

MASTER POWER RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

*Identified as best in class in the African data centre
infrastructure 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. Master Power Technologies excels in many of the criteria in the African Data Centre Infrastructure 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 |

Excellence in Addressing Unmet Needs

Due to the lack of flexibility and scalability, the data centre industry is witnessing a rapid shift from the traditional brick-and-mortar model towards a flexible modular and prefabricated construction. While the future of modular data centres is highly promising, there are still a few concerns around unmet needs pertaining to hyper-scale deployment, interoperability, and real-time monitoring of critical infrastructure.

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Vice President of Research**

In addition, there are unmet needs related to effectively monitoring and managing data centres; these are region-specific. For instance, Africa’s fast-growing IT infrastructure market is severely impacted by unreliable grid conditions. This makes it imperative for data centres to deploy highly reliable critical infrastructure and leverage cutting-edge monitoring solutions that provide comprehensive visibility of the data centre operations. Master Power Technologies (MPT) was quick to identify these market gaps and has developed solutions that not only address these current gaps but are also designed to address specific anticipated future requirements driven by technology evolution. While the company has pioneered modular data centre solutions in the African

region, it has also set new standards and raised the bar significantly for developing turnkey solutions; this, in conjunction with its profound understanding of the local African markets, makes MPT unrivalled.

With a high focus on innovation, MPT has managed to create a niche for itself in designing optimum configurations for crucial data centre components to boost reliability, resilience, sustainability, efficiency, and overall operations. On top of providing a meticulously crafted modular data centre architecture, MPT has developed a revolutionary remote monitoring and management solution called the AIVA (Advanced Infrastructure Visual Analytics) system. Previously known as the 'Universal Controller,' this system differentiates itself with its advanced real-time capabilities and superior data analytics, providing users with detailed information on the status of data centre critical equipment. The AIVA system was born out of MPT's initiative to ensure the highest operational standards and life expectancy of critical data centre infrastructure, especially in the way of addressing local power-related challenges in Africa. This exceptional remote monitoring and management system dexterously analyses data from critical equipment. It converts them into comprehensive visualizations, showing real-time insights about the equipment status and allowing quick responses to clients in case of events or failures. And thanks to the system's interoperable capability, users are empowered with seamless access to insights on their smart devices remotely, further ensuring quick responses to critical events.

Visionary Scenarios through the Use of Mega Trends

MPT's laser-sharp focus on tracking, monitoring, and leveraging mega-trends in its product development process is impressive. With this approach, the company is able to create new market opportunities while achieving total customer satisfaction. Over the course of the research, it was evident that MPT employs a highly structured and robust collaborative process to evaluate the implications of local market trends and the opportunities they present. A key attribute driving the company's excellence in implementing visionary scenarios through the use of mega-trends is its close proximity to the market and its customers. This aggregated approach has enabled MPT to establish a strong product position strategy focused on crucial aspects such as sustainability, resilience and life cycle performance, cost efficiency, market time, and flexibility to adapt to changes. MPT's initiative of hyper-scaling prefabricated modular data centres is an excellent example of its excellence in meg trend analysis. The company has added further sophistication to its design principles to allow flexibility in the scale of deployment without any impact on performance levels. This level of flexibility in investment empowers data centre operators to create nuances of change at any time. It allows them full control over their investment by eliminating shortcomings associated with the traditional approach.

One of the other examples to highlight MPT's excellence in implementing visionary scenarios is its initiative to address shipping challenges caused by COVID-19. It's a known fact that the pandemic significantly impacted the container shipping industry. While the container shipping rates were high, the demand for containers surged and remained available primarily for shipping essential items such as food and medicine. MPT addressed this challenge by leveraging its mechanical manufacturing unit and developing modular steel structures that could easily be erected at client sites, providing efficient, on-time solutions based on the world's current changes. This strategy has helped the company remain sustainable during the pandemic and has allowed it to retain its position at the forefront of the African data centre infrastructure space. MPT's strategic initiatives and technological supremacy resonate

through several customer testimonials and first-hand experiences.

Implementation of Best Practices

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African market. MPT's transformational curve is quite intriguing; the company has evolved from a UPS company to a truly holistic data centre solutions provider with unparalleled expertise in turnkey solutions. MPT has created a niche by bringing a wide range of data centre offerings under one umbrella; these include prefabricated modular data centres, UPS systems, gensets, automation solutions, remote monitoring & management systems, control systems, and tier III and tier IV certified data centres complemented by supported by support services. Frost & Sullivan's research findings suggest that MPT is perfectly positioned to cater to the proliferating data centre

market in Africa and will play a crucial role in developing Africa's digital and IT infrastructure. The company's focus on implementing best practices is second to none; its AIVA system is a great testament to this.

While AIVA provides detailed dashboards showing the real-time status of all the major data centre equipment, it also offers options for several integrations, including fuel storage, generators, HVACs, UPS, cooling, etc. The AIVA system is also designed to incorporate high poll rates, where even the slightest changes in the equipment status are detected accurately. This unique feature is a boon for the African market, which is impacted by high energy burdens and constant power fluctuations. Furthermore, the addition of a cost dashboard to the system is simply the icing on the cake; it allows analysts and financial experts at the customer end to ensure their data centre is operating at its optimum potential while also ensuring cost-effectiveness and sustainability.

