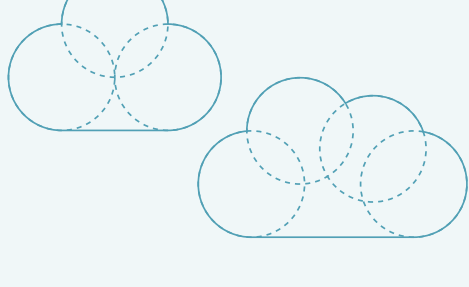


Control your data journey

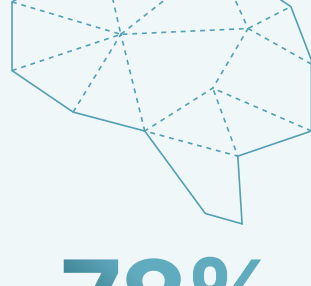
How interconnection enables innovation

Organizations across the globe are using digital ecosystems and emerging technologies for innovation:



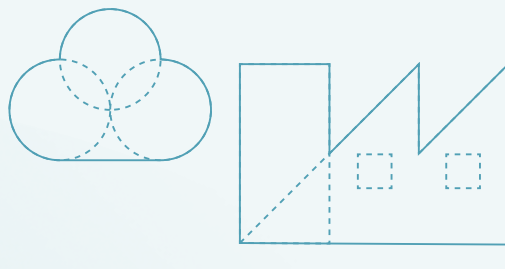
79%

use multiple cloud providers



78%

use AI in at least one business function



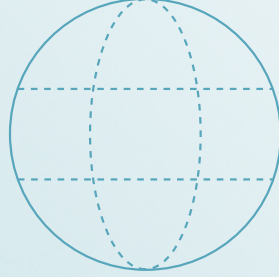
88%

deploy hybrid cloud setups

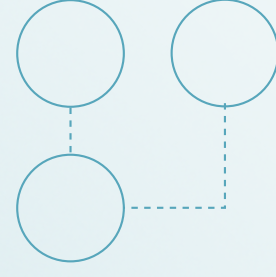
But effective innovation in digital ecosystems is only possible when enterprises also have the right **connectivity**.

To seize innovation opportunities, organizations must **take control of their data journey**, including:

- Where and how data is stored and processed.
- The way it flows between networks, applications, locations, and users.



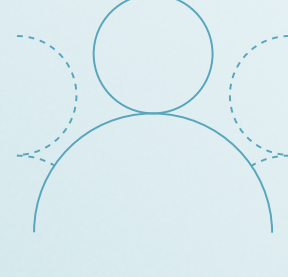
Networks



Applications

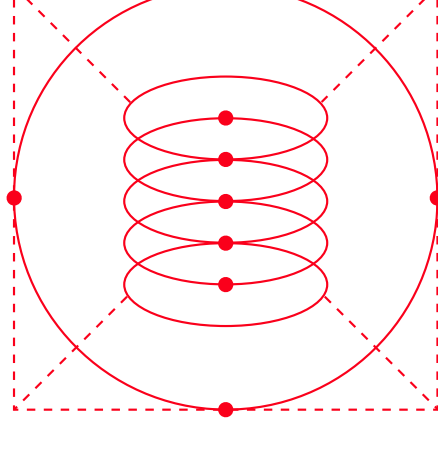


Locations



Users

Interconnection can deliver the **speed, security, and resilience** required for effective innovation today. Here's how:



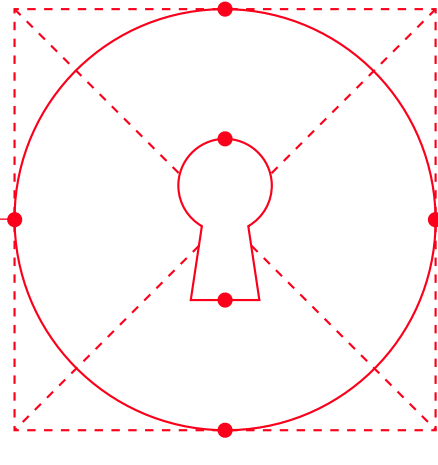
High-speed data flows

- Technologies like AI and VR demand extremely low latency to work as intended.
- Minimizing latency requires short, direct data pathways that bypass the public Internet.
- Services that demand low latency should be distributed along the edge — physically close to the end user.

64%

of European organizations say network latency presents a challenge for cloud migration.

IDC InfoBrief



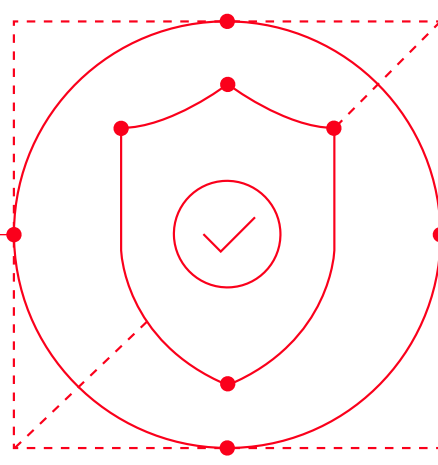
Security and sovereignty

- The cyber threat landscape is increasingly advanced.
- At the same time, privacy and security concerns have led to calls for greater transparency.
- Businesses need to secure data while in transit across networks and maintain full control over data transmission pathways.

72%

of respondents to the Global Cybersecurity Outlook report a rise in organizational cyber risks.

Word Economic Forum



Reliability and resilience

- Resilience is key to quick recovery and damage limitation in the face of network outages.
- The more dependent businesses are on digital ecosystems, the more vital that resilience becomes.
- Businesses need an approach that's carrier and data center-neutral, a distributed architecture, and full redundancy, to avoid single points of failure.

80%

of all Internet Exchanges in the US are now data center and carrier neutral.

DE-CIX

Take control of your data journey

When you take control of your data journey, you unlock the value of connectivity, so it can power innovation within your organization.

Download our guide to learn more about why controlling the data journey is critical in a connected world.

[→ GET THE GUIDE](#)



About DE-CIX

As the leading Internet Exchange operator and interconnection provider, we help companies to realize new opportunities and future-proof their connectivity needs to manage growing data volumes and new applications. From easy and secure cloud connection to creating interconnection ecosystems, we make interconnection easy. Anywhere.

FIND OUT MORE AT WWW.DE-CIX.NET →