EdgeConneX Recognized for

2021

Competitive Strategy Leadership

North American
Edge Data Center Industry
Excellence in Best Practices

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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. EdgeConneX excels in many of the criteria in the edge data center space.

AWARD CRITERIA

Strategy Innovation	Customer Impact
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

Market Snapshot

The multi-access edge computing (MEC) market is still nascent, with telecom operators and cloud providers conducting trials and, in some instances, agreements to launch commercial offerings. The recent launch of fifth-generation (5G) technology with much lower latency and higher capacity, coupled with MEC, brings computing power closer to customers, driving new applications and experiences. Operators are now deploying smaller data centers in the network edge, closer to customers, optimizing applications performance. However, telecom operators cannot implement and manage MEC alone. Frost & Sullivan analysts note that they must establish the proper partnerships and an application ecosystem to seize this growth opportunity.

As such, operators are partnering with cloud providers such as Amazon Web Services, Microsoft Azure, Google Cloud, Oracle, Alibaba and Cloud to improve the performance of existing applications over wireless networks. Frost & Sullivan anticipates that around 90% of industrial enterprises will utilize edge computing by 2022. Most data will be processed on the edge - even before 5G coverage reaches higher levels and use cases are mature. Frost & Sullivan's own independent research expects the total MEC market to witness a tremendous compound annual growthrate of 157.4% in 2024.

EdgeConneX Seizes Opportunity by Prioritizing Customer Needs

Founded in 2009, EdgeConneX has been at the forefront of providing edge services to customers. By vigorously focusing on designing and building data centers that support next-generation technology, the company provides solutions encompassing data centers that manage latency-sensitive workloads to

massive facilities focusing on scalability. Frost & Sullivan believes the company is well-positioned to meet the evolving customer needs by redefining, enhancing, and building carrier-neutral data center capacity. EdgeConneX gives its customers the liberty to establish and provide their expectations and perception of the edge - without restrictions on scale, market, and requirements. It brings the edge based on the customer's demands and places it according to when and where it is needed, providing customization and accessibility. EdgeConneX integrates cutting-edge technology (e.g., automation) and continuous innovation, adding to its relentless pursuit of perfection.

> *"The company works closely with customers to place the data centers in the best location and provides custom-tailored data center solutions that extract off-the-shelf data center capacity. Frost & Sullivan notes that EdgeConneX extends its capabilities to support the customers' digital edge journey."*
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> *- Ruman Ahmed, Best Practices Research Analyst*

Frost Sullivan notes that the industry's biggest hurdle is around the availability of high-quality power and finding it in different markets. EdgeConneX properly addresses it by building substations, extending power availability from the utility companies, and turning into owners of power facilities in specific locations, ensuring that it meets the capacity standards of the industry. The company pays no heed to the size of data centers and can support customers with capacity requirements spanning from less than 40 kilowatts to well over 40 megawatts.

The industry also faces the challenge of network latency that creates bottlenecks for content delivery and cloud access. To reduce latency by increasing the efficiency of networks and operations and service delivery and an improved user experience, EdgeConneX enables its customers to locate the data centers further to the edge and closer to the consumer networks (near to their data distribute or network hubs). It gave customers greater business agility through better control and faster insights, lower operating expenses, and more efficient network bandwidth support. The company works closely with customers to place the data centers in the best location and provides custom-tailored data center solutions that extract off-the-shelf data center capacity. Frost & Sullivan appreciates the way that EdgeConneX properly extends its capabilities to support the customers' digital edge journey.

EdgeConneX stands out due to its ability to draw from its extensive expertise to deliver solutions that add value to customers' businesses by addressing specific pain points. The company gives utmost importance to clients and vigilantly solves their problems. The fundamental problem that customers face is twofold: one is performance, and the other is cost. EdgeConneX ensures that it maintains a high degree of experience and quality of service expected by the end-user. Its unique distributed architecture significantly reduces the total cost of ownership on various applications and workloads.

