

Vertiv Recognized for

2021

Customer Value Leadership

Asia-Pacific UPS Industry

Excellence in Best Practices



VERTIV™

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. Vertiv excels in many of the criteria in the uninterruptible power supply space.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

Advanced Upgrades Invigorate Progress, Competition, and an Accelerated Regional Footprint

Ohio-based global innovator, Vertiv, provides efficient uninterruptible power supply (UPS), critical power, power distributions units, thermal management, and information technology (IT) infrastructure products and solutions for several sectors (data centers, communications network software management, power, thermal, and commercial). It facilitates mission-critical technologies across its hybrid solutions portfolio for remote networks and edge telecommunications sites in the Asia-Pacific (APAC).

With over 50 years of experience, Vertiv ensures reliability and keeps 750,000+ customer sites connected, and it is a distinguished provider of more than 70% of Fortune 500 companies. With its time-tested expertise, the company has developed global proficiency with 21,000 employees, 19 manufacturing centers, 15 customer experience centers, more than 2,600 global patents, and 450+ pending patent applications. Its 300+ global service centers, 3,100 field service engineers, and 87% first-time fix rate in site emergency visits are a testimony to Vertiv’s unparalleled customer support. Moreover, it has developed a committed and robust footprint in APAC with five manufacturing locations, 57+ service centers, more than 1,150 service field engineers, 70+ technical support personnel, and four customer experience centers¹. Frost & Sullivan applauds Vertiv’s significant worldwide presence that unceasingly expands its operations and customer base.

¹ <https://www.vertiv.com/en-asia/about/about-us/>

“Vertiv comprehends the significance of customers’ reliance on its critical solutions, therefore, places a high priority on products’ quality. The company’s offerings and support capabilities are its primary selling points, empowering high customer retention and creating aggressive market competition.”

**- Iqra Azam, Best Practices
Research Analyst**

Aside from its strong global presence, the breadth and depth of Vertiv’s solutions is noteworthy. The company is committed to remaining ahead of the technological curve to deliver solutions for tomorrow today, with an emphasis on creativity and advanced engineering.

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attention to innovation, amplifying its solutions and products to meet the current and future market trends. It pioneers sustainable capabilities, such as grid support system, dynamic online efficiency improvement feature, and fuel cell integration, enabling customers to drive green initiatives and help condense the carbon footprint. Furthermore, Vertiv ensures that customers’ operations remain profitable while leveraging its solutions.

Vertiv actively upgrades its systems to facilitate augmented performance and sustain a leading market position. It recently elevated its portfolio of UPS systems with lithium-ion (Li-ion) battery options for the Vertiv™ Edge line-interactive UPS family. With ranges from 1,500 to 3,000 volt-amperes in tower and rack-mount convertible designs, this UPS family is available in New Zealand, Southeast Asia (SEA), and Australia. Compared to valve-regulated lead-acid (VRLA) batteries, Li-ion batteries have a three times longer life cycle and perform with better productivities at higher temperatures. They are also more compact, lighter, and provide increased runtimes. The Vertiv Edge UPS Li-ion family stimulates almost “10 minutes of battery backup at full load, as opposed to approximately 3-5 minutes for a standard UPS with VRLA batteries”². Li-ion UPS batteries greatly benefit customers that run and manage multiple IT locations. This technology enriches proficiency while enabling a reduced total cost of ownership.

The company recently launched the latest version of Vertiv™ Power Insight, which directly integrates with Virtual machine software Virtual Center (vCenter) Management Platform (the industry’s most popular centralized monitoring application). This is the first version of the Power Insight software that offers single-pane-of-glass management capabilities in vCenter. Customers can download Vertiv Power Insight v2.4 from the company’s website. Easy to install and use, this software streamlines the management of UPS systems and Rack Power Distribution Units (rPDUs) across virtualized environments. Vertiv Power Insight v2.4 enables data center and IT managers to control around 100 devices, including Vertiv’s UPS systems and rPDUs, directly from the software or their vCenter application³.

² <https://www.vertiv.com/en-asia/about/news-and-insights/news-releases/vertiv-expands-ups-portfolio-with-highly-efficient-single-phase-lithium-ion-family/>

³ <https://www.vertiv.com/en-asia/about/news-and-insights/news-releases/vertiv-streamlines-ups-and-rpdu-power-management-software-with-vmware-vcenter-plugin/>

To ameliorate its UPS solutions and products further, Vertiv recently introduced Vertiv™ Liebert® EXM2 (a three-phase monolithic UPS). Liebert® EXM2 enables 97% double-conversion efficiency and amplifies to 98.8% with the advanced online mode. This UPS system’s power capacity ranges from 100 to 250 kilovolt-ampere and benefits several sectors: medium-sized data centers, commercial offices, metros, railways, healthcare, and light industrial. It is currently available in Australia, SEA, and New Zealand. Liebert EXM2 facilitates technological augmentations that boost proficiency and reliability. The Intelligent Paralleling technology improves performance at partial load to accomplish cost reduction. Furthermore, the three machine-learning-based modes of operation help condense operating costs and energy dissipation. Liebert EXM2’s internal modular fault-tolerant design supports safe, effortless, and quick installation, mitigating mean time to repair and optimizing availability⁴.

In 2020, the company launched its Vertiv™ Liebert® GXT RT+, its latest online double-conversion UPS system. Liebert GXT RT+ is Vertiv’s most affordable UPS for edge applications and provides excellent power outage protection at a reasonable cost relative to other Liebert GXT models. Moreover, its high unity power factor of 0.9 empowers uninterrupted and dependable power to more connected devices. It is optimal for implementation in today’s wide-ranging “edge computing applications, including branch offices, point of sale systems, mobile stations, and small server rooms.”⁵ Liebert GXT RT+ is available across SEA, New Zealand, and Australia and explicitly benefits the IT, education, healthcare, retail, and financial industries. Frost & Sullivan acknowledges Vertiv’s drive towards providing best-in-class, customizable, cost-effective, and sustainable solutions, capitalizing on innovation to secure a competitive edge.

