

Equinix Doubles Down on Government Growth

How Industry Navigator Became
Its SLED Team's Strategic Edge



Equinix, a global leader in digital infrastructure, has experienced rapid success in the state local government and education (SLED) market, making it one of the company's fastest-growing verticals. A key factor behind this growth is Industry Navigator, the only market intelligence platform purpose-built for sales and marketing teams operating in the SLED IT space.



Introduction

Marcus Holmes, Director of SLED at Equinix, has been instrumental in the company's expansion after helping launch its State and Local Government and Education (SLED) practice in late 2021 with no existing pipeline, no playbook, and an urgent directive to scale. Building the vertical from the ground up, Holmes credits the team's momentum to strong leadership, focused hiring, and critical tools like Industry Navigator, which provided the structure and visibility needed to succeed from day one.

Today, Industry Navigator plays a pivotal role in his team's daily operations, informing pipeline strategy, surfacing procurement opportunities, and delivering actionable insights on accounts and competitors.



Equinix's Challenge: Fragmented Visibility and Missed Timing

When Equinix set out to grow its SLED practice, it faced several structural and strategic challenges that slowed progress and exposed gaps in its go-to-market approach. These issues ultimately led the team to seek a centralized market intelligence platform that could provide clarity, consistency and scale.

Too Many Sources, Not Enough Signal: Opportunities were scattered across hundreds of state, local, and education procurement portals. Reps spent hours trying to locate and interpret RFPs—often duplicating effort and missing relevant bids entirely.

Late to the Opportunity Window: Without early signals, the team often discovered RFPs after buyers had already shaped the scope or selected preferred vendors. They needed a way to surface developing opportunities before formal solicitations dropped.

Manual Research Was a Bottleneck: Equinix reps had to review public records, budgets, and council agendas manually, making it difficult to build a repeatable, scalable sales motion.

Lack of Stakeholder Clarity: Identifying the right agency contacts and understanding how decision-makers were connected required time and guesswork, ultimately weakening Equinix's outreach strategy.

No Centralized System for Market Intelligence: Without a unified source of truth, sales and leadership lacked shared visibility into trends, active opportunities, or competitive landscape data.

**These challenges
drove Equinix to adopt
Industry Navigator as a
foundational resource.**

**What followed was a
transformation of their
public-sector motion —
one that allowed
them to uncover more
opportunities, get in
earlier, and grow faster.**



Key Use Cases Include:

Automated Reports Customized by Territory

Equinix configured Industry Navigator to generate daily reports tailored to team territories and technical focus areas, such as data centers, multi-cloud environments, and specific cloud providers (AWS, Google Cloud, and Azure). These reports are sent to each rep and leadership, keeping everyone aligned on activity across their respective areas.

“We started building reports that automatically come to our inbox that are filtered anywhere from data centers to multi-cloud adjacency, anything with Amazon Web Services, AWS, or Google Cloud or Azure,” Holmes said.

Early Access to Developing Opportunities

Industry Navigator’s “developing opportunities” feature alerts the team to early signs of projects before an RFP hits, giving Equinix a chance to position itself for the opportunity. These can include city council meeting agendas, funding approvals, or mentions of technology in planning documents.

“It was difficult without Industry Navigator. We were either late to the game or didn’t even know there was a game in town regarding opportunities,” Holmes said.

Full-Spectrum Market Intelligence

The team also relies on insights from:

- **Funding Intelligence:** Grants and budgetary trends that influence tech buying
- **Competitive Analysis:** Tracking competitors through billing and awarded contract data
- **Persona Mapping:** Understanding stakeholder hierarchies and aligning outreach strategies

“You can dive deep into the rabbit hole with Industry Navigator, and that’s what we appreciate,” Holmes said.



Enablement and Training Resources

Equinix also benefits from Industry Navigator’s training modules and support team, which help new team members get up to speed and apply best practices in public-sector selling.

“In addition to Industry Navigator, [e.Republic provides] training that [can lead to certification] in both state and local, and higher education markets — We have the state and local training that you can get certified in, as well as the higher-ed training that you guys also offer as part of the Industry Navigator package,” Holmes said.





Measurable Results

As a result, Industry Navigator has helped Equinix become more proactive and data-driven in its public-sector sales approach:

- **Captured Missed RFPs:** Several opportunities were only discovered because Industry Navigator surfaced them
- **Expanded Pipeline:** Alerts and insights helped build a more robust and strategic opportunity pipeline
- **Elevated Team Maturity:** From leadership to field reps, Industry Navigator became embedded in the sales culture

“We just closed our first six-figure deal in terms of monthly recurring revenue, and a lot of that analysis on that state and how we went about crafting the win came from Industry Navigator,” Holmes said.

Ready to Build Your SLED Pipeline with Precision?

In less than three years, Equinix has built a thriving SLED-focused practice. A critical part of their success has been the ability to stay informed, focused, and ahead of the curve with Industry Navigator by evolving alongside Equinix's needs, whether it's identifying new RFPs, mapping stakeholders, or understanding how to compete more effectively.

If you're ready to build a smarter, more scalable state and local government or education strategy, connect with our team and see how Industry Navigator can do the same for you.

