

# DEDALUS RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

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*Identified as best in class in the Latin American public  
cloud managed services 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. Dedalus excels in many of the criteria in the public cloud managed services 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

### Market Snapshot

Amidst multiple public cloud infrastructure options and the cascade of cloud-based technology solutions flooding the market (intensified by COVID-19), organizations across industries feel less equipped to deal with the complexity of migrating legacy applications and data to a cloud environment and managing it

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**- Riana Barnard**  
**Best Practices Research Analyst**

cost-effectively. In addition, enterprises usually lack on-staff knowledge to manage the migration without disrupting productivity and introducing risk.

Public cloud managed services providers (MSPs) have stepped up to support companies in developing and deploying their cloud strategies. MSPs leverage their experience and cloud providers’ tools and capabilities to execute a successful migration infrastructure operation. However, MSPs also face challenges: gaining and retaining support

from enterprise customers’ leaders and recruiting, training, and retaining qualified IT staff are among the most critical.

Furthermore, enterprises require deep cloud-based solutions to support critical business functions and increasingly demand advanced features (e.g., business intelligence reporting, dashboarding, robotic process automation services, artificial intelligence, and machine learning) to unlock value from data. In response, cloud service providers invest in the ecosystem by strengthening their partner programs. Notably, LATAM companies increasingly rely on third-party experts, such as global system integrators and

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**- Renato Pasquini**  
**Research Director: ICT**

MSPs, to support them in their hybrid cloud journey and help them leverage data-driven insights to achieve business results that promote long-term success. In addition, many companies overspent on technology during the COVID-19 pandemic, and now, they are considering cost reduction measures such as switching cloud providers and laying off part of their teams. Hence, businesses tend to take a more pragmatic approach and focus increasingly on cloud optimization to ensure sustainable success.

Dedalus understands this trend and continues to advance its portfolio with practical solutions that fill the gap. The company offers a comprehensive solution suite that prioritizes security, operational

excellence, and cost optimization through advanced analytics, which allows businesses to rethink and redesign cloud consumption. Its main objective is to help customers leverage data for better business outcomes, addressing a vast range of diverse needs when organizations transition to a new model. Thus, Dedalus is well-positioned to capitalize on new growth opportunities, cementing its position in the public cloud managed services industry.

### ***Dedalus: On a Growth Trajectory***

Dedalus has established itself as a pioneer in cloud managed services in Brazil. The company launched its cloud services in 2009 and formed a strategic partnership with Amazon Web Services (AWS) in 2010. In 2014, it announced a partnership with Microsoft, making it one of the few companies to maintain a robust presence with both major public cloud players while staying neutral to determine the most appropriate cloud technology for its clients' needs. Anticipating a multi-cloud scenario, Dedalus focused on services such as migration planning and implementation complemented by cloud and multi-cloud environment support. Today, 90% of its customers use more than one cloud, which reduces the risk of unavailability and increases operational efficiency.

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workforce to include 40 newly trained OCI-certified professionals. Frost & Sullivan commends Dedalus for providing industry-leading cloud managed services that deliver tremendous value in high-demand sectors. Although smaller firms have their place in the market, they may not have the agility and cost-efficiency to compete effectively. Dedalus is perfectly positioned in the market, bridging the gap between smaller companies with niche expertise and larger global system integrators that may lack the necessary focus on the public cloud and local skill set.

Since its founding, Dedalus has built a reputation for its brand strength, cloud computing expertise, and knowledgeable staff from diverse geographies and backgrounds. The company values and rewards its employees' intellectual capabilities. Management creates a positive work environment, resulting in an average employee tenure of six years. Dedalus attracts top talent and is known for respecting its skilled workforce, enabling them to achieve long-term career goals. Its unique value proposition offers intermediation and contracting management of public clouds as a single point of contact, equipping Dedalus to outperform its competitors in the market.

In 2022, the company generated R\$ 380 million, an increase of 18% when compared to its 2021 results. Also, Dedalus added 85 new customers to its existing customer base (i.e., 850+ active clients from various verticals, such as healthcare, finance, and education). Moreover, the company implemented 200+ deployments (or migrations) and designed 800+ environments while delivering 500+ cloud consumption analytics.<sup>1</sup>

Frost & Sullivan finds that Dedalus' impressive growth momentum and trajectory are a testament to its product leadership, earning its customers' trust and loyalty and enabling the company to capture market share.

### **Use Case 1:**<sup>2</sup>

In Brazil, Burger King (BK) needed to migrate several systems to the Microsoft Azure cloud while operating seamlessly across 700 stores, supporting 14,000 employees, and performing internal processes. Dedalus stepped in, ensuring the stability and effectiveness of the company's complex systems. It includes BK Office, My BK, the automation platform, the point-and-scale control system, and a 9-terabyte database. Dedalus developed a comprehensive technical strategy and implemented several procedures to minimize system downtime, ensuring a seamless transition. It is of the utmost importance, as service disruptions in delivery can result in significant revenue losses. For instance, a 30-minute service interruption in 2021 caused BK to forfeit R\$ 500,000 in potential purchases.

Dedalus brought significant savings to BK Brazil, including a 40% reduction in technology costs. The expert team also helped detect and resolve potential incidents, ensuring smooth service delivery. Additionally, using Azure improved the integration of other Microsoft technologies already implemented by BK Brazil, enhancing overall efficiency and productivity.

