

F R O S T & S U L L I V A N



VERTIV™

**2022
COMPANY
OF THE
YEAR**

*ASIA-PACIFIC DATA CENTER
POWER SOLUTIONS 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. Vertiv excels in many of the criteria in the data center power solutions 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

Vertiv: Dynamic, Customer-committed, and Growth-driven

Columbus, Ohio, United States (US)-based Vertiv leads the global data center power solutions market with its groundbreaking, customer-centric offerings. As a prominent critical digital infrastructure provider, the company connects and protects customers’ networks with core-to-edge solutions. Capitalizing on more than seven decades of remarkable history and knowledge, Vertiv serves various sectors, including broadcast and entertainment, education, government, healthcare, manufacturing, automotive, food and beverage, semiconductor and electronics, railway, retail, and telecommunication. Its customer base incorporates prominent organizations, such as Alibaba, Alstom, America Movil, AT&T, China Mobile, Equinix, Ericsson, Reliance, Siemens, Telefonica, Tencent, Verizon, and Vodafone. The ability to deliver excellent capabilities to a diverse and significant customer base highlights the versatility and excellence of Vertiv’s business infrastructure, accentuating complete customer satisfaction at every level.

The company strengthened its ability to serve customers by acquiring E+I Engineering Ireland Limited and its affiliate, Powerbar Gulf LLC, in 2021. E+I Engineering’s portfolio comprises critical power switchgear and busways capabilities, allowing Vertiv to promote itself as a ‘one-stop’ solution for deployments of power equipment. In addition, this acquisition is a key milestone in Vertiv’s strategy, “completing [its] portfolio of in-building power train offerings for data centers and vital commercial and industrial markets.”

Vertiv has almost 24,000 employees globally, 23 manufacturing centers, and 14 customer experience centers. Furthermore, it provides unmatched support with over 290 global service centers, 3,300+ field service engineers, and an 87% First-time fix rate in site emergency visits. In the Asia-Pacific region (APAC), the company has four manufacturing locations, 55+ service centers, more than 1,190 service field engineers, 70+ technical support personnel, and four customer experience centers.¹ Frost & Sullivan acknowledges that Vertiv’s global business infrastructure adds immense value to its brand image and testifies to its offerings’ exclusivity. With a solid regional and international presence, the company efficiently delivers local market-centered, global quality solutions and quickly meets customer needs. The accessibility of engineering and support staff locally represents Vertiv’s commitment to outstanding customer ownership and service experiences in all regions.

Optimization at Regular Intervals

“The company’s core principles promote and deliver employee benefits. Its fundamental values create a culture where its staff feels its leaders care about their well-being. As of December 2021, 99% of its workforce are full-time employees, indicating that the company values its people and retains a skilled and committed team.”

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

Vertiv offers game-changing, technology-integrated products and solutions that enable clients to run and manage their platforms seamlessly. It regularly upgrades existing products and introduces new offerings, continuously dynamizing its portfolio. In 2022, the company focused on expanding its power distribution portfolio with Vertiv™ Powerbar iMPB (available in copper and aluminum conductor offerings), a modular busbar system for seamless, on-demand power upgrades in different data center environments. The Vertiv Powerbar iMPB includes capacities from 160 amperes (amps) to 1,000 amps, offering consistent overhead

power distribution. This technology is optimum for any size or style of data center and laboratories, distribution warehouses, and adaptable manufacturing plants. Vertiv™ Powerbar iMPB helps clients upgrade and adjust power distribution infrastructure cost-effectively, augmenting availability through uninterrupted power delivery to critical loads. The dynamic busbar has a simple sandwich-style joint pack construction, facilitating safe and straightforward installation with no specific tooling required.²

Staying in harmony with its outstanding emphasis on advancement, in November 2022, the company introduced its new Vertiv™ Liebert® APM Plus, designed to minimize energy utilization and carbon dioxide emissions. It is a high-density, modular, and transformer-free uninterruptible power supply (UPS) system that serves up to “97% efficiency in double conversion mode and up to 99% efficiency in eco-mode.”³ Vertiv has integrated its product with its built-in FlexPower™ technology, demonstrating the significance of leveraging technology for development, catalyzing effortless, high-speed system capacity expansion with its modular design. Available from 50 kilowatts (kW) to 500kW, the company has commercialized Liebert APM Plus throughout Asia, including Australia, New Zealand, and India.⁴

