

FROST & SULLIVAN

SOCOMEK

2022
CUSTOMER
VALUE
LEADER

GLOBAL UPS INDUSTRY

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. Socomec excels in many of the criteria in the UPS 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

Commitment to Innovation

Socomec’s continuous innovation streak and staunch focus on product development is highly intriguing. The company’s relentless efforts to constantly track, monitor and analyse customer pain points have resulted in new product development with targeted innovation aimed at customer value enhancement. Socomec raised the bar quite significantly with its highly innovative modular UPS system (The “MODULYS XL”) when it was launched in 2020. This UPS product is based on 200KW power modules, where a single unit can be scaled up to 1.2MW while allowing up to 4 units to be configured in parallel. The high-power

“Socomec’s innovation excellence is underpinned by two key pillars; one is its ability to scrupulously analyze individual components of the electrical infrastructure, and the other is its flair to master the complete value chain and all events that are related to the associated power distribution architecture, right from the grid leading up to the critical load.”

**- Gautham Gnanajothi,
Vice President of Research**

modular UPS solution was specifically designed to address the unique requirements of Enterprise, banking, corporate, telecom data centres, as well as some large-scale non-IT applications, going by Socomec’s annual revenue numbers and corresponding product contribution, the sales of MODULYS XL have been impressive.

The most recent addition to the company’s innovation streak is its new product “DELPHYS XL”. For Socomec, innovation stems from anticipating customer needs, and this method provides the company with the most optimum solutions to address market gaps. It is

through intimate customer interactions that Socomec was able to identify that the colocation segment

has its own niche requirements within the data center market and requires a unique focus. Within colocation, Socomec identified risk management and redundancy as an area for improvement. As a result, the DELPHYS XL is a 1200kW UPS system that is meticulously designed to ensure power continuity for minimized CAPEX and OPEX. The DELPHYS XL is specifically engineered with a reduced footprint while also addressing installation constraints; it packs 1200kW into a compact and optimized design. It ensures the highest level of availability and continuity for critical applications – all while reducing the total cost of ownership. The target differences in Socomec’s unique modular UPS products (such as the MODULYS XL and the DELPHYS XL) are that despite sharing high levels of resiliency, the DELPHYS XL is part of the UPS product improvement chain that specifically serves the large colocation data center segment. The DELPHYS XL is a fault-tolerant UPS system designed to further enrich the reliability and availability of the UPS. In addition, Socomec has also mastered digital servicing remotely, and today Socomec’s customers engage in problem-solving, both on and off-site, with remarkable ease and understanding.

At the core of its innovation efforts to design DELPHYS XL lies Socomec’s unparalleled commitment and dedication to clearly understanding the challenges pertaining to different types of critical power chain distribution/architectures and addressing them in a truly holistic manner. Socomec’s innovation excellence is underpinned by two key pillars; one is its ability to scrupulously analyse individual components of the electrical infrastructure, and the other is its flair to master the complete value chain and all events that are related to the associated power distribution architecture, right from the grid leading up to the critical load.

Match to Needs

Socomec’s innovation not only resonates with current market needs but also considers future customer requirements driven by data centre technology evolution. The company constantly engages in activities focused on enhancing market trend awareness. Socomec’s proximity to the market and customers provides it with a unique edge; it regularly conducts interviews within its growing network and launches focus groups, site visits, and customer events. Internally, a large portion of the Socomec’s human capital is immersed with client engagement programs that prioritize a differentiated user experience; this can be considered as the crux of its innovation program. The result is unique product designs that target diverse customer profiles and address market gaps and customer pain points. The company leaves no stone unturned when it comes to identifying market gaps and customer frustrations; this has enabled Socomec to create unique value propositions by identifying new potential areas of innovation. During this process, the company thoroughly evaluates and optimises the integration of its products and solutions within the entire customer environment. Moreover, it ensures high customer involvement throughout its innovation process - right from exploration to final product development.

The DELPHYS XL is a great testament to Socomec’s excellence in this regard. DELPHYS XL is built on its field proven XL platform and offers unparalleled resilience and availability, while placing high emphasis on intrinsic redundancy, all of which ultimately reinforce product reliability with industry leading MTBF (Mean Time Between Failure). The product is designed to offer highest levels of protection under typical operating conditions by eliminating all potential single points of failure associated with traditional UPS systems. The DELPHYS XL leverages self-sufficient power conversion bricks which are embedded with Socomec advanced selective disconnection function. This unique function isolates and contains any critical

fault (be it mechanical or electrical) inside the affected sub-assemblies, protecting the critical load through remaining power converters.

Excellence in Technology Leverage

The product development team at Socomec navigates through different technologies to package the most optimum solutions for clients. With a seasoned understanding of its customers, Socomec has introduced the drawable brick concept, advanced selective disconnection system, fault segregation capability, the smart conversion mode, advanced genset management and innovative digital services in its DELPHYS XL. While the smart conversion mode in DELPHYS XL offers industry leading efficiencies of up to 99%, a key differentiator that makes it unique is that it doesn't stop at considering the load requirements; it goes above and beyond, taking in to account the applied architecture of colocation data centres that leverage a downstream Static Transfer System (STS).

The driving force behind this avant-garde approach is the company's technology excellence in "critical chain interoperability". Socomec can achieve seamless coordination between the UPS system and STS

"The driving force behind this avant-garde approach is the company's technology excellence in "critical chain interoperability". Socomec is able to achieve seamless coordination between the UPS system and STS within a critical power chain, thus guaranteeing the overall system stability under operating mode changes. Furthermore, it also prevents cascading of abnormal events."

