

FROST & SULLIVAN

TIGO BUSINESS

2022
COMPANY
OF THE
YEAR

BOLIVIAN
DATA CENTER 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. Tigo Business excels in many of the criteria in the data center services 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

An Established Regional Leader

Founded in 1990, headquartered in Luxembourg, and listed on the “NASDAQ stock exchange (NASDAQ U.S.: TIGO, Nasdaq Stockholm: TIGO_SDB),”¹ Millicom (the parent company) is an industry-leading provider of fixed and mobile telecommunications services across Latin America (LATAM). Through its brands, Tigo® (derived from the Spanish word ‘contigo’) and Tigo Business®, the company facilitates an extensive range of digital offerings: Tigo Money (mobile financial services), Tigo Sports (local entertainment), Tigo ONEtv (pay TV), and high-speed voice, data, and business-to-business (B2B) solutions (cloud and security).² Tigo has operated in Bolivia since 1991, emphasizing streamlined access to digital technology nationwide. Leveraging 31 years of unparalleled experience and long-term investments, the company magnifies and diversifies its framework, contributing to the economy and galvanizing Bolivia’s development. Tigo also operates in Columbia, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama, and Paraguay, highlighting the scope and reach of its best-in-class capabilities. Tigo Bolivia accentuates five values (passion, simplicity, innovation, confidence, and integrity) in its business infrastructure, designing low-cost, convenient, and user-friendly products.

¹ <https://www.millicom.com/our-company/about/>

² <https://www.millicom.com/our-company/brands/tigo/>

Tigo sustains a robust and impressive corporate responsibility framework in Bolivia. Its noteworthy integration and development initiatives with the community include: Conéctate Segur@, Conectadas, Maestr@s Conectad@s, Ciudadan@os Digitales, Medio Ambiente, Tigo Comunidades, and Educatigo. The company emphasizes building inclusive communities and work spaces through practices that epitomize a culture of equal opportunities. Tigo's Responsible Leadership in Action strategy aspires to empower communities and enhance social wellness.

Tigo Business Bolivia specializes in data center services, accommodating the needs of freelancers, entrepreneurs, medium-sized companies, large organizations, and multinationals. Its dynamic, customer-centric solutions portfolio entails colocation services, Tigo Backup, Tigo Cloud (Infrastructure as a Service, Microsoft 365 and My Online Business, Hybrid fiber-coaxial (HFC) internet service, asymmetric internet, and Long-Term Evolution mobile internet (connectivity), international roaming, national 800 lines (voice and data), and Machine-to-machine (M2M) self-management service. Tigo Business pays special attention to small and medium-sized businesses. These companies' commercial success relies on engaging business-critical functions in the cloud, staying connected, prompting web-based customer communications and service, and facilitating online sales and distribution channels.³ The company witnesses a constant increase in demand for its secure, high-speed business broadband services because of high economic growth. Harnessing this opportunity, Tigo Business invests in Tier III data centers and broadens its HFC networks. Moreover, this smart approach enables the company to deliver a more comprehensive information and communications technology services suite, unceasingly catalyzing better avenues and

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**- Kriti Yadav,
ICT Industry Analyst**

empowering an amplified client base. Tigo Business' approach goes beyond its extensive expertise and best-in-class capabilities, with customer value as a strategic imperative. Through the years, the company has earned a sterling reputation supporting clients' path toward enriched operations.

Another solid growth driver is Tigo's unmatched ability to craft new applications and customize them according to customers' unique requirements, incorporating a strong sense of ownership. It monitors emerging market trends and evolving customer demands closely, then responds with

novel solutions. Tigo ameliorates its brand's success by maintaining its reputation as a "friendly, honest, innovative, and involved"⁴ company. It also sponsors events and supports responsible leadership and social investment initiatives.

