

Compute moves to the DATA

Bill Fenick – Vice President - Interxion



Proximity matters

- **\$20m** Upper West Side NYC

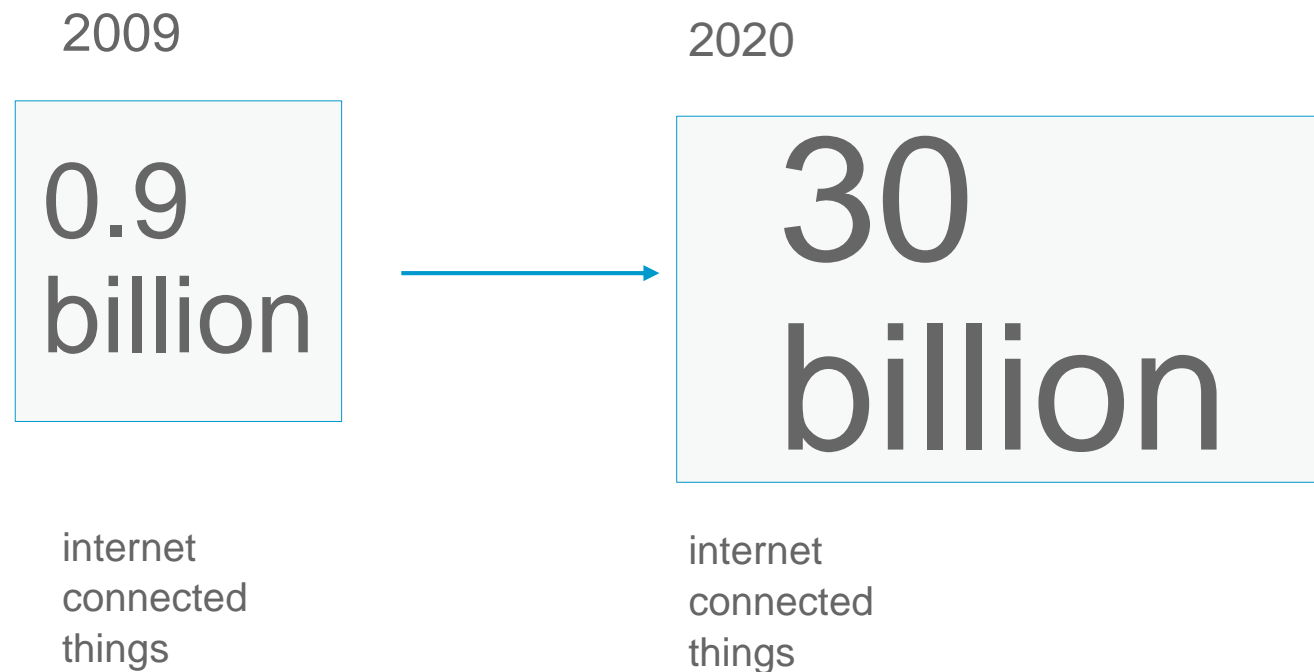


- **\$2m** Purchase, NY

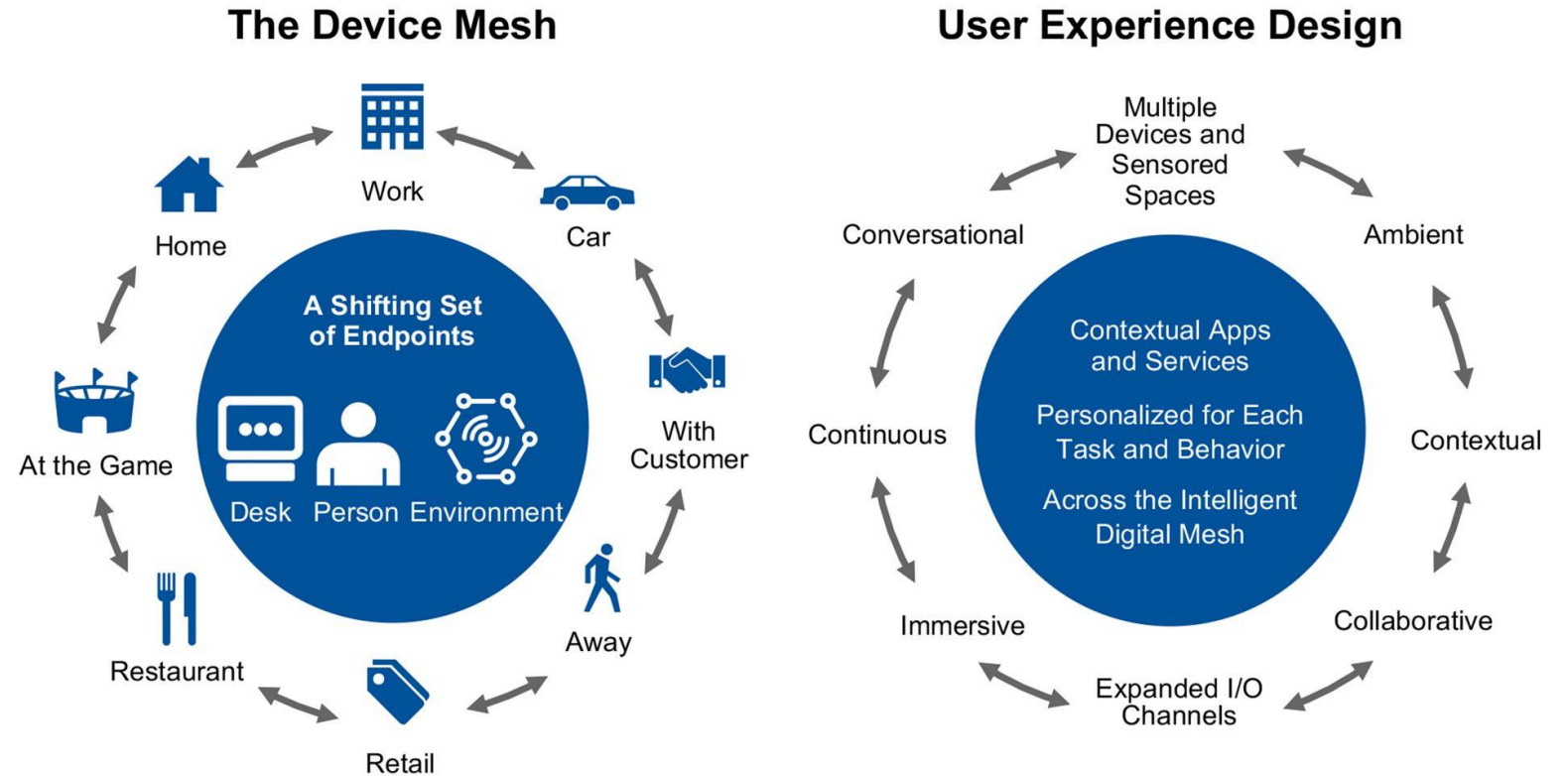


