



N E X T D C

USING INTERCONNECTION TO ENABLE DIGITAL TRANSFORMATION



INTERCONNECTION AT NEXTDC MEANS OVERCOMING THE LIMITATIONS THAT TRADITIONAL NETWORKING CREATES

We live in a time where the flexibility and resilience of IT infrastructure is the key to delivering customer value while rapidly and confidently responding to change. Meeting the digital demands of today requires a re-think of traditional IT architecture. To meet the distributed and digitalised needs of business, organisations need to look to extend their digital edge, placing it closer in proximity to the people, places, clouds, data and applications that their business needs to succeed.



Flexibility-first architecture which prepares your environment for change



Securely interconnect your people, customers and suppliers within one dynamic and connected ecosystem



Adapt and meet unpredictable and escalating scalability demands



Real-time action and the ability to think on your feet in an ever-changing digital landscape



Create new dimensions of value through ecosystem collaboration

Interconnection is the linchpin for every digital transformation strategy. Adopting an interconnection-first strategy enables organisations to solve networking issues, avoid security risks, and overcome data and application performance challenges. How? By re-thinking and re-architecting their IT environment and re-defining their digital edge.



TRADITIONAL METHODS DRIVE INEFFECTIVE OUTCOMES

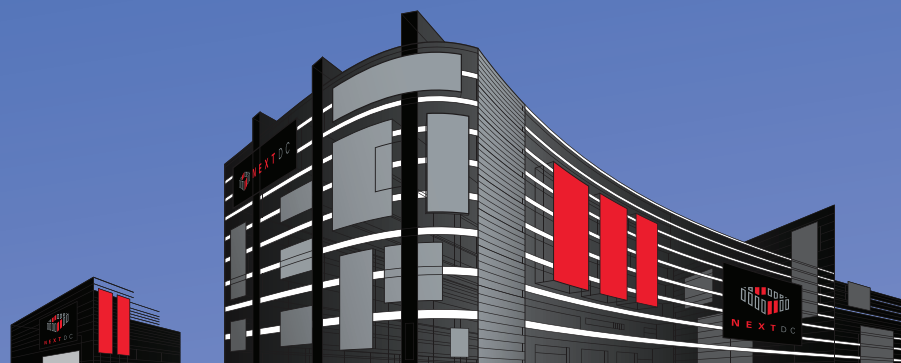
Traditional networking methods are largely fraught with limitations. These limitations impede effective outcomes needed in the digital era. Limitations include lack of flexibility, choice of vendors, integration issues, and time constraints. These limitations result in restricted, unaffordable bandwidth whilst becoming increasingly difficult and expensive to build and manage.

Historically organisations connected to their clouds using a virtual private network over the public internet. That approach doesn't allow for efficient workload portability or scalability and represents additional complexity around security, performance, cost and management.

The full value of interconnection requires partnering with a digital infrastructure platform that's capable of delivering the proximity, interconnection and flexible access to a locally available digital ecosystem and the specialist expertise needed to stay ahead of digital demands.

NEXTDC IS AUSTRALIA'S INTERCONNECTION HUB AND GATEWAY TO THE WORLD'S LEADING BUSINESSES AND GLOBAL PLATFORMS

NEXTDC's digital infrastructure platform offers organisations a range of interconnection solutions that deliver direct interconnectivity to the leading public cloud platforms, nation's carrier networks, the largest digital ecosystem of specialist ICT service providers, customers and vendors.



INTERCONNECTING BUSINESS TO THE WORLD

As cloud volumes and the distributed nature of environments have evolved, it became evident that organisations needed a more efficient way to connect and manage their Hybrid Cloud infrastructure.

To support the growing need and complexity organisations are faced with, dedicated connectivity paths between corporate IT environments and public cloud environments have been introduced by the leading cloud providers. Instead of connecting to a cloud platform over the Public Internet, direct cloud interconnects allow organisations to establish a private connection between their colocated data centre environment and their cloud provider via a dedicated Cross Connect within the same environment.