***- Gautham Gnanajothi,
Vice President of Research***

within a critical power chain, thus guaranteeing the overall system stability under operating mode changes. Furthermore, it also prevents cascading of abnormal events. On the other hand, the company has also placed equal emphasis in addressing the potential impact downstream conditions might have on upstream operations. A perfect example to demonstrate the company's excellence in this regard is Advanced Genset Management function. This new function debuted in the DELPHYS XL releases notice for potentially critical events due to high load variations on a genset. The advanced genset management constantly monitors the genset

and automatically adjusts UPS consumption, thus helping the genset sustain any transient events.

The level of focus data center operators currently has on UPS batteries is higher than ever. While historically Lead Acid batteries have been the preferred choice for UPS systems, technology advancements in the battery industry have made Lithium-Ion batteries a highly viable alternative (both economically and technologically). To that end, the DELPHYS XL has not only been designed to be Lithium-Ion battery compatible but is also embedded with additional value adding features. For instance, the DELPHYS XL's bidirectional architecture helps manage grid support functionalities (so that input consumption is optimized, thus generating additional income streams for the end user).

Industry Leading Customer Ownership Experience

Socomec's 100-year-old rich heritage and endowed pedigree has allowed it to secure a leading position in the critical power industry; one of the underlying success factors for this is the way that the company drives business continuity through customer satisfaction. With over 3,600 employees and a presence in every continent, Socomec's impressive growth is underpinned by the unyielding value system shared by

its internal stakeholders, and a work culture influenced by evidence-based theories of international development. At Socomec, technology is not limited to product development, but is a big part of setting up innovative and secured remote connections for remote troubleshooting. With high focus on digital services, Socomec is cutting logistical costs through accurate remote diagnostic, or precise detection of type of resources that are needed for on-site repair. Moreover, the company has developed an innovative service offering called 'Power brick as a spare', where a maintenance slot is embedded in a complete power brick and is ready to be swapped anytime there is a system failure, resulting in minimal MTTR.

Over the course of research, it quite was evident to Frost & Sullivan that Socomec goes to great lengths to deliver superior customer ownership experience. Its constant product innovation and new product development is a great testament to this. The company's most recent innovation, the DELPHYS XL, empowers users to seamlessly manage any and every unexpected event/situation due to its easy and risk-free maintenance activities supporting low MTTR. Its modular power brick approach optimises wrap-around bypass operations by eliminating the cabling, therefore simplifying and fast-tracking maintenance activities and reducing the extent of human error by a vast margin.

High Customer Acquisition & Growth Potential

Frost & Sullivan's research findings suggest that Socomec has high potential for growth over the next few years; this growth will mainly be fuelled by its innovation efforts targeted at addressing the evolving needs of the data centre segment. Socomec's growth excellence in the critical power market can be characterised by its unique ability to amalgamate multiple technologies and services; as a result, the company develops holistic value propositions covering the entire data centre power ecosystem, serving throughout the data centre's life cycle. The company has laser-like focus on optimising total cost of ownership (TCO), improving resiliency and availability, and enhancing efficiency levels in various operating modes. This is complemented by its high attention to detail in reducing the MTTR (mean time to repair) and offers peace of mind to the end users.

While Socomec proved its mettle in modular UPS solutions with its MODULYS XL, the company has risen the bar significantly by setting new standards with its DELPHYS XL and STS combination. Frost & Sullivan believes that this solution has the potential to create a necessary evolution in data centre back up power architecture. This unique approach to data centre power architecture will prove to be a predominant growth lever for the company over the next two to three years. Frost & Sullivan also foresees high growth potential for this approach in other vertical segments such as healthcare, infrastructure, etc.

Brand Equity & Human Capital

Socomec has been highly successful in creating a properly identified market position and a unique competitive advantage for itself by leveraging centric approach towards technology innovation and new product development. The company's commitment towards addressing unmet market needs and technology voids has been instrumental in establishing a stellar brand image in a highly competitive environment. With a reputation spanning decades in the market as a specialist company with extensive knowledge about power conversion, power switching, and power monitor, Socomec leverages new-age agendas of sustainability in its business model. The DELPHYS XL, for example, was specifically engineered to address the challenges associated to some of the multiple data centre power architectures. The

MODULYS XL is another great example that testifies to the company's commitment to achieving true modularity by proper sizing of the power modules; it allows end users to deploy an optimum number of power modules to achieve a required high-power unit. Frost & Sullivan analysts conclude that Socomec's futuristic vision - combined with its technology excellence and flair for innovation - will further elevate the company's brand image and market position to even greater heights.

Conclusion

Frost & Sullivan finds Socomec's relentless efforts to continually hone its products and solutions to meet evolving market needs highly commendable. The company has time and again proven its mettle by raising the bar higher every time and developing products and solutions that address customer pain points and frustrations. Its recent innovation efforts to ensure highest level of availability and continuity through unique UPS design and ensured critical chain interoperability have resulted in a path breaking solution, ultimately leading to a superior system performance and unparalleled customer experience. Frost & Sullivan believes that this will prove to be a boon to data centre operators.

With its strong overall performance, Socomec earns the 2022 Frost & Sullivan Global Customer Value Leadership Award in the UPS 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

Match to Needs: Customer needs directly influence and inspire the product portfolio's design and positioning.

Technology Leverage: Company is committed to incorporating leading-edge technologies into product/service offerings to enhance product performance and value.

Commitment to Innovation: Company pushes the limits of form and function in the pursuit of white space innovation.

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 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)**

