

True IDC Recognized as the

2021

Company of the Year

Thailand Data Center Industry

Excellence in Best Practices



Strategic Imperatives

Frost & Sullivan identifies three key strategic imperatives that impact the customer experience industry: innovative business models, disruptive technologies, and internal challenges. Every company that is competing in the customer experience space is obligated to address these imperatives proactively; failing to do so will almost certainly lead to stagnation or decline. Successful companies overcome the challenges posed by these imperatives and leverage them to drive innovation and growth. Frost & Sullivan’s recognition of True IDC is a reflection of how well it is performing against the backdrop of these imperatives.

SIB	DISRUPTIVE TECHNOLOGIES	COMPETITIVE INTENSITY	GEOPOLITICAL CHAOS
Why	<p>Increasing adoption of disruptive technologies such as artificial intelligence (AI)/machine learning (ML), internet of things (IoT) by enterprises will have a direct impact on application-generated data and will further drive the demand for colocation services given the growing need for data processing and storage. Edge architecture is expected to gain prominence to address the need for lower latency in a distributed IT environment.</p>	<ul style="list-style-type: none"> • Growing presence of regional players with hyper scale and 1 – 2MW data center builds is expected to intensify competition in Thailand. • Increasing expansion of established players in Thailand along with new entrants in the data center colocation space is making it a highly competitive market. 	<p>COVID-19 has accelerated cloud adoption due to factors including need for digital collaboration. Increasing cloud deployments combined with growing demand of colocation services from OTT service providers is both an advantage and a challenge for service providers, depending on whether or not they can fulfill growing customer requirements.</p>
When	<ul style="list-style-type: none"> • The above-mentioned technologies are critical to drive business efficiencies. • There has been an increase in demand and adoption of Big Data analytics and other disruptive technologies by the enterprises, which will further accelerate over the next 3 – 5 year time period. 	<p>The competitive intensity is expected to increase over the next 1 year period. Colocation service providers are revisiting their growth strategy and target customer segments to create a differentiated value proposition and gain strategic advantage.</p>	<p>The demand for colocation will rise for the short term due to greater cloud adoption during the pandemic. Data center service providers should make full use of the opportunities, focusing on prospects in the fast-growing segments.</p>

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. True IDC excels in many of the criteria in the data center space.

AWARD CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
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

Addressing Unmet Needs

Enterprises need to operate their IT infrastructure in a unified manner, and with data becoming extremely critical to business models, these enterprises are seeking flexibility in terms of infrastructure management levers, including key locations of data centers and networks.

“As IT environments continue to expand and evolve, they need an integrated and unified infrastructure. True IDC’s strategic initiatives in Thailand are well aligned to address emerging customer needs and enable greater scalability and agility for enterprise customers.”

- Nishchal Khorana, Senior Director, Frost & Sullivan

True IDC offers a multi-site network fabric service that provides customers with a compelling value proposition of choosing data center locations and housing the system/server in any data center, without having to change the IP or network configuration. This multi-site network enables data centers to achieve business outcomes as well, including lowering costs and saving time, which are critical factors in the rapidly evolving IT infrastructure environment. The unification of multi-site data centers into a single network fabric drives greater agility for customers,

with centralized control and the choice of connectivity. Moreover, the connected approach to infrastructure provides on-demand disaster recovery, further strengthening the value created for customers and addressing the need for a single point of contact, with respect to the service provider

managing the IT infrastructure. Compared with other key industry participants in Thailand, only True IDC recognizes the strategy of being more widespread in terms of location as a necessity. The multi-site network fabric service, strategy, and initiative align well with the emerging trends of hyperscale data centers and multi-cloud adoption because they support customers' transition to cloud environments and support the connectivity of hyperscale data centers and edge nodes plans.

Leadership Focus

True IDC has strategically built its data centers in selected locations to address specific customer requirements, including requirements set by over-the-top (OTT) service providers, and to maximize the potential for colocation services. To address enterprise needs in Bangkok, Thailand, True IDC has key data center colocation sites in Ratchada, Muangthong, Pattanakarn, and Bangna. To create a strategic advantage, True IDC continues to focus on and invest in the country by building new data centers, with over 50,000 square feet of raised floor space in Muangthong and Bangna. These expansions are expected to strengthen the company's positioning in Thailand, enabling it to create a competitive differentiation through greater proximity to key customer segments and a broader market reach.

Implementation of Best Practices

True IDC complies with international standards and has proven operational excellence. To enable and support Thailand's digital economy, the company's industry certifications demonstrate best practices in delivering colocation services to enterprises, medium-sized firms, and government agencies. While True IDC has key vertical certifications, such as PCI-DSS, it delivers high-value services as well, including security. Furthermore, the company complies with various ISOs and Uptime Institute standards for design, facilities, and operations, and its practices have proved to be effective because they improve power management efficiency to reduce power usage effectiveness (PUE) from about 20% to 10%. PUE is a scale by which most data centers are rated for operational efficiency, and a good PUE rating is 1.7 to 2, thus the lower the better. Moreover, True IDC has further strengthened its data privacy policy.

Financial Performance

Despite the increasing competition and the larger presence of regional and global participants in Thailand, True IDC has achieved strong revenue growth, in line with the industry average. The company has achieved its demonstrated revenue growth by acquiring key clients, including Chinese eCommerce companies, leading cloud service providers from China, top hyperscale companies from the United States and Europe, leading content and media companies from China, and one key ISP provider from the United States.

Customer Ownership Experience

To drive a better customer experience through easier management and governance, the control, operation, and surveillance of True IDC's five data centers are now under one centralized regional command center. Communication time is shortened through this center, thus enhancing the efficiency and speed in analyzing the root causes of problems, allowing less time on IT maintenance, and optimizing the focus on customers' needs.

Furthermore, True IDC employs a ticketing tool that can be tailored to address customers' requirements. For example, customers are given an account to access True IDC's Customer Support Portal, making it easier for the company's team to resolve tickets coming from different mediums, including phone calls, emails, and social media. Moreover, a customized service portal allows for complete transparency on the status of a support ticket and formalizes the internal support process. True IDC's staff is immediately notified of new cases, making it easier to keep track of open cases and to update the customer instantly on any progress. In addition, tickets can be prioritized based on urgency level, department, and request type and can be assigned to the best possible team member based on his/her area of expertise. At the end of each case, customers are prompted to answer a feedback survey about the service they received, allowing True IDC to identify areas of improvement and to continue enhancing its services to achieve higher customer satisfaction.

Brand Equity

True IDC has created a strong brand as a carrier-neutral data center service provider that offers the choice of connectivity, including domestic, international, and Internet exchange services from various providers. True IDC's strong enterprise portfolio and integrated offerings over the years have enabled it to create high brand equity in Thailand.

Furthermore, initiatives, such as the joint venture with BBIX, an internet exchange service provider in Japan that engages under three distinct objectives, are expected to strengthen True IDC's brand value because, for example, this partnership with BBIX will supply carrier-neutral and low-latency Internet exchange peering services that cater to both domestic and international ventures, thus increasing organizations' use of data analytics and artificial intelligence.

Conclusion

True IDC, a leading data center service provider in Thailand, continues to focus on and invest in the colocation services market. In addition to building new data centers in strategic locations to attract selected customer segments, True IDC has aligned its strategy to address the shifting enterprise need for IT infrastructure. By investing in best-in-class industry certifications, combined with initiatives that drive easier management, the provider has strengthened its value proposition and is well positioned to continue achieving growth and excellence in the Thai digital industry.

With its strong overall performance, True IDC earns Frost & Sullivan's 2021 Company of the Year Award in the Thai data center 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