ORCHESTRATE VIRTUAL, PRIVATE CLOUD CONNECTIONS WITH NEXTDC'S AXON VIRTUAL INTERCONNECTION PLATFORM

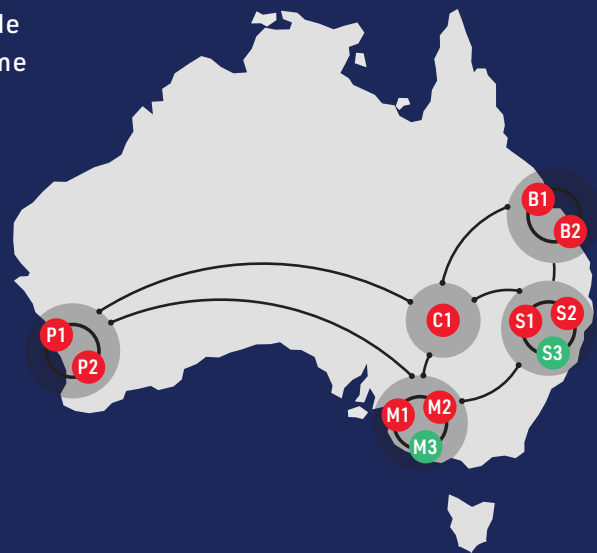


In addition to direct connections, NEXTDC facilitates access to virtual cloud orchestration and connectivity platforms. AXON enables organisations to form direct network connections to multiple cloud providers. This approach brings further efficiencies to a Hybrid Multi-Cloud environment, enabling organisations to improve performance, increase flexibility and lower bandwidth costs.

Organisations leverage AXON to implement their Hybrid and Multi-Cloud strategies with direct, virtual connections of up to 10Gbps, as well as to manage their cloud connections in real-time.

INTER AND INTRA-DATA CENTRE CONNECTIVITY WITH CROSS CONNECTS AND DATA CENTRE INTERCONNECTS

NEXTDC's Data Centre Interconnects (DCI) and Cross Connects enable direct interconnection to cloud service providers, network service providers, customers and partners who reside within any NEXTDC facility located in the same metropolitan area (DCI) or within the same campus (Cross Connect).



THE INTERCONNECTION ADVANTAGE



ENHANCED PERFORMANCE

Latency is the predominant performance metric in cloud architecture that impacts every business. When it comes to applications and data, being directly and locally connected to your clouds will allow for the seamless and predictable transmission of data. Low latency, or the fastest Round-Trip Time (RTT) of data ensures an enhanced user and customer experience and enables organisations to scale applications and workloads with ease, making any necessary adjustments to bandwidth to maintain acceptable performance.

By interconnecting directly to your clouds with dedicated, low-latency connections you immediately benefit from reliable, consistent performance and avoid congestion and quality issues associated with the public internet.



INCREASED SCALABILITY

Instant flexibility is injected into your organisation when the underlying network plumbing of your environment is optimally interconnected. Tapping into this kind of highly flexible connectivity, tailored to address your individual requirements, gives you the freedom and versatility to increase or reduce performance and resources according to the needs of your business in near real-time. Scalable architecture enables a more flexible and adaptable environment that's equipped to respond quickly to needs as they arise. Additionally, it gives you full control in optimising the overall efficiency of your network performance.



GREATEST LEVEL OF CHOICE

Choose from >730 cloud, network and ICT services providers who colocate at NEXTDC. As home to Australia's largest and most network-dense ecosystem, we provide your business the greatest choice when it comes to building a solution that's right for your project or business. Locally interconnect quickly and efficiently to ecosystem partners.



COST SAVINGS

The first wave of cloud computing, and the introduction of cloud as a core pillar to enabling business transformation saw organisations capitalise on the upfront advantage of clawing back capex. The same business justification applies when it comes to re-architecting your IT environment. Moving your physical IT infrastructure to be closely located within the ecosystem of clouds, carriers and partners you're actively connecting to, while securely and directly connecting to this ecosystem, you significantly reduce latency which in turn improves performance.



INCREASED RELIABILITY

An interconnection-first strategy provides added assurance and the reliability of a private network, without the 'private' overheads. Interconnection delivers the optimal position of guaranteed, consistent and stable connections to the critical services businesses rely on. In addition, the use of physically diverse interfaces provides a multiplying effect on the uptime for these services.



NEXTDC partner with you to help you secure and interconnect your critical IT infrastructure and networks. Our premium digital infrastructure platform enables you to grow and scale without limitations, reach new customers and strengthen business resilience.

To find out how NEXTDC can help you enhance the reliability and efficiency of your digital infrastructure so you can focus on driving growth, capitalise on new opportunities, and create value for your customers, contact us on 13 NEXT or visit www.nextdc.com/contact



N E X T D C where the cloud lives™

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