Data just keeps getting bigger

The Internet of Things is accelerating the velocity and volume of data



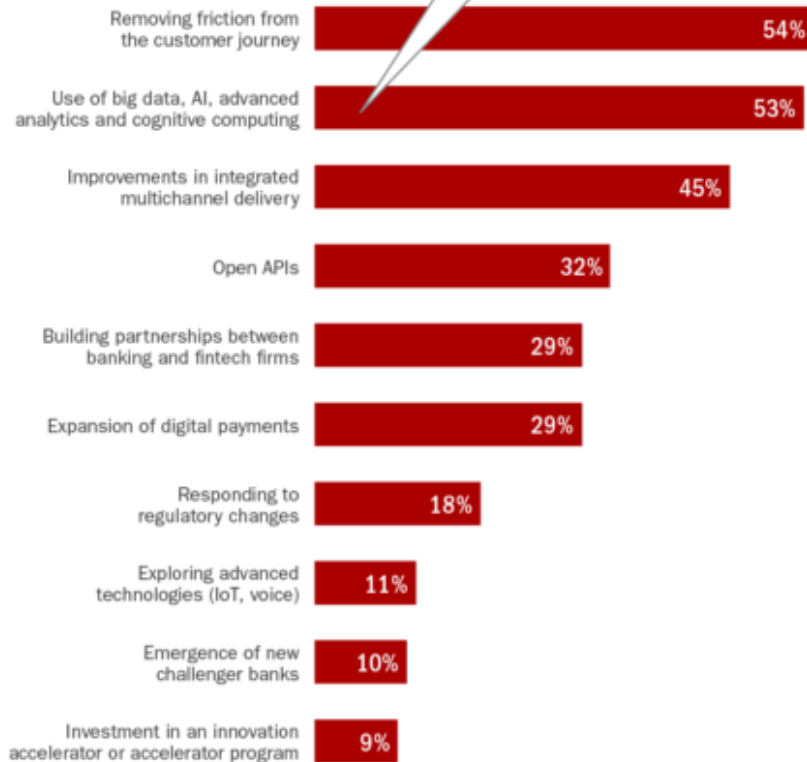
Maintaining a good user experience, at scale, is going to be hard.