¹ <https://www.vertiv.com/en-asia/about/about-us/>

² <https://www.vertiv.com/en-asia/about/news-and-insights/news-releases/2021/vertiv-offers-scalable-busbar-power-distribution-system-for-data-centers-and-other-dynamic-environments/>

³ <https://www.vertiv.com/en-asia/about/news-and-insights/news-releases/2021/vertiv-announces-highly-efficient-mid-size-modular-ups-for-high-density-applications-in-asia/>

⁴ Ibid.

In September 2022, the company announced the expansion of its go-to-market relationship with Ingram Micro Inc. to cover Singapore, Malaysia, and Thailand. Owing to this collaboration, Ingram Micro's regional channel partners can join the Vertiv Partner Program and sell Vertiv's edge-ready products and wide-ranging portfolio of information technology (IT) capabilities and services, including Vertiv's Geist™ rack power distribution units (rPDU), Liebert® uninterruptible power supplies (UPS), and dedicated software and services for partners and customers in Southeast Asia (SEA).⁵

Furthermore, in June 2022, the company launched the Vertiv™ Geist™ rack transfer switch (RTS), a new line that delivers redundant power to single-corded devices. Commercialized throughout Asia (including South Korea and Japan) and other regions, the Geist RTS supports reliable shifting to an alternative power source when the primary source fails or is absent. The product also proactively monitors the IT environment (e.g., temperature, humidity, and airflow). Customers can augment device monitoring features by tracking IT power usage remotely. The Vertiv Geist RTS supports up to 24 outlets for higher-density rack configurations. It is best for healthcare, education, energy, transportation, banking, financial services, and government industries that manage edge data centers, micro data centers, or distributed IT networks.⁶

In April 2022, as a part of its expansion efforts in Vietnam, Vertiv announced a distribution partnership with Elite Technology Joint Stock Company (JSC), a professional information and communications technology distributor. As a part of this collaboration, Elite Technology JSC will offer Vertiv's portfolio of edge IT infrastructure solutions, such as racks, rackmount UPS systems, rack PDUs, and integrated solutions (the Vertiv™ SmartCabinet™ and Vertiv™ SmartRow™).⁷

In March 2022, Vertiv and AWS Distribution Philippines, Corporation (Vertiv's exclusive mid-market and three-phase power and thermal products distributor in the Philippines) introduced the companies' first joint modern data center power and cooling testing facility in the country. AWS Distribution customers can use the facility "to test the performance and interoperability of their purchased Vertiv™ power and thermal solutions."⁸ The acquisition of high-level customers in the region reflects the superiority of Vertiv's solutions and products.

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

Core Principles Driving Sustainable Practices and Employee Satisfaction

As part of its environmental, social, and governance (ESG) framework, Vertiv conducts honest business practices, respects all stakeholders, and protects the longevity of its industry. Vertiv's company culture harmonizes with stakeholder needs to enrich employees' lives, support communities, and handle climate-related risks and opportunities. The company leveraged a third party's expertise to conduct a materiality assessment and identify and spotlight the ESG topics within Vertiv's business. Vertiv also assessed how its

⁵ <https://www.vertiv.com/en-asia/about/news-and-insights/news-releases/vertiv-expands-distribution-agreement-with-ingram-micro-covering-key-southeast-asia-markets/>

⁶ <https://www.vertiv.com/en-asia/about/news-and-insights/news-releases/vertiv-introduces-new-line-of-rack-transfer-switches-to-enable-redundant-power-in-distributed-it-and-edge-computing-locations-in-asia/>

⁷ <https://www.vertiv.com/en-asia/about/news-and-insights/news-releases/vertiv-expands-channel-network-in-vietnam-through-distribution-partnership-with-elite-technology-jsc/>