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<sup>1</sup> <https://www.baguete.com.br/noticias/09/03/2023/dedalus-tem-alta-de-18-no-faturamento> (Accessed September 2023)

<sup>2</sup> <https://dedalusprime.com/br/cases/parceria-entre-burger-king-e-dedalus-garante-reducao-de-40-dos-custos-de-gerenciamento-e-servicos-de-cloud-da-empresa/> (Accessed September 2023)

**Use Case 2:**

Fleury is a medical diagnostics service provider that annually addresses the needs of over 8.5 million patients in Brazil. The company has earned a reputation for its innovative approach in the laboratory testing industry. However, its outdated data centers were hindering its digital transformation, risking its reputation. More than 600 laboratories depend on this environment to operate the Diagnostic Support System (SAD), which conducts around 700,000 tests daily or 250 million tests annually. Fleury faced multiple instances of unavailability, including two full days offline, which made the company realize it needed a reliable partner to help it evolve. Although migrating to the cloud was necessary, it was not enough. Fleury wanted a comprehensive solution that would prioritize management and provide opportunities to transform and expand its cloud-based environment, aligning with its vision for the future of healthcare.

Based on Dedalus' best-in-class services and proven track record, Fleury turned to the MSP for expert advice. Recognizing that migration alone may not be the optimal solution for Fleury's existing structure, the Dedalus team proposed a lift and shift strategy for the SAD migration, leveraging Azure VMware Solution (AVS) technology's power. This approach enabled the efficient execution of all necessary changes and allowed 100% scalability in Brazil. It also empowered the client to provide its customers with a system that accommodates all demands without creating complexities while ensuring stability and reliability.

In the initial phase, Dedalus took the necessary steps to establish a robust AVS environment in Azure to migrate the SAD application service platform. Dedalus extended the existing on-premises network to the cloud to meet increasing demand. Furthermore, it moved several Structured Query Language databases to the cloud to optimize application performance hosted on Azure. Finally, Dedalus utilized AVS replication solutions to generate disaster recovery capabilities that meet the high standards of Fleury's business continuity plan. Additionally, Dedalus designed an infrastructure to host Fleury's backup solution (Dell Data Domain Virtual Edition and Dell Power Protect) using Azure storage, networking, and security services. The Dedalus team also expanded the AVS infrastructure by implementing new application servers and databases to accommodate high workloads.

The close collaboration between Dedalus and Microsoft was a key driver in the project's seamless and timely execution.

***Building Trust through a Customer-centric Approach***

With its customer-centric corporate philosophy, Dedalus operates on the central tenet that its success depends on customer satisfaction. This philosophy permeates the company's daily practices. For example, Dedalus leverages specialized teams that work in specific vertical markets and cater to a particular customer type to optimize services and resources. Furthermore, the company organizes weekly coffee sessions with customers to discuss hot topics, for instance, how to use Kubernetes to simplify cloud computing. Through individualized attention and active engagement at every point of the customer journey, Dedalus purposefully builds customer relationships that extend throughout the service lifecycle. As a result, the company reported a 40% increase in its net promoter score in 2022, significantly improving its response rates.

For example, Dedalus collaborated with JHSF, a high-income real estate company in Brazil, to streamline and optimize existing systems and processes for improved agility and scalability. JHSF also needed disaster recovery support to ensure resilience and enhance availability, along with assistance in digital asset management, service level agreement efficiency, environment standardization, and deployment automation. After successfully upgrading JHSF's online offering to advance service quality and strengthen the brand, the client expressed its satisfaction:

*"We want JHSF's business to be perpetuated over the years, always gaining market share, and gaining prominence in the verticals of services offered. Dedalus is a partner who understands and is immersed in our business, in addition to being part of our daily lives. We have a long way of partnership ahead."*

— Carlos André Sant'Anna, Chief Digital Officer: JHSF

Furthermore, Dedalus' dedicated business development team participates in events to attract new customers by demonstrating how tools and environment utilization can help them reach their businesses' full potential. In 2022, the company observed a 75% growth in the average ticket and a 64% increase in the sale of service contracts.<sup>3</sup>

Frost & Sullivan recognizes Dedalus' strong brand presence in Latin America, validated by over 200 customers' positive feedback on the company's personalized approach, and expects the company to sustain its leadership in the public cloud managed services space.

## Conclusion

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Data and cloud computing are two crucial components for achieving business success. However, many companies struggle to leverage their data effectively, resulting in a large amount of unutilized information. Dedalus enables organizations to unlock the full potential of their data, addressing this unmet need with a multi-cloud approach that incorporates customer-centric strategies and exemplifies best practice implementation. Its unique value proposition offers intermediation and contracting management of public clouds (including Amazon Web Services, Microsoft, and Oracle) as a single point of contact. Renowned for its brand strength, computing expertise, and knowledgeable staff, Dedalus earns customers' trust and loyalty to capture market share. In addition, the company creates a positive work environment and attracts top talent, enabling employees to achieve long-term career goals. Hence, it remains a trusted partner, earning a reputation for offering the overall best in the public cloud managed services market.

With its strong overall performance, Dedalus earns Frost & Sullivan's 2023 Latin American Company of the Year Award in the public cloud managed services industry.

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<sup>3</sup> <https://www.baguete.com.br/noticias/09/03/2023/dedalus-tem-alta-de-18-no-faturamento> (Accessed September 2023)

## What You Need to Know about the Company of the Year Recognition

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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)**

