

# Fast and cost-effective connectivity in Dubai

Solution Paper • Connectivity in Dubai • 2024

**GNX**



Major investments in infrastructure and advanced technologies have led the UAE to become a center of innovation and a home for international businesses to thrive. **No wonder why seamless and reliable connectivity is in high demand.**

By offering tailored solutions, we are empowering enterprises across the region to excel in this dynamic landscape.

## Challenges

# Connecting through quicksand

When it comes to connectivity, local policies, a lack of competition, and limited market insight tend to get in the way of enterprises looking to connect their sites in the region. Common challenges they face:

### Poor Routing

To save costs, local providers often use international backhaul to route internet traffic, causing high latency and poor connections.

### High Pricing

Many companies compromise on bandwidth because of the high costs caused by regulations and pricing authorities.

### Lack of WAN diversity

Even with different ISPs, data is often traveling from the same government-owned infrastructure, limiting diversity options.

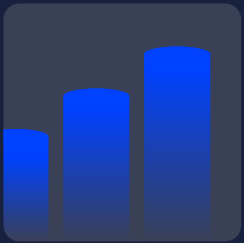
## The GNX Solution

- Integrated virtual data center solution in the Equinix Dubai campus with Abu Dhabi as the DR site.
- Best-in-class local, regional, and international peering for lowest latencies, optimal cloud integration, and optimized international WAN networks to the US, LATAM, MENA, EU, and APAC.
- Private backhaul connectivity between primary and secondary data centers in the UAE.
- Latency- and cost-optimized private connectivity from the UAE to any destination globally.
- Equinix Fabric for global integration.



## Benefits

# Why GNX for your connectivity in Dubai?



### TCO and IT savings

By relying on GNX, you'll perceive immediate savings in procurement resources and through more cost-effective services.



### User experience

Lower latencies result in better access to business applications, a better flow of information, and more stable communications between colleagues worldwide.



### Reliability

Guaranteed redundant connectivity for always-on connectivity to your DCs, sites, and clouds.



### Future-proof

Private point-to-point and Internet are scalable, enabling your business to adapt to new technologies and changing requirements.

# Success stories



## Financial and trading institutions

Dubai is one of the world's business capitals, and our customers benefit from ULL (low latency) services connecting DGCX to other main financial hubs globally.



## All round solution

MSP companies that provide managed IT services to local, regional, and global customers rely on high-quality connectivity to deliver their services. GNX provides data center solutions, IP transit, and internet access services to offices in the UAE.



## Multi-cloud environments

Connecting multi-cloud environments is always challenging. Leveraging GNX's integration capabilities in the region combined with private point-to-point services and Equinix Fabric, GNX supports global multi-cloud environments from the UAE.

# Let's talk

Looking to optimize your connectivity in Dubai, the MENA region, or across the entire world? We've got you. Get in touch to explore together what the best solution is for your business.

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**GNX** Straightforward  
connectivity