



The power of digital ecosystems

How interconnected ecosystems are transforming
colocation, cloud, and collaboration

BEYOND THE RACK

Interconnection defines the modern enterprise

Beyond capacity: Why interconnection matters now more than ever

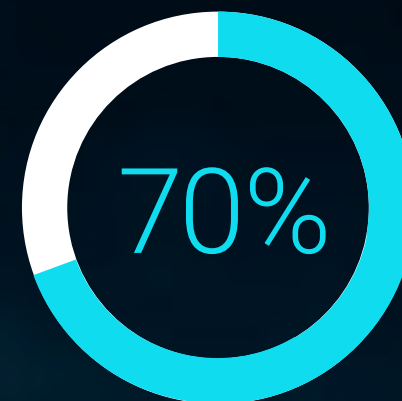
The digital enterprise is no longer tethered to a single location, provider, or platform. It operates across regions, leverages multiple clouds, and must engage an ecosystem of partners to thrive. In this new paradigm, performance and agility depend on one thing: interconnection.

Traditional colocation—built on space and power—no longer meets the demands of distributed teams, real-time applications, and cloud-native operations. Infrastructure is still essential, but must be interconnected, secure, and built to adapt quickly.

Modern interconnection enables more than data transport. It facilitates business partnerships, reduces operational friction, and drives faster service consumption—all without compromising performance.

“Digital transformation doesn’t start with infrastructure. It starts with interconnection.”

– Ryan Mallory, President and Chief Operating Officer, Flexential



70% of enterprise leaders say digital ecosystems will be a top growth driver this year.

—IDC



No colocation without interconnection

Colocation has evolved—have you?

What good is a high-performance environment if you can't reach the clouds, providers, and partners your business relies on?

Interconnection is no longer a technical option—it's a business requirement. Enterprises use colocation as a strategic launchpad, but its value hinges on the ability to connect: to cloud platforms, security providers, SaaS services, and their own customers.

Ordering and provisioning connections to service providers, activating services, and finding ecosystem partners are top challenges for modern IT teams.

Without fast, reliable, and secure interconnection, workloads stay stranded. Innovation slows. Costs increase.

That's why today's colocation strategies begin with interconnection-first planning—leveraging virtual connections, cross-connects, and secure backbone routes to bring applications, data, and partners just milliseconds away.

Hybrid work and distributed teams raise the stakes

Your workforce is everywhere—your infrastructure needs to keep up

Hybrid work is now the norm. That means infrastructure needs to support seamless access across locations, users, and services. Whether it's collaboration platforms, cloud apps, or AI models deployed at the edge—businesses must deliver performance everywhere, not just inside a single metro.

Distributed workforces place new pressure on IT. Users demand low-latency experiences, security can't be compromised, and operations must scale fast.

The answer isn't more hardware—it's smarter connectivity.

With technologies like Flexential Fabric, virtual connections can be created in minutes, providing fast, private paths to clouds, partners, or even other customers—all without touching the public internet.



The rise of hybrid work has made interconnection the most strategic layer in IT infrastructure.”

Sherri Harrell

SVP Product Management, Flexential



Why ecosystems are the new competitive advantage

In a connected world, it's not just what you have—it's who you can reach

Think of your IT infrastructure not as a stack—but as a hub. The more efficiently it connects with external providers, internal teams, and digital platforms, the faster your business can scale, adapt, and thrive.

This is the ecosystem effect.

An ecosystem enables companies to activate new services without complex provisioning, test new tools with minimal overhead, and reduce time to revenue. It also gives service providers a direct line to potential buyers colocated in the same environment.

By embedding interconnection into your infrastructure strategy, you build a framework for rapid discovery, fast onboarding, and continuous innovation.

Businesses in connected ecosystems are **2X** as likely to report revenue growth above industry averages.

—Deloitte



The value of a marketplace in an interconnected world

From connections to collaboration: The emerging role of marketplaces

The more complex digital ecosystems become, the greater the need for orchestration. That's where marketplaces play a transformative role.

