

AIMS Data Centre Recognized as the

2021

Company of the Year

Malaysia Data Center Industry

Excellence in Best Practices



A TIME company

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. AIMS Data Centre excels in many of the criteria in the data center 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

Addressing Unmet Needs & Financial Performance

AIMS Data Centre (AIMS) is a key data center services provider in Malaysia with an established regional and international network. With nearly 30 years' experience in designing, building, and operating data centers, AIMS is among the few companies in the country that provide end-to-end integrated cloud data center solutions coupled with co-location services. As a one-stop data center services provider, AIMS helps customers overcome the industry challenge of managing multiple services providers. AIMS has successfully addressed this issue by having an interconnected data center network that allows for the interconnection of various telecommunication carriers with several domestic and foreign network services providers hosting at AIMS in Malaysia. AIMS also launched AIMS DC Connect, which connects AIMS's regional data centers, further enhancing its interconnected data center network.

AIMS focuses on energy optimization to enhance customer value. Energy consumption is a critical metric in data centers; thus, AIMS has undertaken several initiatives to optimize its energy utilization, namely the deployment of an electronically-controlled, water-cooled chiller with oil-free centrifugal compressors. As customer cooling needs increase significantly, particularly for over-the-top (OTT) providers, and available space diminishes, chillers must provide optimum cooling and humidity for hyper-scaled projects and sufficiently cool other floors within a limited space. Unlike the traditional chiller configuration running on fixed flow and speed, which can only achieve maximum coefficients of performance of 4 to 5 under full load and 2 to 3 under partial load, AIMS's chiller plant operates on variable flow. Its variable speed drive pump has automatic chiller plant manager control. The newer

chiller results in an overall design power usage effectiveness (PUE) of 1.55 to 1.6 for the entire load operation. The current monthly average PUE for the OTT customer's site ranges from 1.65 to 1.7, with a focus on continuous energy optimization and PUE improvement.

Demand for data center co-location services is continuously increasing in Malaysia, primarily from cloud services providers and media and content providers. AIMS's structured strategic planning and initiatives have helped capture a noteworthy portion of the demand in the data center industry.

Implementation of Best Practices & Brand Equity

COVID-19 has disrupted business ventures and operations. Despite the challenging situation, AIMS has shown its commitment to ensuring continuous services for its users. The company has executed numerous contingency plans during the various lockdown stages in the country, including introducing the Smart Hands Service to address customer needs remotely. To support this initiative, the company has reallocated operations staff across different facilities and implemented work-from-home to manage client projects and services and ensure their seamless delivery. The initiative enables new customers to seek its technical solution team's advice about moving their business online with minimal interruptions and adapting to expedite online business adoption.

Throughout 2020, AIMS executed numerous best practices to enhance its capabilities. To cope with rising needs, the company started constructing a new purpose-built data center with Tier III certification in Cyberjaya. AIMS introduced disaster recovery (DR) services and on-site tape management to create point-to-point data center interconnections between AIMS data centers and clients and enhance its end-to-end data center services. It also provides comprehensive DR solutions in the advent of data loss to recover IT data and infrastructure. These include consultancy planning, DR management with customizable business continuity and business impact plans, and a DR alternative workspace that businesses can use to rebuild their infrastructure.

"AIMS has developed a significant presence in Malaysia and is considered one of the key data center services providers. AIMS prioritizes enhancing and expanding its regional connectivity by increasing its data center footprint in the country, as well as in the region. In 2020, AIMS launched the AIMS DC Connect that links all its data centers, bolstering its interconnection services. This creates a stronger data center ecosystem from both country and region perspectives, which will help AIMS establish greater value for regional clients."

– Siddhesh Hule, Analyst

The company has shown significant commitment to enforcing security standards for customers. AIMS foresees positive growth from financial sector customers and OTT providers due to the industries' continuous evolution and digitalization, especially in this pandemic. These industries are particular about certifications accreditation. Hence, AIMS has acquired certifications, such as PCI DSS and ISO 27000:1, to assure payment gateway customers of its capacity to protect their data. Besides, the Malaysia National Security Council has declared Menara AIMS a Protected Place in Malaysia, and its auxiliary police are stationed in the building round-the-clock. Understanding the importance of global industry certification to provide customers with the best services, AIMS obtained the Uptime Institute Tier III certification, TIA-942, and

RMIT/TVRA compliance in 2020 to ensure its facilities are up-to-date and fully capable of handling security issues.

The company has widened its reach to ASEAN countries to provide more services and a better customer experience for companies expanding in the region. To address these ever-increasing demands, AIMS established its new data center (DC) in Bangkok last year, becoming the reference site for the Bangkok Neutral Internet eXchange (BKNIX). These facilities are known as the AIMS Thailand DC (AIMSTH). The first AIMS branding DC setup in Malaysia was completed on time under a remote control model due to the COVID-19 pandemic. Customers' immediate occupation of the facility shows their trust in AIMS's capabilities, which enhances AIMS's brand identity in the region. Furthermore, AIMS's advanced and extensive subsea and terrestrial cables help businesses to connect with the rest of the world.

Customer Purchase Experience & Customer Ownership Experience

AIMS is one of the primary carrier-neutral data centers and wholly owns the connectivity infrastructure through its parent company, TIME dotCom. Besides being a telecommunications and interconnection hub, it is also the cloud exchange hub for seamless switching among renowned cloud services providers for the convenience of businesses. AIMS consistently focuses on implementing industry best practices to maintain the increasingly necessary low presence of local DCs to allow low latency provisioning. The company constantly invests in intelligent data center management and operations to enhance its network for higher efficiency and streamline processes. AIMS connect to three major public cloud services providers, AWS, Google, and Microsoft Azure, directly.

AIMS understand that customer satisfaction is imperative for any business to sustain within this competitive industry. The company measures customer satisfaction through an annual survey, focusing on eight customer touchpoints: the services delivery experience, pre-sales, client manager, product, billing and payment, service manager, value-added services, and data center customer service. A dedicated team follows up on service improvement from the overall satisfaction score.

AIMS has also enhanced its AIMS ICE Portal (self-care portal) for customer support with an automated standard services request feature. The portal gives customers flexible and autonomous access to power monitoring services and use them anytime, anywhere. Besides, AIMS's ability to create competitive pricing in the co-location market by upgrading to higher specifications while maintaining the price differentiates it from other market participants.

Conclusion

Robust infrastructures, new data center investments, and established business continuity processes have helped AIMS sustain its businesses even during this challenging period. AIMS continue to create a competitive advantage over its competitors by offering enterprises a compelling value proposition. Overall development of its data center portfolio, investments, expansion strategy, and innovative data center solutions have made AIMS Data Centre one of Malaysia's important data center participants.

With its strong overall performance, AIMS Data Centre earns Frost & Sullivan's 2021 Company of the Year Award.

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

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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 six 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)

