Schneider Electric Recognized as the

2021

Company of the Year

Asia-Pacific Critical Power
Infrastructure Industry
Excellence in Best Practices

Schneider Electric

FROST & SULLIVAN

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. Schneider Electric excels in many of the criteria in the critical power infrastructure 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

Revolutionizing the Industry with Pioneering Innovations: Sustained Business Growth

Schneider Electric (Schneider), established in 1836, is a France-based global frontrunner in energy and automation digital solutions. Cloud and real-time computing empower productivity, sustainability, digital transformation, company management, and computer security for various sectors (houses, data centers, industries, buildings, and infrastructure). The company emphasizes research and development to match the market trends and leverages 5% of its revenue for successful application. For effective product development, it addresses the customers' ever-changing needs and anticipations and conducts comprehensive market research (primary and secondary) to identify challenges in different industries. Its advanced platform, the EcoStruxure™ (the Internet of things-enabled [IoT], plug-and-play, and open, interoperable architecture), deployed at 480,000 sites, optimizes engineering costs and time up to 80%, maintenance cost up to 75%, and carbon footprint up to 50%[1]. It allows customers to manage their operations and accessibility through remote management (from anywhere at all times).

The company persistently introduces new products with enhanced productivity and upgrades (options) for its noteworthy customer base (United Parcel Service, Shedd Aquarium, Mariott International, Oracle, Hilton, Whirlpool Corporation, Nestle Waters, Huashan Hospital North, Sodexo, and many more). It recently added rack and tower servers, valve-regulated lead-acid batteries, and lithium-ion battery systems to its solutions. All new products connect to multiple networks, facilitating data collection on

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[1] https://www.se.com/ww/en/work/campaign/innovation/overview.jsp

customers' performance parameters and seamlessly sharing the data with their engineering and operations teams and Schneider's service bureau. This practice enables the company to conduct early fault detection and take prompt corrective and preventive actions. Schneider augments its information technology (IT) platform's capabilities, ameliorating remote management and data center surveillance. Its artificial intelligence-based uninterruptible power supply (UPS) battery health assessment makes edge deployments safe, dependable, and resourceful. The EcoStruxure™ application enables monitoring and analytics services for customers. Product development teams capitalize on key customers' (regionally and globally) creativity and validation for new product and design upgrading ideas. The

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company sustains longstanding customer relations by persistently encouraging ideas and employing them in its products through its elaborate feedback approach. It also facilitates availability, agility, and the total cost of ownership (TCO) and has created around 200 standard designs with advanced architecture to complement customers' on-site specifications. Frost & Sullivan recognizes Schneider's ability to upgrade its products according to market trends and customers' feedback, sustaining high customer retention and improved growth opportunities.

Schneider fortifies its leading market position with higher-quality lifecycle services, better than the traditional power and cooling systems. The company offers these services throughout the entire lifetime of a data center. Moreover, it facilitates additional imperative services by designing proper groundwork, successfully installing the solutions, and efficiently operating and maintaining them. The company offers incomparable adaptability and configurations to data center owners, utilizing TCO and empowering them to address market challenges promptly. Schneider also boosts its energy management expertise to provide operative power products (Modular UPS and power distribution units).

Furthermore, the company's accommodating service packages (Avantage Plus, Advantage Prime, and Advantage Ultra Plans) offer proper system maintenance to improve the operating time at a predictable cost. Apart from its standard plans, Schneider offers customized packages designed to address individual requirements at a settled cost without unexpected service charges. The standard service packages make the customers' systems run more prolifically while mitigating downtime, delivering technical help, preventive maintenance, fast on-site response, and remote monitoring. These packages also integrate with Schneider's Advantage Max solution, which empowers site-level optimization evaluation of critical power, cooling, and physical domains. This solution also offers the following advantages:

- Trending Reports: Customers can renew their Advantage Max contract year-over-year for trending reports, effortlessly understanding and identifying the new and required enhancements.
- IT and facility management monitoring: Asset monitoring ensures consistent precautionary maintenance and component replacement, reducing budget requirements.

- Reduce operational costs: Customers can revamp their data center rooms, condensing operating expenses (OpEx) while capitalizing on efficient energy use and information security.
- Energy efficiency and sustainability: Allows customers to comprehend the fundamental environment of their data centers and sustain ideal performance, averting potential issues and increasing data center uptime.