Source: Gartner (October 2016)

In IoT- the user experience drives opportunity

Top 10 trends and predictions for 2017 financial institutions



Q: What do you think will be the (3) three most important trends for the retail banking industry in the upcoming year (2017)? (n=760)

Source: DBR Research © December 2016 The Financial Brand

<https://thefinancialbrand.com/62858/2017-top-banking-trends-predictions-forecast-digital-fintech-data-api/>

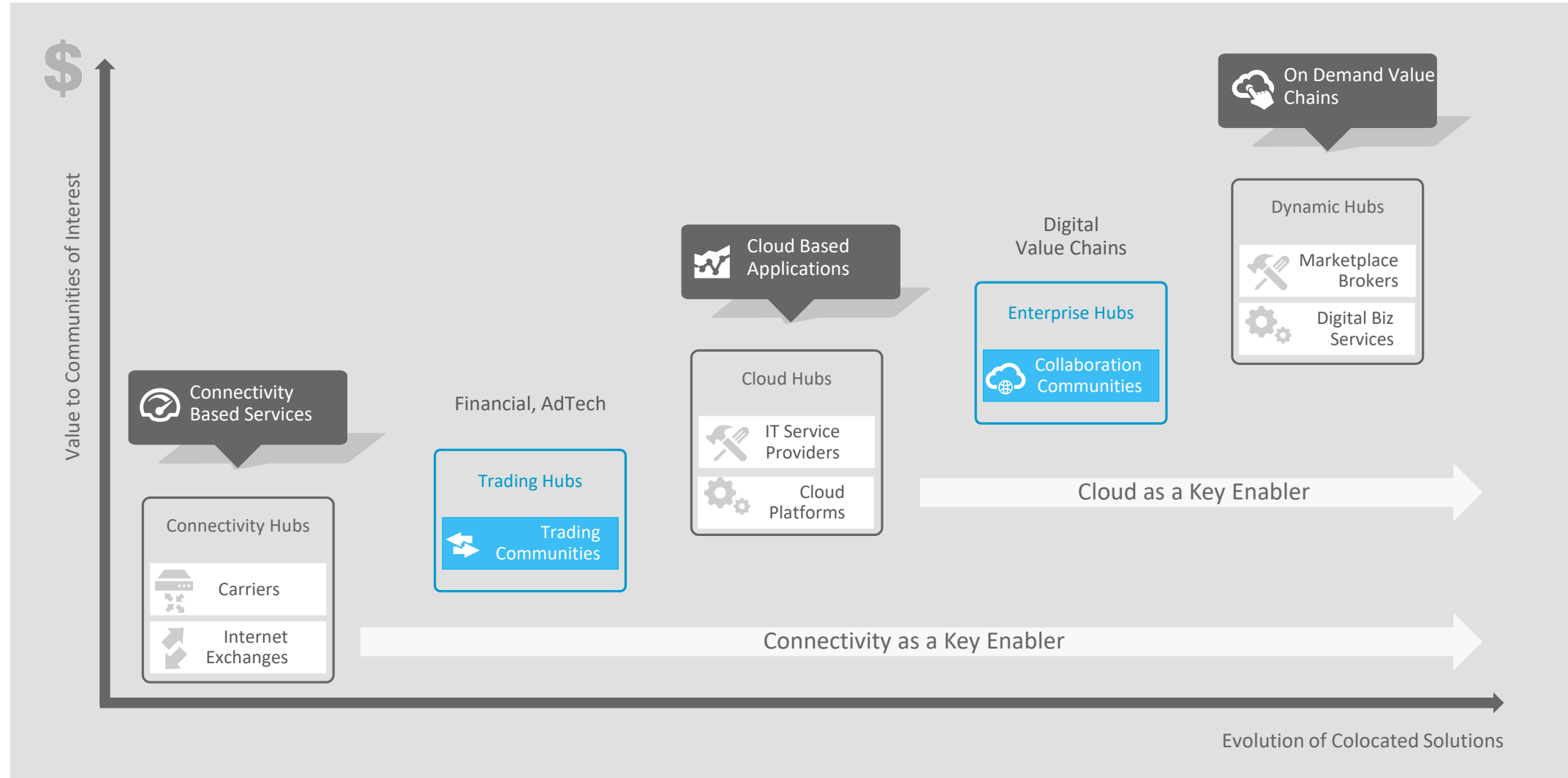
“These unique datasets will bring a whole new set of innovation and the next wave of Fintech startups.

