

Digital Realty Battle Card

Company Profile and Product Offerings

Digital Realty Profile

- Established in 2004
- Headquarters in San Francisco, CA
- NYSE: DLR
- 2,300+ organizations supported through Digital Realty's data center, colocation, cloud, and interconnection strategies; ranging from single-cabinet to multi-megawatt and hyperscale deployments
- An interconnected global reach to serve our customer's needs:
 - 5 Continents
 - 13 Countries
 - 40+ Global Markets
 - 210+ secure, network-agnostic data centers distributed throughout North and South America, Europe, Asia, and Australia

Addressable Markets

An ecosystem of data centers, colocation and interconnection in the following markets:

- North America – 150+ including Dallas, San Francisco, New Jersey, Chicago, No. Virginia
- South America – 12+ including Fortaleza, Rio de Janeiro & São Paulo
- Europe – 20+ including Amsterdam, Dublin, London & Paris
- Asia Pacific – 5 including Hong Kong, Japan, Singapore & Sydney

Product Overview

Data Centers

- Colocation
- Cabinets, Cages, Suites
- Build-to-Suit
- Remote Hands

Connectivity

- Interconnection
- Cross Connects
- Campus and Metro Connects
- Service Exchange powered by Megaport

Cloud

- AWS Direct Connect
- Google Cloud Interconnect
- Microsoft ExpressRoute
- Oracle Cloud
- IBM Cloud

Elevator Pitch

Digital Realty provides the flexibility to ensure mission-critical data is always secure and available, with solutions that can help you create your high-performance environment through one provider. We can deliver the capabilities you need to conduct business seamlessly today and ensure you have the technology requirements you need to grow in the future, in spite of the ever-changing digital economy.

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Key Features and Differentiators

- 1. Making Hybrid Cloud Solutions Easy and Accessible**
 - a. Accommodate and deploy your critical applications in a low-latency environment
 - b. One connection to access multiple clouds and cloud regions, with on ramps and redundant connectivity options
 - c. Avoid the public internet with secure, private cloud connections
- 2. Local Interconnection to a Global Ecosystem**
 - a. Virtual and physical connectivity to an industry-leading ecosystem of providers and services extending the capabilities of the network
 - b. Access to dedicated connectivity within a Digital Realty campus, larger metro, and beyond
 - c. Directly peer with major carriers, content providers, and wireless networks through a single service platform
- 3. Data Centers Built to Serve**
 - a. From a single cabinet to multi-megawatt - ready for any size deployment
 - b. Innovative designs that meet rigorous global security and compliance standards
 - c. Strategically located for access to the most desired connectivity and cloud solutions
 - d. Solutions Architects and Engineers ready and available to solve the most complex deployments

Ideal Customer Profile

- Mid to large enterprises
- Large footprint, from 6 racks to 10 MW of power
- In consideration phase of developing a hybrid cloud strategy
- Compelled by upgrade/merger/spinoff, or contract renewal
- Desire to implement comprehensive network, cloud and services strategy across a global footprint today or in the future

Qualifying Questions

1. Do you currently utilize third party data center? What areas need improvement?
2. Are you concerned about the costs of owning and operating your own data center?
3. Do you struggle to meet compliance or security requirements?
4. Do you plan to consolidate or migrate your existing data center?
5. Do you currently have cloud connectivity requirements or a need for a direct, secure connection to the cloud?