With over a decade of experience in delivering exceptional services, the company prioritizes its customers, making client operational excellence a part of its best practices. Customers form the center of the company's universe; these clients drive what they want, need, and expect from excellence. It delivers an enhanced experience by assuring customers that they are buying the optimal solution for addressing their unique needs and constraints. EdgeConneX is quite nimble in its ability to provide a built-to-order or customized data center that delivers superior value, ensuring a positive customer

experience. Frost & Sullivan commends EdgeConneX for its instrumental efforts to leverage the edge and its strategy in shaping the client journey by implementing a built-to-order model.

EdgeConneX has strong pillars built through the deep expertise of talented individuals. The company is staffed with a well-accomplished team of distinguished experts to decipher the true potential of data centers. The company's culture derives from these individuals' expertise, reflected in its top-notch technology and solutions. This unrivaled and extensive domain knowledge helps the company meet the industry standards that set it apart from other industry participants.

Making Next-generation Advancements

Data-driven companies and governments require a significant data stream for real-time analytics. The implementation of edge infrastructure results in lower operational expenses (lower traffic in backhaul, core) and a better overall experience. The COVID-19 pandemic accelerated the need for edge-specific data centers with the increasing adoption of next-gen technologies like artificial intelligence, the Internet of Things, and the advent of 5G technology[1]. EdgeConneX catered to the shift towards having authentic, secure, and efficient solutions with its edge data center irrespective of the size. The company supplies geographically distributed data centers, with sizes ranging from micro data centers all the way up to massive regional campuses. All options leverage a consistent build model that includes space, racks, power, and infrastructure management systems solutions. EdgeConneX is a well-equipped service vendor that can handle the end-to-end management of the digital infrastructure with its integrated suite of data centers, interconnection, and edge services embedded with security.

EdgeOS

> *"The truly automated platform facilitates agileness, adaptability, and scalability, allowing customers to drill into, run, and operate their data centers simply through a centralized view. The platform has the functionality to provide a complete view of the customer's data centers with a presence in different markets and further broken down to managing security components and operational pieces."*
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> *- Leonardo Sampieri, Industry Analyst*

A comprehensive tool that provides customers with a single pane of glass managing the entire customer footprint in a unified way gives the company a competitive advantage. It gives customers the resilience to manage multiple deployments, visibility of their complete environment, and providing 360-degree control over their respective data centers. The next-generation data center infrastructure management is a unique application that provides a single view from hyperlocal to hyperscale deployments through automation and data intelligence. The company's strategy revolves around customers and their integral necessities by monitoring data centers, managing capacities such as space and power, and maintaining infrastructure, ensuring flexibility and adaptability. This strategy plays a crucial role in business continuity and expedites information technology process proficiency.

The truly automated platform facilitates agility, adaptability, and scalability, allowing customers to drill into, run, and operate their data centers simply through a centralized view. The platform can provide a

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[1] *5G and Edge Computing—Cloud Workloads Shifting to the Edge, Forecast to 2024* (Frost & Sullivan, January 2021).

complete view of the customer's data centers with a presence in different markets and further broken down to managing security components and operational pieces. EdgeOS is driving businesses of various sizes to support customers with smaller deployments for edge purposes or a massive deployment. It enables customers to track by rack, cabinet, and power consumption giving a real-time experience of their data centers. EdgeConneX has a distinct advantage as it provides the same view, best practices, and operations regardless of the size, even if it is a micro deployment, which has helped the company achieve a higher degree of customer satisfaction.

Edge and Far Edge Data Centers

Frost & Sullivan notes that the whole ethos of EdgeConneX is applying the notion of edge, automation, and customer focus. The company can use the same capabilities of a large data center such as security, technology, reporting, operating system, and automation and then applies them to an edge data center or a smaller data center. These tailor-made edge data centers deliver digital content efficiently, and facilities are strategically located nearer to network and cable operator's locations to distribute content with minimal delay. With increasing technological advancements, there is a rise in demand for latency reduction in networks for mission-critical applications in consumer, enterprise, and industrial use cases.[2] Admirably, EdgeConneX solved the need for ultra-low latency solutions with its innovative Far Edge solutions. The Far Edge products, such as edge point of presence (PoPs), extend and enhance the edge potential and reach with end-to-end offerings like cell backhaul, small cells, in-building solutions, and modular solutions. With over 200 EdgePops deployed in several major metros in the US and the ability to scale availability to another 4,000 PoPs, EdgeConneX supervises and manages the operations of these micro, far edge facilities for various network operators.

