PTC HUB LIGHTNING TALK

Digital Realty Pervasive Data Center Architecture and the Future of Partner Enabled Composable Interconnection

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PlatformDIGITAL® is optimized for Data-Centric Architecture

The meeting place

ENTERPRISES
We integrate their platforms

- afterpay
- Adobe
- Cisco
- Citi
- Fujitsu
- Morgan Stanley
- JPMorgan Chase & Co.
- NVIDIA

SERVICE PROVIDERS
We are a part of their platform

- AWS
- AT&T
- Rackspace
- Salesforce
- Oracle
- Google Cloud
- IBM Cloud
- Lumen
- Zayo
### Digital Meeting Place: Considerations and Requirements

#### Follow the Data – Modular Design & Architecture – Digital Experience Tooling

#### Data Gravity

**Data Gravity** refers to the idea that data has mass, and as its size and importance grow, it becomes increasingly difficult to move or replicate.

Data Gravity is the attractive force caused by enterprise data creation and exchange, drawing applications, servers, and other data.

Our **Data Gravity Index (DGx)**\(^1\) measures the effects of enterprise data creation and utilization across public clouds and private data centers.

#### Pervasive Data Center Architecture

**Pervasive Data Center Architecture PDx\(^2\)** is a patented methodology for deploying data-centric infrastructure paired with a solution framework and reference architectures.

It provides a step-by-step strategy to enable firms as they architect a decentralized IT infrastructure to remove data gravity barriers and accommodate distributed workflows at centers of data exchange in support of digital business.

#### PDx: Experience Tooling

**PDx: Experience Tooling\(^3\)** is a suite of advanced SW Apps that simplify how our sellers, partners, and customers engage with our platform of services through Digital Experiences.

These advanced Apps address referenced use cases around Data Gravity, AI, Hybrid-IT, Multi-Cloud, High Performance Computing, new data exchanges, and related interconnection (whether physical or on-demand-virtual).

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\(^1\) DGx – patented  
\(^2\) PDx\(^\circ\) – patented methodology & framework  
\(^3\) PDx ET – patent pending

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PDx: Experience Tooling

PDx® Visualizer

PDx® Modeler

PDx® Builder

See
*VISUALIZER

Design
*MODELER

Build
*BUILDER

*PDx Experience Tooling – Core Framework (Visualizer, Modeler, Builder) Patent Pending
Partner-Composable Digital Infrastructure

PDx® ET (Experience Tooling)
Visualizer | Modeler | Builder

Connect and Compose
Service Directory | Open APIs

*PDx Experience Tooling – Core Framework (Visualizer, Modeler, Builder), Patent Pending