Think it is far-fetched?

You are wrong. It’s just around the corner.”

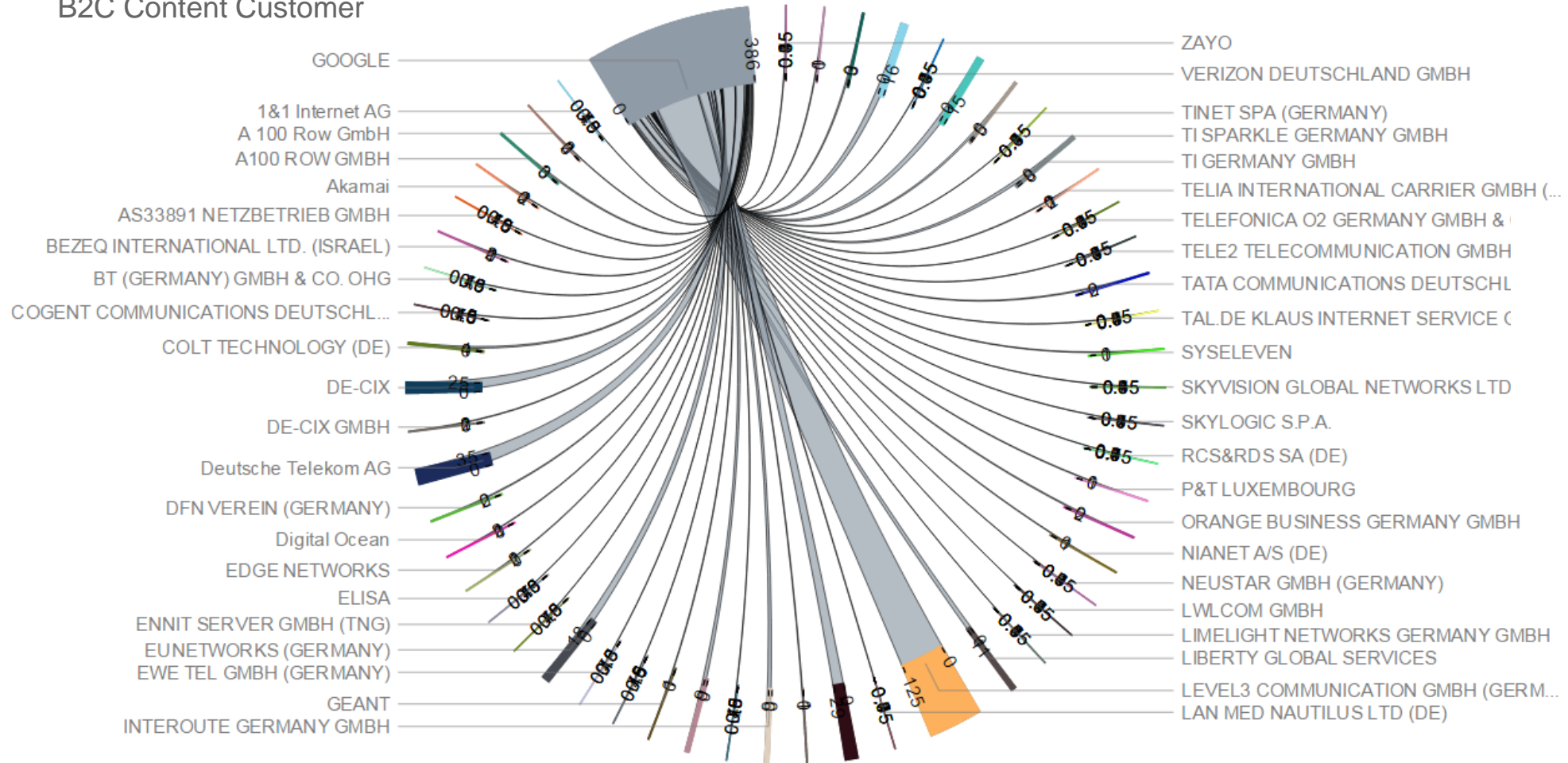
<https://www.crowdfundinsider.com/2017/01/94496-top-ten-fintech-predictions-2017/>

