

# HG Insights Case Study - Equinix

Equinix Uses IT Tech and Spend Intelligence to Achieve Aggressive Sales Growth

## Background

**Equinix, Inc.** connects the world's leading businesses to their customers, employees and partners inside the most-interconnected data centers, serving 52 markets across five continents.



EQUINIX

## Challenge

Equinix was looking to aggressively grow its business by focusing on 15,000 accounts they knew would benefit from its global interconnect platform. They had a strong value proposition, but in order to prove it they needed the right tech and IT spend intelligence to tailor their approach. Critical pieces of the puzzle included insights into how much these accounts spent on their networks, data management, security, web services, hardware and operating systems. They also wanted to know what related hardware and software they already had installed.

15,000

Accounts enriched with networking spend & tech install intelligence from HG Insights

## Solution

With IT spend and tech install intelligence from HG Insights, Equinix developed detailed account strategy plans (ASPs) it now uses to get into accounts sooner and establish larger deal sizes right from the start. These plans provide a detailed map of all the networking related hardware, software and services an account currently has and spells out the dramatic cost savings and performance increases prospects can realize by using an Equinix platform. ASPs also allow sales reps to approach accounts in a consultative manner to immediately start adding value.

## Why HG Insights Was Chosen

- Provides valuable tech intelligence for ASPs that allow Equinix to land larger deal sizes
- Granularity of IT spend data helps Equinix show potential cost savings to prospects
- Tech insights allow Equinix to see how it can improve network performance for prospects
- Enables sales reps to tailor their approach based on the sophistication of the account



“Using detailed account strategy plans with IT spend and tech intelligence from HG Insights allows us to engage with prospects and customers strategically so we can have more consultative conversations, get into accounts sooner and establish a larger footprint within our chosen accounts.”

— Heidi Fischer, Senior Market Development Manager