Lights-Out Data Centers

EdgeConneX has successfully deployed "lights-out" facilities that can be managed from any location and are unmanned, creating a competitive advantage. With its futuristic approach and monitoring capabilities, the company and its customers can control, access, and operate data centers without staff onsite. The advent of COVID-19 accelerated the need for such facilities as businesses are now more open to remote management without impacting the operations of the data centers. What creates differentiation for the company is that it was well-placed to tackle the COVID-19 impact with the existing sophisticated systems and the unique lights-out structure to support customers.

Interconnectivity

EdgeConneX has strategic partnerships with cloud providers, network, and internet exchange providers that allow customers to access and dynamically connect through its data centers. The connectivity offers agile, secure, and efficient integrations benefitting customers, partners, and service providers. The value-driven connections help customers extend their digital infrastructure with immediate access to service providers, suppliers, and partners, giving it a distinctive edge.

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[2] *5G and Edge Computing—Cloud Workloads Shifting to the Edge, Forecast to 2024* (Frost & Sullivan, January 2021)

Security

Frost & Sullivan commends EdgeConneX for its efforts in implementing best practices to enhance the customer experience with high levels of security. The company securely connects businesses across the globe while supporting customers' vital business operations with accessible customer support. With the increasing demand for data center services, EdgeConneX has an acute focus on ensuring data privacy and providing a high level of security. It has received multiple certifications in security and is compliant with various industry standards. The certifications include International Organization for Standardization 27001:2013 for information security, Payment Card Industry Data Security Standard, System and Organization Controls 2 Type 2, and Health Insurance Portability and Accountability Act. The company has well-established security and compliance controls, ensuring it adheres to the industry and international regulations.

Dedicated Customer Support

EdgeConneX is uniquely positioned to meet customers' specific demands with its diverse portfolio

offerings and extensive and rapidly growing data center reach in more than nearly 50 markets spread

across the Americas, EMEA and APAC regions. It employs a customer-focused approach to proactively develop differentiated offerings, addressing the unique requirements of its customer base. The real value proposition the company offers is its long-term relationship with customers, making them a part of its journey and considering them a part of its family. The company prioritizes the quality of service and performance while offering services for cost-effective pricing by locating the data centers according to the customers' specifications and making it operationally feasible. By placing the customer first, EdgeConneX takes care of the entire customer lifecycle (sales, delivery, billing, and operations) by creating a seamless experience.

In a single value, EdgeConneX's flexibility enables customers to supervise data centers remotely with its real-time service management application, ensuring the data centers are up and running. The company, with its unique customer portal, offers onsite technical and logistical round-the-clock support. The COVID-19 pandemic accelerated the need for solutions like Remote Hands, assisting customers in keeping their infrastructures operational by providing remote services and support. Notably, Remote Hands caters to remote administration essentials, specifically around deployment and restoring data center appliances.

Conclusion

EdgeConneX started its journey in 2009 and has provided the edge to customers by designing and building data centers that support next-generation technology. The company is well-positioned as it empowers customers to handle the end-to-end management of the digital infrastructure by integrating automation, interconnection capabilities, and continuous innovation with the edge.

With its comprehensive platform, EdgeOS, the company offers a single pane of glass view giving customers the flexibility to manage their facilities, multiple deployments, complete visibility, and 360-degree control of their environments. EdgeConneX applies the functionalities available to a large data center regarding security, technology, billing and reporting, operating system, and automation to an edge or a smaller data center. It employs a customer-focused approach to proactively develop differentiated offerings, addressing the unique demands of its customer base.

With its unique data center solutions, comprehensive platform, customer-centric approach, EdgeConneX earns the 2021Frost & Sullivan Competitive Strategy Leadership Award.

What You Need to Know about the Competitive Strategy Leadership Recognition

Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

Best Practices Award Analysis

For the Competitive Strategy Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Strategy Innovation

Strategy Effectiveness: Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

Strategy Execution: Company strategy utilizes Best Practices to support consistent and efficient processes

Competitive Differentiation: Solutions or products articulate and display unique competitive advantages

Executive Team Alignment: Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

Stakeholder Integration: Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

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

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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 ongoing 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 6 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)