



EQUINIX

Equinix Partner Program resources

A practical guide to what you can access and how to maximize your benefits



Welcome

Equinix is partner-first. Helping you succeed is our priority. In this guide you can find all the resources you need to optimize your engagement and partnership with Equinix.

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USING PARTNER CENTRAL PORTAL TO DRIVE YOUR SUCCESS

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A checklist for success

From getting started to ramping up your marketing: here's a checklist for success within the Equinix Partner Program.



Get started

Complete Partner Central Portal Reseller onboarding



Complete your store front in Marketplace



Create a profile on Partner Directory



Drive sales

Explore Marketplace



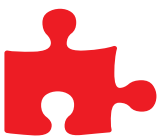
Register your deals on Partner Central Portal



Explore PDQ on Partner Central Portal



Start interacting on Partner Directory



Solve and learn

Explore Data Center Services, Interconnection, Digital Services and Verticals, under our Solutions tabs



Marketing made easy

Explore Demand Center on Partner Central Portal










Get training

Discover certifications on Partner Central Portal

Partner Central Portal is your digital destination for growth

The Equinix Partner Central Portal is where you can get started, get certified, differentiate your offering, register opportunities, generate quick quotes and grow your business.

Packed with helpful resources, at Partner Central Portal you can:

-  Onboard
-  Quote with PDQ
-  Get training and certifications
-  Register deals
-  Learn about products and solutions
-  Access registered opportunities
-  Access Demand Center marketing tools

No matter your job role, find all you need for success at Partner Central.

The latter half of this eBook is devoted to tips and tricks for getting the most out of all the tools available.

[VISIT PARTNER CENTRAL PORTAL](#)



Smart tip

With helpful demo videos on Partner Central Portal and Demand Center, now's the time to get onboarded and explore Partner Central.

Discover new opportunities to connect and generate leads at Equinix Marketplace

Equinix Marketplace is a business-to-business platform for buyers and sellers, or service providers.

Whether you're selling services or looking to connect with service providers already available in our IBX data centers, you can grow your business with strategic colocation solutions and decision-making tools:



Find sellers and partners with global search



Discover new ecosystems of partners



Leverage matchmaker applications to see your opportunities for growing business with existing customers and partners



Buyers can search for and contact top cloud and network companies who could help them optimize their business



See different connection options between our sites in any one of our global metros



Complete your store front in Marketplace to decide how you present yourself.

[EXPLORE EQUINIX MARKETPLACE](#)



Smart tip

Complete your searchable store front profile as a service provider and/or partner, enabling you to be found and contacted by highly qualified buyers.

Connect with Partner Directory

Equinix Partner Directory is a global, online, searchable database that provides customers, prospects and the Equinix sales organization with a centralized resource for searching and connecting with trusted Equinix Reseller partners.

You can:



Grow awareness

Help customers identify you as an experienced Equinix Partner who is able to solve their business challenges.



Publish your profile

It's one of the fastest ways to get in front of our existing client base and those visiting equinix.com.



Lead capture

Customers and prospects can get in touch directly with the company they're searching for.

We've recently improved the accessibility and functionality of Partner Directory, with quick links and a new User Guide. Now it's easier than ever to create or update your directory profile.

To create a profile for your organization, you must be an active partner in compliance with all program requirements. Check out our new User Guide for [details](#).

[CONNECT HERE](#)

How does Partner Central Portal drive my success?

See how to maximize your Partner Central Portal benefits with:



Onboarding

Complete our quick onboarding process to get started at Partner Central.

Getting started

The first thing you need to do to get started in Partner Central is to ensure you are properly registered for Partner Central.

Request a [new login](#).

Reset [your password](#).

Onboarding

Once you are successfully set up, the first port of call is to complete the Reseller Onboarding Checklist. It's short, only takes a few minutes to complete, and is all you need to get started.

Training

Accelerated, online training. Upskill on all things Equinix, enhance your credibility with clients and help identify new sales opportunities as Equinix Certified Sales or Technical Professionals.

You can:



Upskill your team with Equinix's Sales and Technical certifications. Also, get training on the PDQ tool to help maximize your sales potential.



Discover best practices on how to bundle your services with Equinix products to add value and differentiate your solutions in the market.



Find useful sales and technical training to help your sales team's position and sell value-added offerings.

[ACCESS TRAINING](#)



Smart tip

To get a head start, access our training cheat sheet.

Products and solutions

If getting started yesterday is your thing, get practical, ready-to-use assets to enhance your digital transformation expertise.

Streamline your sales and get practical, ready-to-use assets as and when you need them. Under the **Solutions tab**, access pitch decks and solution briefs by vertical, including manufacturing, public sector, financial services, healthcare, banking and CVST.