> *"EcoStruxure for Healthcare has helped us get all of the right data at the right time and spend fewer man-hours maintaining the systems, lowering my OpEx costs."*
>
> - Chris Harding, Director of Estates and Facilities Moorfields Eye Hospital[2]

Schneider's solutions are cutting-edge, and they reflect its ability to innovate persistently. Its groundbreaking UPS Galaxy V-Series (VX, VM, VS) has two modes (ECO and ECOnversion). The ECOnversion mode (inverter remains on and runs parallel with bypass) offers an unparalleled 99% energy efficiency. The company's competitors offer ECO mode, but ECOnversion is Schneider's unique creation, making it stand out in the market. Its main benefit is that if bypass utility loss occurs, the inverter seamlessly takes charge and sustains the load. Furthermore, the inverter adjusts the load power factor and excellently filters the load-generated current harmonics. This IoT-integrated platform facilitates 24/7 predictive maintenance empowered by big data analytics. Keeping customers' satisfaction as the highest priority, Schneider has launched tools (reference architecture, ISX Designer, and Local Edge Configurators) to assist them in outlining their operational infrastructure alongside their IT infrastructure. Frost & Sullivan applauds the company for continuously introducing groundbreaking solutions that fortify its excellence and value.

A Comprehensive Customer Experience Ensures Reliability and Trust

> *"The company creates unparalleled market competition by implementing research and development and advanced technologies, such as the Internet of things, plug-and-play, artificial intelligence, and data analytics. Its state-of-the-art platform, the EcoStruxure™, installed at 480,000 sites, optimizes time and engineering, maintenance, and carbon footprint costs."*
>
> **- Iqra Azam, Best Practices Research Analyst**

Schneider follows a customer-centric strategy to ensure retention and business growth. It employs the Net Promoter Score system to accumulate customers' feedback and ideas and conducts online surveys. A third-party organization analyzes the scores, and according to the results, the company understands customers' requirements, strengthening reliability and trust. This assessment empowers Schneider to work on its weak points and unceasingly provide an upgraded experience. It takes customers' relations to the next level by providing them access to electronic commerce markets, keeping them updated at all times.

Schneider secures and sustains enduring partnerships with its solution selling strategies. Its global network

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[2] https://www.se.com/id/en/work/campaign/life-is-on/case-study/moorfields-eye-hospital.jsp

allows the company to skillfully and straightforwardly carry out its last-mile deliveries. In addition, it conducts training for its sales teams, helping them understand the products' and solutions' technical aspects to assist the customers better and maintain robust customer perception. Schneider offers an outstanding customer experience through its customer journey mapping methodology (identifying their pain points, engagement preferences, and critical requirements). The EcoStruxure™ Asset Advisor keeps the company connected to customers 24/7 with a service bureau, a part of its digital services that assists in rectifying unforeseen issues quickly.

Furthermore, Schneider facilitates an exceptional customer experience using its superb services centers and experienced service engineers. The technical specialists monitor its products' performance, and the moment an issue arises, a field service engineer resolves it instantly, empowering Schneider to condense downtime. To augment interaction with customers, the company organizes customized online sessions and training for them. Schneider also conducts workshops to educate them on the market's latest trends and challenges. Frost & Sullivan acknowledges the company for practicing a strong customer-centric model. It designs products and solutions based on customers' needs. The comprehensive communicative approach allows Schneider to keep customers informed and involved throughout their journey (consultation, execution, deployment, and post-deployment).

"Schneider has helped us to realise our vision of what automation looks like, and to take advantage of the technologies that make themselves available."

- Joel Stenson, Vice President of Corporate Plant Engineering, UPS[3]

Conclusion

Schneider Electric (Schneider), a France-based 185-year-old company, implements innovative and groundbreaking technologies to empower energy efficiency and sustainability in Asia Pacific's critical power infrastructure industry. It addresses the constantly shifting market trends and customer requirements by staying updated and designing customizable products. The company creates unparalleled market competition by implementing research and development and advanced technologies, such as the Internet of things, plug-and-play, artificial intelligence, and data analytics. Its state-of-the-art platform, the EcoStruxure™, installed at 480,000 sites, optimizes time and engineering, maintenance, and carbon footprint costs. Schneider capitalizes on its noteworthy customer base and encourages detailed feedback and ideas, sustaining solid relations and high retention. Its customer testimonials are proof of the excellence and value it offers through its comprehensive customer-centric approach.

With its innovative approach, well-designed and cutting-edge products, and brilliant customer experience, Schneider Electric earns Frost & Sullivan's 2021 Asia-Pacific Company of the Year Award in the critical power infrastructure industry.

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[3] https://www.se.com/my/en/work/campaign/life-is-on/case-study/ups.jsp

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 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)