The company identifies itself "as a creator and innovator"⁵ of exceptional digital networks. It substantiates these qualities by following Millicom's stated purpose "to build the digital highways that connect people,

³ <https://www.millicom.com/our-company/brands/tigo-business/>

⁴ <https://www.millicom.com/our-company/brands/tigo/>

⁵ Ibid.

improve lives, and develop communities.”⁶ To demonstrate commitment to its purpose, Tigo Business’ has introduced a Point of Presence in Sao Paulo, Brazil, expediting the advancement of its network and regional presence. It currently supports customers in 16 countries: six Central American countries alongside Bolivia, Argentina, Chile, Uruguay, Brazil, Peru, Colombia, Paraguay, Mexico, and the United States. This initiative allows the company to provide superior availability, unswerving support, and better resilience for multinational clients, fostering augmented customer satisfaction.

With Tigo Business’ excellent M2M solution, users can control their companies 24 hours a day with decreased costs and higher operational efficiency. M2M facilitates real-time monitoring and self-management, helping customers strengthen their capabilities. It allows customers to monitor several devices by transmitting information promptly. The company ensures a highly secure connection, safeguarding users’ data. Users have control over line activations, changes, cancellations, and recovery. Additionally, Tigo Business has equipped M2M with alarms and notifications through email or Short Message Service. It also incorporates diagnostic tools for rapid error detection and service restoration. To make M2M a top-notch offering, the company uses a Machine Identity Module card with special programming and memory “to interact with different machines that have remote connectivity and robust assembly to operate in demanding environmental conditions.”⁷

To date, Tigo Business has 13 data centers (all Tier III certified) in LATAM. In 2021, it opened a \$20 million, 17,200 square foot Tier III data center in Santa Cruz, Bolivia.⁸ This facility, alongside the other 12, is part of a regional data center project, Digital Regional One Network (DRON). This facility is the only Tier III category data center in the country, built to support cloud and colocation services, making it a highly advanced setup and testifying to the company’s incomparable commitment to innovation. It dedicatedly practices the standards that ensure accessibility and security. The data center’s efficient, cutting-edge infrastructure integrates IaaS services (server virtualization platform, storage, and backup) and numerous alternative sources of cooling and electricity for emergencies. Furthermore, there is no need to put the center offline during maintenance operations, “and it has an annual availability of 99.982%.”⁹ Uptime Institute, a prominent global certifying organization, has audited and certified the design and construction of this facility. In addition, it has secured ISO 27001 (information security management system) certification. No other data center in Bolivia has attained any data center design-, construction-, or operation-based certification.

In Bolivia, many businesses and corporations are trying to update their information technology (IT) systems while keeping costs down. Tigo Business advises businesses to schedule their IT projects and expenditures. Companies can deliver safer colocation services with long-term operational cost reduction thanks to Tigo Business’ certified premium Tier III data center accredited in design, construction, and operation. Owing to this one-of-a-kind facility, the company is actively acquiring business in Bolivia’s banking industry, with big banks migrating their servers to this data center and maximizing the colocation services. This is a noteworthy achievement regarding the company’s growth in Bolivia.

⁶ <https://www.millicom.com/our-company/purpose/>

⁷ <https://www.tigo.com.bo/emprendedores/avanzadas/m2m>

⁸ <https://www.capacitymedia.com/article/29otd6mddipstgfytcpa8/news/tigo-business-builds-20m-data-centre-in-bolivia#:~:text=IT%20and%20cloud%20services%20company,17%2C200%20sq%20ft%20of%20space.>

⁹ <https://www.tigo.com.bo/empresas/soluciones-en-la-nube/data-center>

“With the launch of Tigo Business Data Center, we demonstrate our commitment to offer greater value to our clients when they need it most, our data center has the purpose of storing and processing the most valuable asset in the world.”