Our global platform for digital business offers solutions spanning a wide range of industries to help enterprises and service providers achieve success in the digital economy. Also available is joint content with our Alliance partners; Oracle, AWS, Cisco, Microsoft, Google, Dell, HPE and VMware

In the Solutions tab, you can access assets on Data Center Services, Interconnection, Digital Services, Verticals and Ecosystem Partners. Start exploring to see what's new about product announcements, updates and new product launches.

Marketing

Demand Center integrates email, social and content marketing; letting you create anything from a cobranded asset to a comprehensive campaign in minutes.

Explore the Demand Center, where you'll find:



Self-serve marketing campaigns, automated tools, email and social campaigns and masses of assets.



Pre-built Campaigns-in-a-Box, co-brandable for co-marketing with Equinix, including five brand new campaigns focused on our alliances with Microsoft, AWS, Google, Dell and Oracle.



Equinix brand elements including logos and boilerplates, enabling you to co-brand assets across a robust and expansive asset library, and benefit from Equinix's brand credibility.

[ACCESS DEMAND CENTER](#)

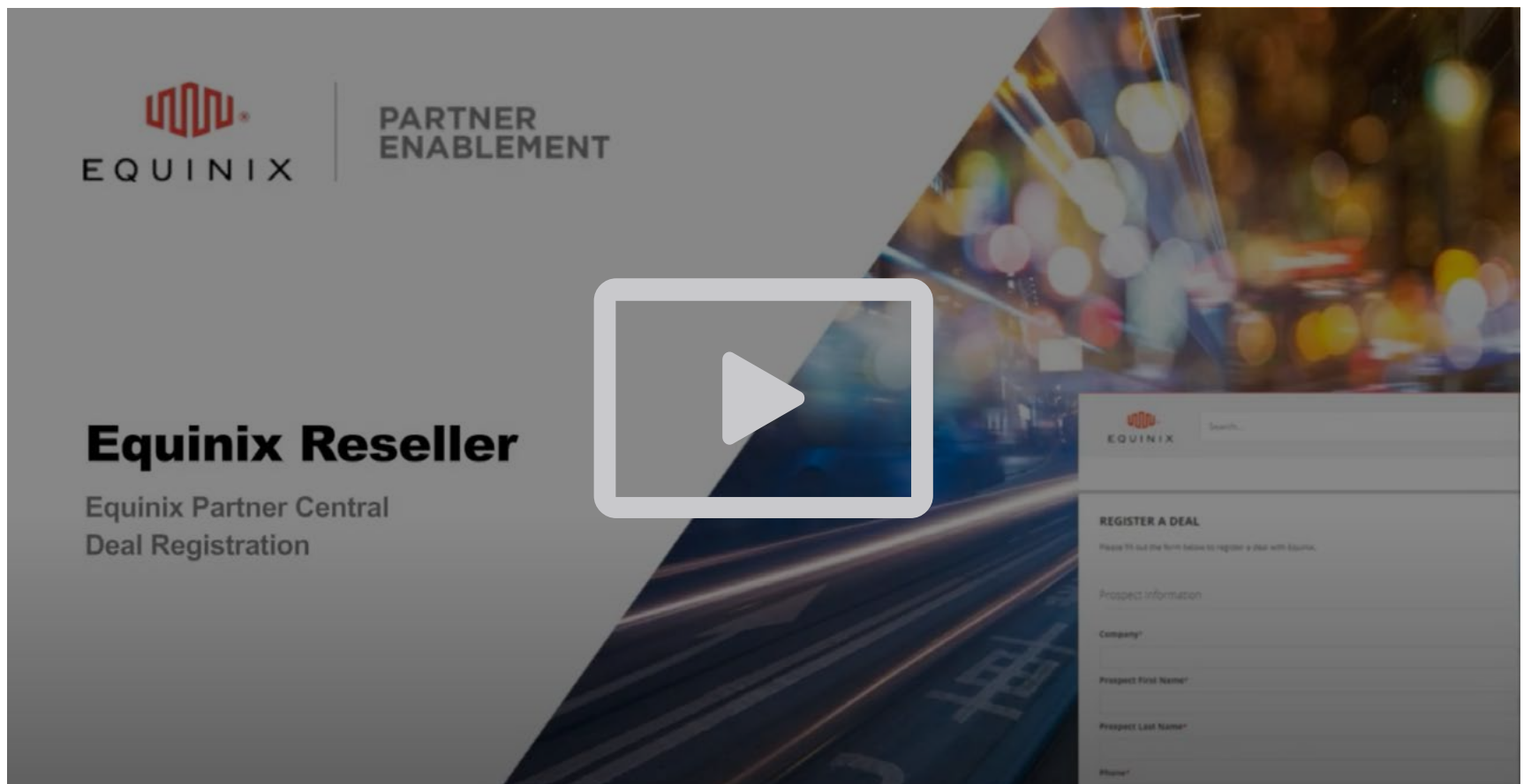


Smart tip

Leverage Equinix Demand Center to create, manage and execute co-marketing campaigns with Equinix, including functionality that allows you to easily adapt, configure and send drip-feed marketing campaigns direct from the portal.