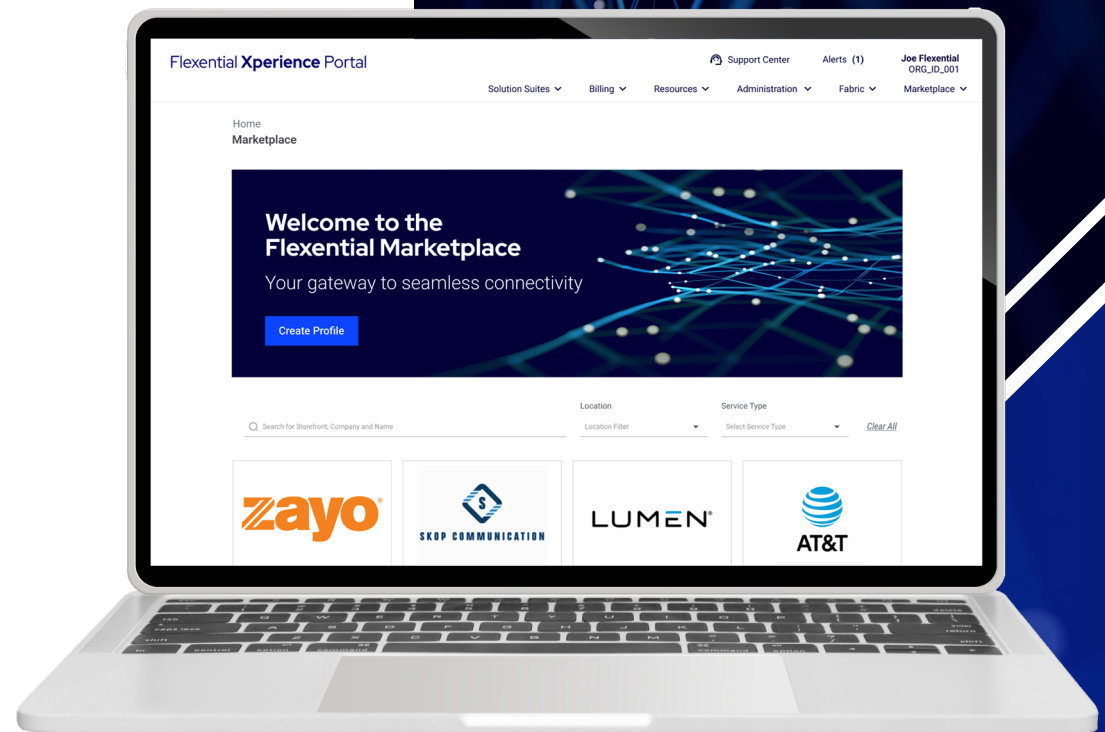
Digital marketplaces unify discovery, provisioning, and connection into a centralized interface—offering visibility into who is in your ecosystem, what they offer, and how to connect.

For customers, marketplaces reduce the complexity of finding and engaging providers. For service providers, they offer new visibility and revenue potential. For everyone, they enable faster time to value.

The **Flexential Marketplace** reflects this trend—offering intuitive partner discovery, automated workflows, and self-service access to physical and virtual connections through our Flexential Xperience Portal (FXP). But more than a tool, it represents a shift: from siloed infrastructure to ecosystem-driven IT.

By connecting with the Flexential ecosystem, our customers gain seamless access to a vibrant network of new partners, opening doors to exciting collaboration opportunities within the Flexential community.

Enable growth by making ecosystems visible, searchable, and actionable.



Thrive through ecosystem advantage

A future built on connection

The future isn't just digital—it's dynamic. It comprises partners, platforms, customers, and services working in concert. To succeed in this environment, businesses must move beyond infrastructure investments and embrace ecosystem enablement.

At Flexential, we empower businesses to collaborate, deploy infrastructure, and activate opportunity. Our platform, people, and Marketplace are designed to help you build smarter, move faster, and thrive in a world where interconnection is everything.

We're evolving/building toward/enabling a digital ecosystem for all customers and facilitating direct access between partnering ecosystems of cloud, network, as-a-service providers, and enterprises for collaboration.

Let's redefine what's possible—together.

Explore how Flexential can help you build your digital ecosystem.

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