⁸ <https://www.vertiv.com/en-asia/about/news-and-insights/news-releases/vertiv-and-aws-distribution-philippines-corporation-open-first-joint-data-center-power-and-cooling-testing-facility-in-the-philippines/>

material topics complemented key standards, such as the Global Reporting Initiative, the Sustainability Accounting Standards Board, and the United Nations Sustainable Development Goals.⁹ In December 2022, Vertiv released three white papers addressing the changing data center infrastructure and related topics. The papers concentrate on modernization in prefabricated modular design, strategies for non-raised floor cooling, and the potential for fuel cells to replace conventional diesel generators. Additionally, Vertiv announced its top data center trends for 2023 with forecasts including amplified regulation, extensive implementation of modular and prefabricated infrastructure, usage of alternatives to diesel generators, liquid cooling for high-density racks applications, and emphasis on edge infrastructure to support the latency and density challenges of 5G and the metaverse.¹⁰

With a sustainability-focused approach, the company addresses the world's growing demand for data and critical digital infrastructure that supports it while ensuring to reduce the environmental effects of this infrastructure. Vertiv recognizes that data centers, cellular sites, and other elements that are part of the

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global digital backbone need and consume enormous amounts of energy and consequently produce high levels of heat. Its worldwide experts work together, engineering technology to deal with these challenges.¹¹

The company designs, develops, deploys, and services critical digital infrastructures that run more effectively while consuming less water and energy. It also emphasizes decreasing its facilities’ water, energy, emissions, and waste footprint and ventures into partnerships to augment its sustainability practices. Vertiv integrates five principles while developing and delivering its offerings: high efficiency, high reliability, low impact, low touch, and circular economy. It produces critical infrastructure

power, cooling, and management products, enabling users to condense their space, water, and energy consumption. The company also works with customers on data center designs and system architectures to match their sustainability goals (from green facilities to hybrid implementations). Further, Vertiv partakes in various industry and government initiatives to lower energy usage and test and certify products.¹²

In October 2022, the company released its ‘Guide to Data Center Sustainability,’ an online resource for data center owners and operators who want to lessen the environmental effect of their facilities. Vertiv supports industry movement to reduce carbon emission intensity and water use through this initiative. It also delivers guidance on how data center infrastructure and other technologies are progressing to

⁹ <https://www.vertiv.com/en-asia/about/environmental-social-and-governance/>

¹⁰ <https://www.vertiv.com/en-asia/about/news-and-insights/news-releases/vertiv-releases-white-papers-addressing-the-changing-data-center-infrastructure/>

¹¹ https://www.vertiv.com/49f603/globalassets/documents/reports/vertiv_approach-to-environmental-social-governance_matters_2021_358186_0.pdf

¹² <https://www.vertiv.com/en-asia/about/sustainability/>

support better and improved utilization of renewable energy. Moreover, it entails best practices for designing and operating low-impact data centers and resources, frameworks, and metrics for engaging and measuring sustainability initiatives.¹³

In APAC, Vertiv's manufacturing facilities have attained ISO 14001 certification in China, condensing pollutants and emissions, promoting waste recycling, energy conservation, and minimizing raw materials. These facilities also have received the OHSAS 18001 and ISO 50001 certifications. Frost & Sullivan applauds Vertiv's remarkable implementation of sustainability-based best practices, exhibiting it as a responsible and trustworthy vendor of choice.

Furthermore, Vertiv's culture fosters employee innovation, initiating new projects across teams. It empowers staff members to collaborate and learn through each other's experiences. Vertiv believes that the capability to attract and maintain a talented workforce is essential. Therefore, it invests considerable time discussing recruitment, development and rewards, health, safety, and wellness trends.¹⁴ The company promotes worker wellness through various initiatives in Australia, India, Singapore, and China. Moreover, Vertiv keenly incorporates diversity, equity, and inclusion in its overall structure.

To fortify and expand its employee base in SEA, the company attracts young talent through its Program for Aspiring Vertiv Engineers initiative. This effort allows young professionals to join innovative projects, obtain career mentoring from skilled Vertiv engineers, and delve into careers in business and market development, sales, and technical solutions. Vertiv has been elevating its number of early career hires in China for more than ten years. In 2021, it appointed over 100 young professionals in the engineering and sales departments, a 45% increase from 2020.¹⁵

The company's core principles promote and deliver employee benefits. Its fundamental values create a culture where its staff feels its leaders care about their well-being. As of December 2021, 99% of its workforce are full-time employees, indicating that the company values its people and retains a skilled and committed team. To meet and exceed ever-changing customer requirements, Vertiv's workforce can access an in-house learning experiences portfolio and on-demand courses offered through LinkedIn Learning. The company also supports eligible employees seeking additional third-party certifications or higher education through tuition sponsorship or assistance. Frost & Sullivan's research analysts find that Vertiv's company culture underscores employee happiness that translates to satisfied customers, which magnifies customer loyalty and revenue growth.