Roadmap for Value Creation through Communities



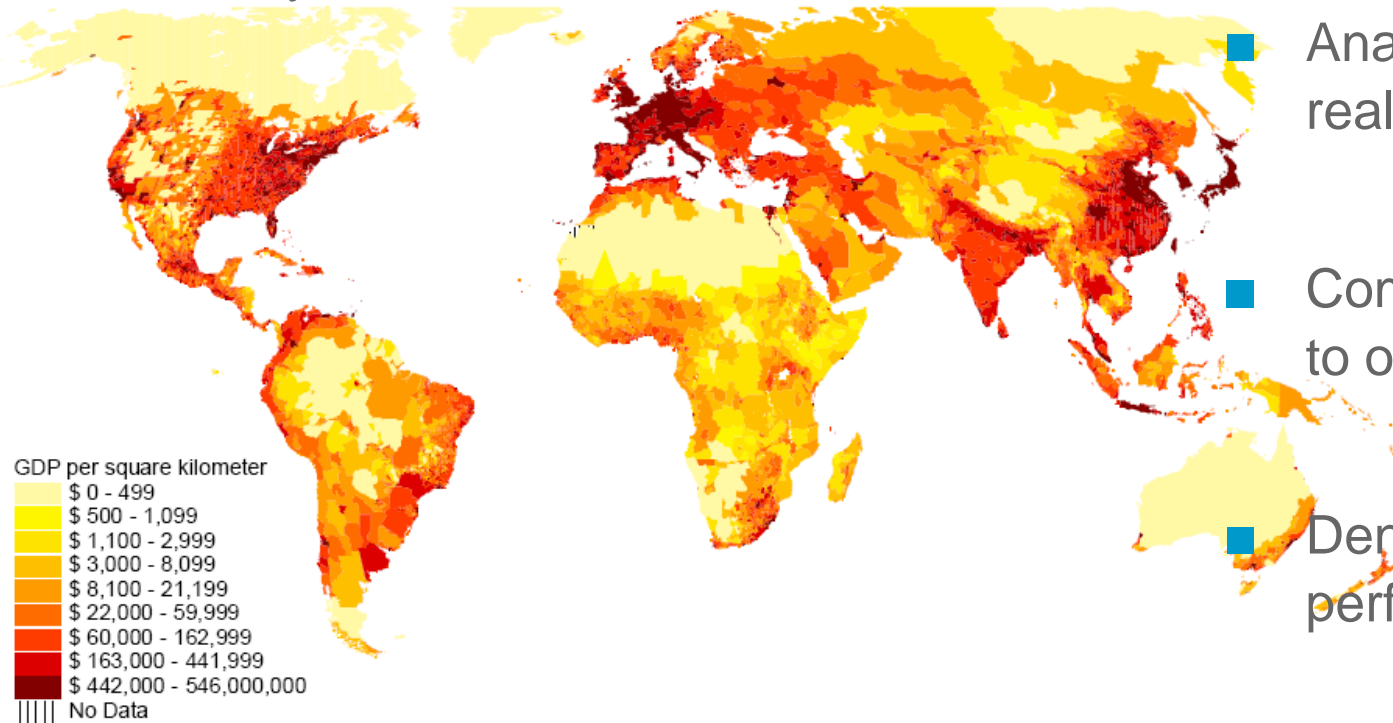
Cross Connects: Customers connect to GDP

Frankfurt
B2C Content Customer



Proximity matters 2.0: Content is king

GDP density



- Analytics & AI can identify new opportunity in real time
- Compute is locating in close proximity to GDP to optimise speed and user experience
- Density of connectivity delivers best performance & flexibility
- Latency and availability are critical to opportunity capture

Interxion: Leading European Provider

11

Countries

13

Cities

45

Data Centres

 Austria	 Netherlands
 Belgium	 Spain
 Denmark	 Sweden
 France	 Switzerland
 Germany	 UK
 Ireland	

- Headquartered in Amsterdam - Listed on New York Stock Exchange (INXN)
- Largest GDP coverage in Western Europe
- Strong footprint city centres & low latency locations
- Carrier and Cloud Neutral
 - Over 600 Connectivity providers
 - 21 Internet exchanges
 - 350+ cloud providers

