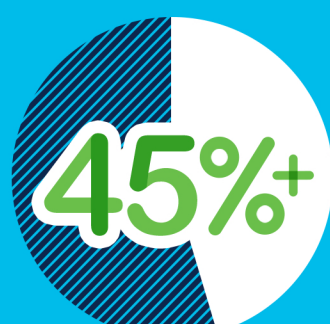
**Collaboration at its best:** a better way to connect with your team, partners and customers. Equinix provides Cisco Webex users with a great experience when communicating over voice, video and web sharing—all through an optimized network connection.

**Users rejoice: standout results<sup>2</sup>**

App wait times decreased up to



App performance increased



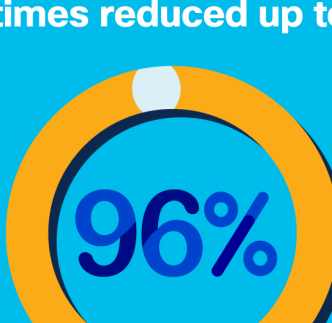
Download speed increased



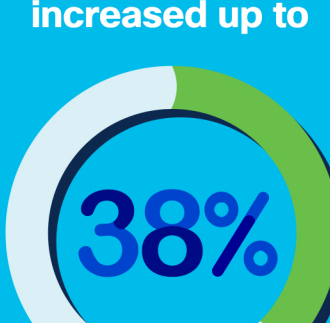
Upload speed increased



Network-related wait times reduced up to



Order processing potential increased up to



## READY TO MOVE TO THE DIGITAL EDGE?

You can deliver real impact by removing the distance between data, apps, clouds, partners and users. **It's time to gain your business advantage at the digital edge.**