Exceptional Customer Experience

Vertiv knows that every project is unique, and sometimes it can be intimidating for customers to select, set up, and configure a new product by themselves. Hence, its customers can seek its specialists' expertise to customize solutions according to their requirements. The company delivers pre-made but highly configurable solutions with high value and low risk. Through regular communication, Vertiv identifies clients' pain points and uses the insights to create new and enhanced products. This approach allows the company to incorporate user feedback into its product roadmap, portraying an outstanding customer

¹³ <https://www.vertiv.com/en-asia/about/news-and-insights/news-releases/vertiv-launches-guide-to-data-center-sustainability-to-support-industry-movement-toward-reducing-carbon-emission-intensity-and-water-use/>

¹⁴ https://www.vertiv.com/49f603/globalassets/documents/reports/vertiv_approach-to-environmental-social-governance_matters_2021_358186_0.pdf

¹⁵ Ibid.

ownership experience. Addressing client requirements galvanizes short- and long-term growth for Vertiv. For example, it is increasing efforts in the power distribution unit market as a development area to support its critical power customers. In addition, it explores the employment of direct current power in data centers and the creation of rack-based solutions for faster installation. Owing to these growth strategies, the company consistently boosts order value, irrespective of external headwinds (supply chain problems and the rising cost of material goods).

Vertiv emphasizes efficient after-sales service to ensure the installed equipment is in the optimum shape for its anticipated lifespan. The company further assists customers by offering them access to support for products and services through its website, where users can access support contacts. The website also includes a “submit a support request” option for general inquiry/issue resolution, hardware, software, and returns (return merchandise authorization). Clients can also leave feedback and report product and other security concerns through the website.

The Vertiv Security Incident Response Team (SIRT) condenses security risk by providing timely information and solution for the vulnerabilities in its network, web properties, and products, including software, hardware, services, and solutions. The SIRT oversees the receipt, evaluation, inspection, and remediation of security problems and manages the disclosure of security vulnerability information.¹⁶

To enrich its customer service experience, Vertiv conducts its annual experience survey with its top clients, registering a higher Net Promoter Score every year. Vertiv secures many of its users through word-of-mouth accolades. According to the company’s survey, half of the respondents have communicated intent on mentioning and discussing Vertiv in their networks, catalyzing an expanded customer base. Frost & Sullivan recognizes Vertiv for its brilliant client experience that pays extra attention to satisfaction on every level from the beginning until after post-installation, prompting longstanding relations.

Conclusion

Vertiv offers cutting-edge critical digital infrastructure and continuity solutions, connecting and protecting customers’ networks. The company has developed a robust global presence with more than seven decades of history, expertise, and market- and customer-focused solutions. With the capacity to serve different sectors, Vertiv sustains a solid customer base, including some of the most prominent organizations. Furthermore, customizable solutions (network closet, micro data center, edge data center, core data center, colocation and cloud, and cable landing station) empower the company to strengthen its competitive edge. Vertiv keenly integrates sustainability-focused practices into its company culture and ensures the well-being of its people through benefits, initiatives, and growth opportunities. The company also maintains a satisfied and loyal customer base with its remarkable customer experience framework. Overall, Vertiv addresses clients’ unmet needs with a strong leadership focus that incorporates customer-centric strategies and exemplifies best practice implementation. The company remains a trusted partner, earning a reputation for offering the overall best in the industry.

With its strong overall performance, Vertiv earns Frost & Sullivan’s 2022 Asia-Pacific Company of the Year Award in the data center power solutions industry.

¹⁶ <https://www.vertiv.com/en-asia/support/security-support-center/#/tab-tabreportasecurityconcern>

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)**