“The growing importance of the edge can no longer be ignored. As more people go online, the need to process data closer to where customers are and to provide a seamless user experience is critical to business success. With the Liebert® GXT RT+, we are addressing a demand for affordable yet powerful power protection for business here in Asia, protecting the edge in these critical times.”

- Andy Liu, Director for Rack UPS and Integrated Solutions, Vertiv Asia

A Comprehensive Customer Experience Strategy and Expanded Partnerships Strengthen the Brand Equity

Vertiv’s superior customer ownership experience consists of customer engagement from product development to execution, serving customers from edge to core, and offering a comprehensive portfolio that result in a complete system-level solution rather than offering a product alone. To this extent, Vertiv diligently works together with customers to understand their ever-changing needs and upgrades its products and solutions accordingly. The company encourages ideas and suggestions, implementing customers’ creativity into its systems and solutions, thus fostering seamless and streamlined

⁴ <https://www.vertiv.com/en-asia/about/news-and-insights/news-releases/vertiv-launches-next-generation-mid-size-ups-system-for-critical-applications-in-southeast-asia--australia-and-new-zealand/>

⁵ <https://www.vertiv.com/en-asia/about/news-and-insights/news-releases/vertiv-introduces-new-line-of-highly-efficient-affordable-on-line-ups-for-edge-applications-in-asia/>

engagement with customers, providing excellence and value starting from product development until post-installation. The company also offers all-inclusive consultation services and leverages a complete life-cycle approach to address customers' critical power issues by creating all projects with exceptional accuracy. Vertiv accommodates regular maintenance for customers' systems and configures all equipment and the operating system to magnify performance and abridge complications.

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Furthermore, in terms of net promoter score feedback, Vertiv runs a customer satisfaction survey yearly to gather feedback from top clients. Amongst the results include significant improvements in how key customers view the company as their reliable partner for critical infrastructure, especially during the COVID-19 pandemic.

Frost & Sullivan recognizes that Vertiv's customer-focused strategy sustains long-lasting relations and a solid retention rate. With its strong regional presence

in APAC, Vertiv thrives on expanding collaborations. It recently extended its partnership with Innovix Distribution (leading technology distributor in Asia.) This initiative facilitates sales of Vertiv's full suite of solutions (UPS, thermal management solutions, and IT and edge infrastructure) in Malaysia under Innovix Distribution. It also concentrates on accommodating Vertiv's solutions to customers in different sectors (government, retail, healthcare, and financial) through Innovix Distribution's channel partners' network, fortifying substantial brand equity in the region⁶.

The company also forged partnership with Brunei based Sphere Technologies. With this partnership, Sphere Technologies leverages and incorporates Vertiv's full range of solutions into their portfolio. At the same time, Vertiv inflates its reach to new customers in several areas (education, retail, government, banking, and healthcare) in APAC by harnessing Sphere Technologies' local expertise and market familiarity in Brunei. Additionally, this collaboration enables Sphere Technologies to benefit from Vertiv's Partner Program and ensure business development.

In the Philippines, Vertiv recently partnered Digi-Serv Solutions to carry the company's UPS range of solutions in its e-Commerce store to cater to customers looking for affordable power protection solutions for small to mid-size applications. This move results in expanding Vertiv's online presence while further expanding its customer base. Also in 2021, Vertiv forged a distribution partnership with Wordtext Systems, Inc. (WSI), one of the Philippines' largest and leading IT distributors.

⁶ <https://www.vertiv.com/en-asia/about/news-and-insights/news-releases/vertiv-expands-partnership-with-innovix-distribution-to-provide-data-center-edge-infrastructure-solutions-malaysia/>

“Vertiv is a global leader in next-generation data center infrastructure, and with our distributorship, will provide our channel partners in Malaysia with best-in-class solutions. We look forward to working closely with Vertiv and our partners to help businesses of all sizes, from SMBs to large enterprises and [the] public sector to optimize their IT return on investment.”

- Yoon Kam Fei, Managing Director, Innovix Distribution Malaysia

These partnerships stand test testimony to Vertiv’s relentless pursuit for growth. Frost & Sullivan strongly believes that the company is poised for further growth in the coming years.

Conclusion

Vertiv, a global innovator in uninterruptible power supply, critical power infrastructure, and continuity solutions, facilitates competitive, advanced, and configurable products and systems. The company’s excellent customer-centered approach reflects through its detailed and regular interaction with customers. It employs their feedback to identify areas of improvement, constantly curbing the current and potential issues and solidifying its brand image. Vertiv brings excellence, high quality, and unmatched value to customers by recurrently enhancing its offerings according to the shifting market trends. Furthermore, it emphasizes cost-effectiveness, sustainability, and energy efficiency to remain one step ahead of its competition. The company’s robust customer retention rate and customer acquisition ability are a testimony to the high standards of its products and services. Capitalizing on partnerships all across the Asia-Pacific, Vertiv has secured a superb partners network, unswervingly creating an unmatched impact in the industry.

With its innovative approach, technology-integrated and customer-focused solutions, and impeccable execution, Vertiv earns Frost & Sullivan’s 2021 Asia Pacific Customer Value Leadership Award in the uninterruptible power supply industry.

What You Need to Know about the Customer Value Leadership Recognition

Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Business Impact

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

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

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