- Pablo Guardia, Chief Executive Officer, Tigo

A Customer-centric Approach Driving Unmatched Client Experience

Since its inception, Tigo Business’ sterling reputation and customer-focused framework led to its coveted

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***- Iqra Azam,
Best Practices Research Analyst***

preferred partner status. Over the years, it acquired a range of new partners for its established base. In 2021, it teamed up with Amazon Web Services to deliver cloud services in several LATAM countries, namely Colombia, Guatemala, El Salvador, Panama, Honduras, Nicaragua, and Costa Rica, with plans for expansion in Bolivia and Paraguay.¹⁰ This partnership enables Tigo Business to provide Amazon cloud services integrated with the Tigo Multi-Cloud Managed Services portfolio, supplying “cloud consulting, design, migration, implementation, and management for

businesses.”¹¹ Supported by skilled expert engineers in LATAM, this collaboration will continue to magnify Tigo Business’ financial and operational performance.

“We’ve made significant investments in the construction, certification and development of new capabilities in our datacenters, as well as in our fiber-optic network to benefit our Tigo Business customers across Latin America. Advancing upon our vision to promote the digital transformation of companies to be better equipped for the world of tomorrow, we are proud to have partnered with Amazon, a world-class company, to contribute to the technological advancement of the region.”

- Santiago Londoño, Vice President B2B, Millicom

With its customer-centric corporate philosophy, Tigo Business operates on the central tenet that its success depends on customer satisfaction. This philosophy permeates the company’s daily practices. It meets with clients to assess their specific needs and develop tailored solutions with roadmaps for seamless execution. This foundational approach establishes ongoing trust with customers for long-lasting relationships extending throughout the service lifecycle. The company administers cloud and data center-based workshops for customers within the data centers. This practice allows customers to see the facilities’ physical infrastructure, the redundancy elements, and Tigo Business’ daily technical and security operations management, promoting a culture of trust and reliability. It manages customer relations by engaging a team of an account manager, pre-sales engineer, product architect, and product manager. The

¹⁰ <https://www.globenewswire.com/news-release/2021/04/07/2206177/0/en/Tigo-Business-teams-up-with-Amazon-Web-Services-AWS-to-offer-cloud-services-across-Central-America-Panama-and-Colombia.html>

¹¹ Ibid.

company conducts workshops and meetings with this team to plan and create the ideal solutions for customers.

Another notable, user-focused solution is Tigo Backup. This state-of-the-art capability protects clients' data with "Blowfish encryption technology up to 448 bits or triple DES of 192 bits."¹² Tigo Backup empowers multiple solutions and service advantages, including recovery of clients' critical information at any time and reports of the backup, deletions, and restorations. Underscoring data security, Tigo Backup is a configurable tool that works online without human intervention and employs the Volume Shadow Copy technology by default.

Frost & Sullivan believes the company is well-positioned to drive the data center services space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

Conclusion

Latin America (LATAM)-based, market-leading, customer-focused Millicom is a fixed and mobile telecommunications service provider. Its brands, Tigo® and Tigo Business®, incorporate a wide-ranging portfolio of cutting-edge digital offerings. Harnessing three decades of knowledge and expertise, Tigo continuously expands its operations in Bolivia. In 2021, Tigo Business inaugurated a \$20 million, 17,200 square feet trailblazing Tier III data center in Santa Cruz, Bolivia, making it a total of 13 data centers (all Tier III certified) in LATAM. This one-of-a-kind facility has an annual availability of 99.982% and has already secured Uptime Institute and ISO 27001 certifications. Tigo Bolivia emphasizes passion, simplicity, innovation, confidence, and integrity in its framework, developing affordable and client-centric products and solutions. The company pays special attention to the well-being of its communities and works closely with customers to understand and address their unique needs. It also capitalizes on collaborations to fortify its capabilities' scope, reach, excellence, and quality.

With its strong overall performance, Tigo Business earns Frost & Sullivan's 2022 Bolivia Company of the Year Award in the data center services industry.

¹² <https://www.tigo.com.bo/medianas/cloud/backup>

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)**

