

# Covid-19 Rapid Response Program: Equinix

momentum<sup>®</sup>  
itsma



# The requirement

## Helping Equinix develop a rapid response to Covid-19

When Covid-19 hit, the switch to remote working occurred overnight – putting enterprise IT networks under intense pressure. Equinix’s digital infrastructure solutions were ideally suited to meet these new challenges – enabling businesses to rapidly scale and adapt networks to meet new demands. But breaking through the Covid-noise wouldn’t be easy.

## Some background on Equinix

Equinix is the world’s digital infrastructure company. Equinix’s network of 220+ interconnected data centers in 60+ markets on 5 continents connect enterprises and services providers across the globe. Via Platform Equinix businesses can connect to a dynamic ecosystem, including 2,900+ cloud and IT and 1,800 network providers.



EQUINIX

# Our solution



Equinix has recognized that growing its indirect channel business is key to sustained growth. Equinix's CEO has a stated goal for the channel to reach 50% of all revenues, up from <10% a few years ago. However, Equinix's solutions are typically only part of a partner's broader proposition, therefore Equinix is not always front-of-mind. Equinix recognized that channel partners, with the ear of enterprise IT departments, had a vital role to play in solving the challenges of Covid-19.

When the Covid pandemic hit, Equinix knew that its digital infrastructure solutions were perfect to help businesses respond to the unprecedented pressures on their IT networks – enabling them to rapidly scale and adapt to meet new demands. Equinix's channel partners, often trusted advisors to enterprise IT teams, had a vital role to play: yet those partners were facing their own upheavals due to Covid.

OneGTM helped Equinix deliver a Covid Response programme for Equinix's partners, including educational webinars, sales enablement resources and a co-brandable campaign toolkit. The programme focused not just on fixing the immediate problems, but how to also take the opportunity to transform networks to cope with a more uncertain, digital-first future.

The programme was developed and launched in a rapid timeframe. It got excellent engagement from partners and contributed to significant growth in Equinix's channel business in 2020.

# What we did

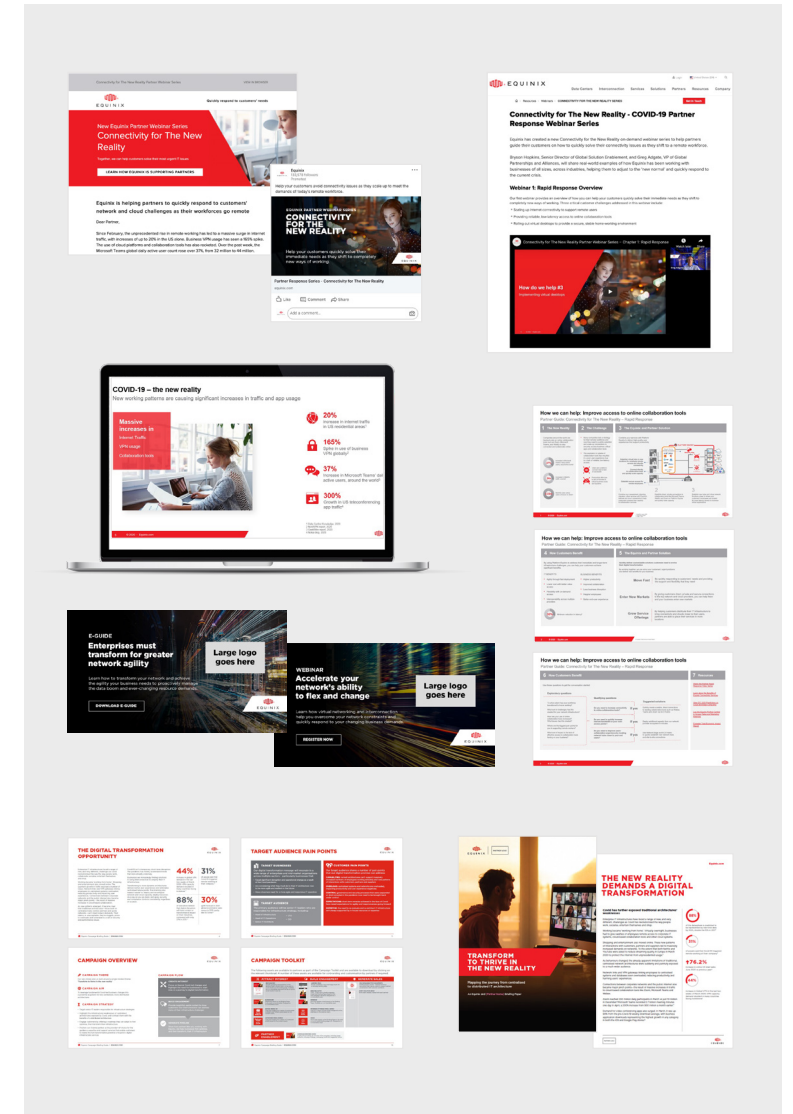
The campaign was designed to address two key objectives – first, to build greater partner engagement by helping them navigate the challenges and respond to the opportunities created by the pandemic. OneGTM achieved this through a series of on-demand educational webinars focusing on rapid response and optimisation. These were promoted through a social media email and retargeting program targeting 800 partner accounts.



# More of what we did

Second, to generate demand for Equinix solutions by helping customers understand how they could help solve their critical IT network challenges. OneGTM delivered this through a Campaign Toolkit that partners could use to engage their customers around the Covid response themes, titled: 'Transform to thrive in the new reality'. This toolkit consisted of a range of assets to support an integrated campaign, including eGuides, Video, Emails, Landing Pages, Infographics and a Webinar Kit.

Both phases of work were designed to target two primary audiences: senior IT teams within large enterprises, and Equinix's channel partners (including MSPs, Consultancies and Network Providers). Both were dealing with intense challenges caused by the pandemic and both had neither the time nor the resources to develop successful solutions to the challenges of Covid-19.



# Our results

## A successful outcome

The primary measure for Phase 1 was partner engagement. 800 partners were targeted and the results in the first 2 months surpassed targets, including:

- 2,500+ views of the webinars
- 3,500+ engagements via social media
- 1,500+ unique landing page visits
- Strong engagement with supporting content via partner portal - 75% extended visits

The campaign resources were used by partners to generate new customer opportunities and contributed to overall 8% YoY revenue increase in 2020 and significant growth from channel.

- 200+ new customers via channel partners in H2 2020, c60% of all new customers – a record high
- Channel accounted for a new high of 35% of all bookings in Q4. Equinix's annual report cited Covid pandemic responses as a key factor

## What our client said...



The Covid-19 Rapid Response program proved hugely popular with channel partners and helped both our partners and their customers respond to the unprecedented challenges thrown up by the pandemic. It has helped us build greater partner engagement and contributed to significant growth from our channel business in the second half of 2020.

The support of OneGTM was invaluable. Their ability to quickly grasp the technical issues involved and contribute creative ideas about how to communicate the story, and their hard work to deliver all of resources we needed, helped us deliver a successful programme in very quick timeframe.

**Dierdre Crossan,**  
Senior Director, Global Partner Marketing

If you like what  
you've just seen...

**Let's talk**

[info@momentumitsma.com](mailto:info@momentumitsma.com)