Registering deals

See a short demo on how to submit a deal registration [here](#).



Register your opportunity early on in the sales cycle so that we can allocate the most supportive Equinix resources to you and your team, ensuring the best chance of success.

As soon as you register a deal, we will provide the deal-specific support you need to maximize your opportunity. From there, take your deals on to the PDQ tool to continue your sales journey.

[REGISTER YOUR DEALS HERE](#)



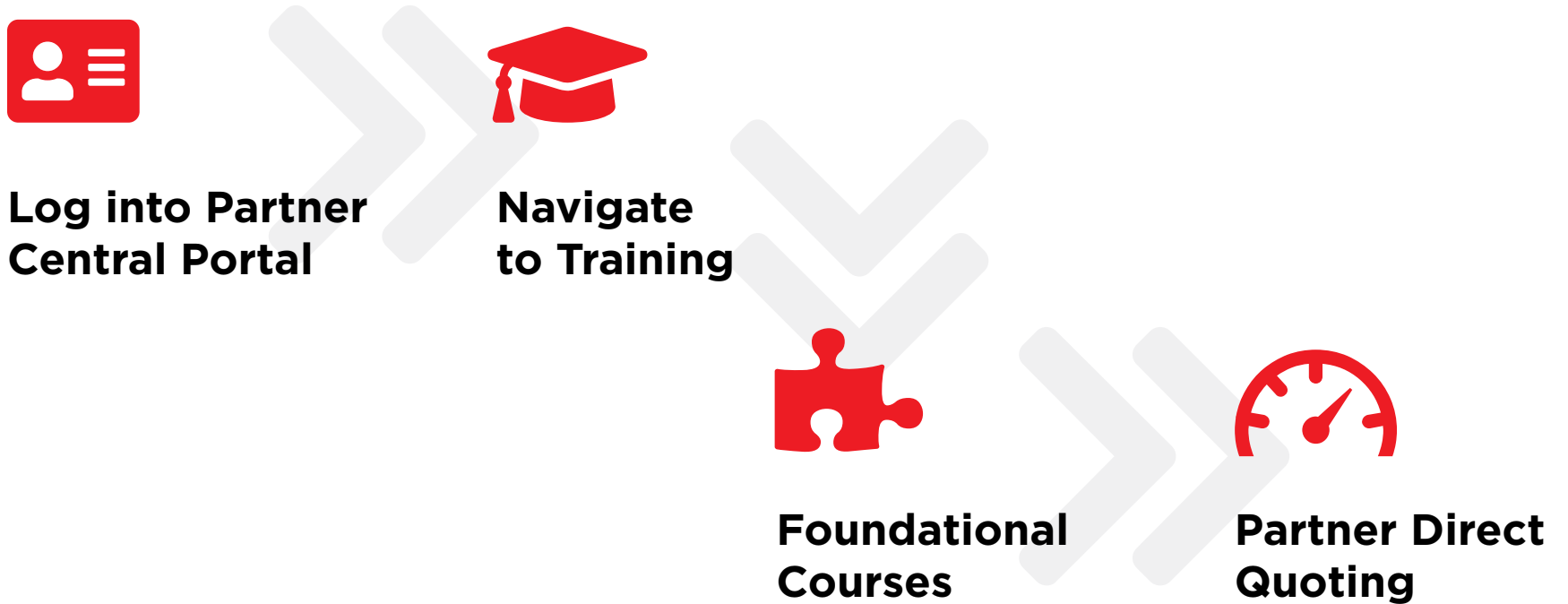
Smart tip

View all your deals in one place: click the My Actions tab, then select My Deals.

Partner Direct Quoting (PDQ) tool

This self-help tool gives you fast budgetary pricing on the top 12 Equinix products, without having to involve the Equinix sales teams. You can accelerate your pre-sales process, helping to keep up momentum on your opportunities

To maximize your use of this tool, complete the training by following these simple steps:



We recommend you complete PDQ training before getting started. Note that our PDQ tool is for budgetary pricing only.

[CHECK OUT AN OVERVIEW](#)



Smart tip

Once you have completed your quotes, you can download as a PDF or Excel spreadsheet to make editing easier.

Viewing opportunities

View your sales pipeline at a glance, for swifter sales. Once your deal registration has been accepted, view all your opportunities in one place, enabling you to keep on top of your sales cycle.

By simplifying how you find and view your opportunities you:



Make managing your pipeline easier



With less time spent managing pipeline, free yourself for further sales conversations



Streamline your sales process

[VIEW YOUR OPPORTUNITIES HERE](#)

Got questions? Get in touch!

Contact us at Equinix.com/contact-us

Contact Partner Central support at
partnerprogramteam@equinix.com
