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DCI INDONESIA RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

Identified as best in class in the Indonesian data center services industry

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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. DCI Indonesia excels in many of the criteria in the data center 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

A Leadership Focus

Indonesia is one of the fastest growing data center markets in the Southeast Asian region and is facing increasing competitive intensity from global and local service providers. Founded in 2011 and headquartered in Jakarta, DCI Indonesia is a data center services provider focusing on steady investments and leveraging disruptive technologies to provide best-in-class, scalable, and reliable colocation services to support growth. Its software-driven data centers, which incorporate automated systems to improve operational excellence and promote high service reliability and scalability, enable its customers to grow and succeed.

Leveraging over 25 years of industry experience and commitment to innovation, DCI Indonesia cultivates its competitive positioning in data center services and infrastructure management through investment in cutting-edge technology and systems. For example, its unified DCI platform allows the company to manage data center operations spread across multiple sites from a centralized location. It simultaneously enables customers to reap the benefits of services from its various data centers through a single point of contact. In 2022, Frost & Sullivan recognized DCI Indonesia for the third consecutive year as Company of the Year in recognition of its data center strategy and focus on best practices implementation and customer-centric strategies. Frost & Sullivan remains impressed with the company's continued strategic initiatives, innovation, and sustained alignment to industry trends.

On a Growth Trajectory

Since its inception, DCI Indonesia has demonstrated a strong focus on investments in data center facilities to drive strategic differentiation and address customer needs. After launching its fourth data center in its Cibitung hyperscale campus (it recently added a six-megawatt [MW] information technology [IT] load upon customer request), the company explored new markets beyond Jakarta to widen its reach and gain customers. It opened a data center in Karawang with a 15 MW IT load capability (and the potential for up to 600 MW total capacity). With the addition of a second 12 MW data center in the Karawang campus,

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> **- Rubini Kamal,**
> **Best Practices Research Analyst**

set to commence operations in 2023, the company's assets have a total capacity of 64 MW. This number is expected to increase soon, with DCI Indonesia planning to expand next to Jabodetabek and Bintan, in line with its goal to strengthen its competitive edge by developing its presence in numerous locations.[1]

Further augmenting its value proposition to new and existing customers, the company is building its third edge data center (with 20.4 MW IT load capacity) in Central Jakarta to serve customers such as e-commerce players, financial service providers, and over-the-top and gaming companies. These customers rely on low latency, high-speed access to real-time data and applications, and fast and localized data storage and processing that improve security (reducing the risk of a data breach) and reliability (reducing downtime) to provide its consumers with an excellent user experience.

Driving Continual Enhancement towards Optimal Efficiency

DCI Indonesia consistently drives operational efficiency to enhance customer value and differentiate against increasing competition from global and regional data center providers. The company invests in automation systems, leveraging artificial intelligence (AI) to enhance its data center operating system performance, manage its cooling equipment autonomously (to ensure ideal temperature for optimal performance), and predict electrical equipment failures (by thermal image data processing). AI enables the company to reduce the risks of human error, expedite reaction time, optimize energy efficiency, and reduce incident rates caused by electrical equipment. Together, these efforts improve risk management and operations stability.

Another reason the company invests in emerging technology is that it believes sustainability is integral to future-proofing data centers (optimizing energy use and reducing carbon emissions). Besides adopting automation (to reduce its data centers' power usage effectiveness), the company adheres to environmental management laws and regulations concerning the construction and maintenance of data center buildings and provides implementation reports to the relevant institutions. Moreover, in 2022, DCI Indonesia drove initiatives to improve its waste management system, increase water consumption efficiency, and initiate the first phase of renewable energy adoption by installing solar panels in its

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[1] https://dci-web.s3.ap-southeast-1.amazonaws.com/DCII-Laporan+Tahunan+dan+Keberlanjutan+2022+(Low+Res).pdf

Karawang data center.[2] The company is exploring using other renewable energy such as biomass to fulfill the energy needs of its data centers.[3]

To reduce its carbon footprint, DCI Indonesia conducted a tree-planting initiative.[4] The company planted 1,000 trees in Subang, West Java, the first phase of its environmental campaign to offset its emission rate. Furthermore, the company raised awareness among its employees about sustainability principles and practices to ensure the success of its internal initiatives (e.g., going paperless and reducing waste from operational activities and promoting recycling, reusing, and responsibly disposing of waste).

Building Trust through a Customer-Centric Approach

DCI Indonesia's data center services exceed its extensive expertise and best-in-class capabilities, with customer value as a strategic imperative. It prioritizes customer satisfaction, facilitating good communication with regular client engagement. The company offers exceptional customer service, including 24-hour and seven-days-a-week customer technical support, allowing customers to outsource data center management to its specialized team of technical experts.

"DCI Indonesia's focus on continued expansion and strong alignment with industry trends and customer needs has enabled it to witness significant customer wins and drive growth."

- Nishchal Khorana,
Vice President & Global Program Leader-ICT

The company drove strategic go-to-market initiatives in 2022, increasing its customer base by a reported 18% in 2022 compared to 2021.[5] The company declares that it serves over 300 local and international customers across various industry verticals, including four global cloud service providers, eight e-commerce players, over 50 telecommunication service providers, and over 250 financial services providers and enterprises.[6] Its diverse customer base helps the company provide low-latency network connections (allowing its customers to connect with each other's services to offer its consumers the best service) and cost-efficient services. DCI Indonesia's focus on continued expansion and strong alignment with industry trends and customer needs has enabled it to witness significant customer wins and drive growth.

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[2] Ibid.
[3] https://dci-indonesia.com/news/-dci-indonesia-embark-in-a-sustainability-journey--the-first-data-center-in-indonesia-to-offer-biomass-electricity
[4] Ibid.
[5] Ibid.
[6] Ibid.

Conclusion

With ongoing investments in expansion to various locations, DCI Indonesia maintains its commitment to driving strategic growth in the country and building capacity to address continued demand. It invests heavily in automation systems, employing artificial intelligence to improve the performance of its data center operating system, manage its cooling equipment, and predict electrical equipment failures. Enhancing its value proposition, the company will launch its third edge data center in Central Jakarta, enabling low-latency, high-speed access to real-time data and applications, and swift data processing suited for businesses employing Internet of Things services, financial trading companies, and video and gaming streaming companies.

Overall, the company's consistent focus on expansion, improving operational efficiency, and sustainability in delivering data center services reinforces its strong value proposition against competition from global and regional data center providers in the market. With its strong overall performance, DCI Indonesia earns Frost & Sullivan's 2023 Indonesia Company of the Year Award in the data center services 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™.
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)**