DCI Indonesia Recognized as the

2021

Company of the Year

Indonesia Data Center Services Industry
Excellence in Best Practices

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. DCI Indonesia excels in many of the criteria in the data center services space.

AWARD CRITERIA

Visionary Innovation & Performance	Customer Impact
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

Aligning Strategy to the Hyper-scale Data Center Mega Trend

The data center services market is rapidly evolving due to increasing competition in the co-location services segment. Thus, there is a need for hyper scaling and investments in advanced technologies (e.g., artificial intelligence) to optimize efficiencies, increase customer value, and improve end-user interactions. In particular, the Indonesian data center services market is witnessing significant demand from the hyper-scale segment. This customer segment requires data centers to be designed and built for scalability and delivering best-in-class services.

Founded in 2011 and headquartered in Jakarta, DCI Indonesia addresses the growing demand with continued investments in physical data centers and technology solutions. DCI Indonesia establishes a competitive advantage in the Indonesian market with continuous investments in building hyper-scale capabilities augmented with 100% service level agreement (SLA) operations performance, delivering critical information technology infrastructure for hyper-scale requirements.

Anticipating Indonesia's growing demands, DCI Indonesia built a new data center, JK5, with a comprehensive IT load capability of 15 megawatts (MW). The company projects JK5's operations will start in 2021, expanding its capacity to 37 MW on a single site. As a result, DCI Indonesia's presence is increasing in strategic locations throughout Indonesia, such as the Jakarta Central Business District, which has a total capacity of six MWs, allowing DCI Indonesia to remain ahead of its competitors in Indonesia.

Addressing Customer Needs in the Changing Indonesia Data Center Landscape

As the IT infrastructure continues to evolve, given increasing cloud adoption and new low-latency use cases expected from 5G deployments, enterprises will increasingly need edge data centers and cloud connectivity to support business models and IT workloads. DCI Indonesia has demonstrated a strong understanding of the transforming customer needs and aligned its initiatives to address them. For example, the company launched DCIIX, a new Internet exchange and customer cross-connect portal where customers can connect conveniently to other partners, ISPs, and CSPs to create greater value and deploy a decentralized IT environment.

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> *- **Nishchal Khorana, Senior Director, Information & Communication Technologies***

To implement its edge strategy, DCI Indonesia plans to build multiple edge data centers in Jakarta with 6 MWs; the company plans to launch EDGE1 in 2021. Other planned edge data centers include a 20 MW site in Jakarta with a fiber-optic distance less than 5 kilometers from EDGE1. Furthermore, as part of DCI Indonesia's platform, EDGE DC is aimed to provide low latency, fast, and reliable connectivity to support 5G in the future.

Innovative Technologies to Deliver Better Customer Experience and Value

Data centers are an essential service for companies large and small worldwide. Thus, ensuring 24/7 availability is critical for most application workloads today. DCI Indonesia is ahead of the curve by deploying multiple technologies to create greater customer experience through better operations management and reduced incidents. Frost and Sullivan believes DCI Indonesia delivers strong customer value by leveraging emerging technologies like artificial intelligence (AI). Specifically, with AI, DCI Indonesia strengthened initiatives for predictive maintenance for operations management, allowing operations teams to anticipate and track equipment and component failures before they occur. AI can monitor pumps, computer room air conditioners (CRAC) and air handling unit (AHU) vibrations and noise, and cases related to supply temperature variation in chillers and CRACs.

By processing thermal image data, AI can predict electrical equipment failures and produce risk prediction and action items for engineers. With this technology, DCI Indonesia can perform testing daily, nearly in real time, compared to other data centers, which perform such tests only periodically.

For CRAC units, DCI Indonesia's AI collects temperature data inside the data hall and processes it to control the CRAC units automatically. The system allows control of the CRAC/AHU without human intervention, enabling better sustainability and energy efficiency and higher operational reliability by avoiding risks from human error.

By deploying AI and 1,000 predictive sensors, DCI Indonesia minimizes incident rates, improves risk management, and increases organizational stability. These innovative technologies and resulting operational improvements provide DCI Indonesia's customers with better value.

Integrating Best Practices

DCI Indonesia focuses on best practices through multiple initiatives. One example is how the company delivers a Tier 4 facility to the market: a "fault tolerate" data center. Thus, DCI Indonesia enables unplanned maintenance and day-to-day operations to continue regardless of any ongoing support.

Technology initiatives towards predictive maintenance are one major initiative to increase efficiencies and reduce human error, enabling DCI Indonesia to deliver 100% SLA to its customers.

Frost & Sullivan notes that as data center architecture and operations change, there is an increased need for security performance that includes physical threat detection. DCI Indonesia responded by implementing image recognition for security operations, which allows for easy access for qualified personnel. The improved security operations also increase cost-efficiency by reducing the manual effort typically required by security personnel alone. The technology will improve security efficiency and reduce human error in detecting security threats, thereby strengthening DCI Indonesia's value proposition through automation and technology.

An Array of Factors Propel DCI Indonesia to Leadership Status

The Indonesian data center market is becoming increasingly competitive with expansion plans from existing players and new entrants in the segment. Despite the increasing competition, DCI Indonesia has achieved significant revenue growth faster than the industry average in 2020, driven by considerable cloud and enterprise customer wins. The company is monetizing the growing demand by expanding in strategic locations augmented with strong service capabilities.

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> *- Nidhi Jalali, Best Practices Research Analyst*

Furthermore, DCI Indonesia has implemented initiatives focused on improving connectivity with multiple cloud providers and network service providers. Additionally, the company launched its DCIX Internet exchange and cross-connect portal (enabling connectivity to other ISPs and CSPs) to strengthen its positioning in the data center ecosystem in Indonesia.

Frost & Sullivan believes that DCI Indonesia's strong value proposition in the Indonesian market and commitment to building best-in-class data centers bolstered with a targeted customer strategy enabled it to create significant brand equity. All this combines to propel DCI Indonesia as a leader in the Indonesian data center market.

Conclusion

The data center services market is rapidly evolving due to increasing competition in the co-location services segment, creating opportunities for hyper scaling and investments in advanced technologies to optimize efficiencies, increase customer value, and improve end-user interactions.

DCI Indonesia addresses the growing Indonesian data center market demands with expansion plans that include data centers with comprehensive IT load capabilities and advanced technology solution integrations (e.g., artificial intelligence). With an array of capabilities, DCI Indonesia optimizes operational improvements, thus providing its customers with best-in-class service and value.

With its strong overall performance, DCI Indonesia earns Frost & Sullivan's 2021 Indonesia Company of the Year Award in the data center services industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios through Mega Trends: Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first to market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create on-going growth opportunities and strategies for our clients is fuelled by the Innovation Generator™. Learn more.

Key Impacts:

- **Growth Pipeline:** *Continuous flow of Growth opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*

The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)