Industry Leading Technology Leverage

MPT's superior R&D capabilities, combined with its unwavering focus on product and technology innovation, have provided it with a unique competitive edge in the highly competitive African data centre market. The company's top-of-the-class modular data centres are meticulously crafted and pre-tested to ensure maximum uptime and the highest reliability, safety and security standards. Compared to traditional brick-and-mortar data centres, its modular solutions provide substantial cost benefits and reduce project completion time by an impressive 35%, ensuring the best customer experience and satisfaction. In addition to providing a cutting-edge remote monitoring and management solution, MPT offers several in-house power products that conform to the best practices of the data centre industry. Its products have been meticulously evaluated to ensure they adhere to the highest environmental,

safety, and public health protection standards, as evidenced by their ISO 9001 certification and CE labelling. In fact, the integrated management system that the company implements is certified to the ISO 9001:2015 standards, thereby ensuring streamlined management, best-in-class efficiency levels and timesaving. Furthermore, MPT's engineers are certified Uptime Accredited Operations Specialists (AOS) and Accredited Tier Designers (ATD), with a flair for designing top-tier data centre infrastructure with superior fault tolerance.

The AIVA system revolutionises monitoring and management by using software architectures and principles in favour of current, updatable, upgradeable modern web and app-based full-stack systems. Modifications and updates are as easy as popular apps rather than whole operating systems. This allows the AIVA system to function more like a completely user-friendly instant messenger service with relevant app notifications, contemporary user interfaces, and mobile banking level security. Using this more modernised and suitable architecture also allows greater flexibility and resilience in terms of upgrades and development, as opposed to being dependent on developers of one ageing software language with high experience and extensive exposure in short supply.

One of the other highlights of MPT's technology leverage is its ability to offer seamless third-party integration. With RESTful APIs, it offers users a high degree of flexibility for accessing the data and incorporating third-party applications into the data. On the other hand, it uses a combination of none SQL databases for trending and graphing to speed up the processes and allow its customers to access the data more in real time with latency. The strong partnerships further augment MPT's excellence in technology leverage it has forged with leading critical power OEMs, allowing it to offer the latest and most efficient equipment.

Best in Class Product/Service Value Industry Leading Technology Leverage

One of the key differentiators that set MPT apart from the competition is the sheer amount of holistic value it creates with its turnkey solutions throughout the lifecycle of the product. The company's focus on technology leverage and innovation goes above and beyond developing products and solutions to address the market gaps, extending to an industry-leading customer ownership experience through seamless product deployment, installation, and after-sales service. It is noteworthy that MPT's products are designed to be platform-agnostic and work impeccably with third-party platforms, allowing users the flexibility to choose and implement the system of their choice. MPT is also keen on exploring and developing innovation for various other sectors within the data centre industry. To meet the surging demands for highly reliable and efficient data centre services, the company has started a data centre service provider unit called Digital Parks Africa (DPA). The DPA solution is perfect for colocation and hyperscale clients. The DPA facility is and is currently undergoing Tier IV certification to ensure maximum levels of reliability and fault tolerance. With high power density of 3-15 Kilowatts per rack and compliance with the industry's best practices standards, DPA is bound to become the most powerful and reliable data centre in Africa. Frost & Sullivan lauds MPT's rigorous efforts to provide best-in-class customer experience through meticulous R&D and seamless service delivery. The company's strategies to serve the local market and to engage customers with innovative futuristic technologies are highly commendable.

Industry Leading Customer Ownership Experience

There are two key aspects to offering superior customer ownership experience: product performance and operational best practices. MPT excels at both. The company's industry-leading customer ownership experience is underpinned by its ability to offer fully scalable solutions and is further bolstered by its holistic product development approach. The company's close proximity with its customers allows it to seamlessly integrate their unique needs and specifications while keeping them fully involved in the design and development of its products and solutions. Most OEMs provide customers with standard data centre infrastructure management (DCIM) solutions. In the case of critical events, the response time is compromised as expertise is not readily available, and even if it is available, it takes a significant amount of time to identify the nature and scale of the event. MPT has responded to this challenge by deploying multiple network operating centres (NOCs). These NOCs are physical spaces where the company's experts (certified engineers) continuously monitor data coming from its AIVA system. The NOCs are operational 24x7 and 365 days, and the experts are always on standby to diagnose and provide recommendations in case of events or issues.

MPT guarantees a highly efficient and informed response to a client-side critical failure, mitigating the need for multiple trips, encouraging a higher response rate, and increasing the business' income from client breakdowns. In addition, MPT offers an excellent critical breakdown response to its customers. The company retains experts with multi-faceted skillsets within the organization who are highly skilled in products including UPS, Generators, Switchgear, Battery, AVR, Automation, PLC, CRAC, and total data centre operation. This combined with the depth of transparency offered in the remote monitoring package of AIVA ensures customer ownership experience of the highest magnitude.

Conclusion

Frost & Sullivan finds MPT's relentless pursuit of addressing the local needs and requirements of the African data centre market highly commendable; in that regard, key attributes that have made the company successful thus far are its technical excellence, innovation avidness and sheer passion for customer value enhancement. The company's effort to continually hone its products and solutions to meet evolving market needs is impressive. MPT 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. A key trait that makes MPT vividly stand out is its fidelity to live through the journey with its customer right from inception throughout the lifecycle.

For its strong overall performance, Master Power Technologies is recognized with Frost & Sullivan's 2023 African Company of the Year Award in the data centre infrastructure 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

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™.

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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)

