



*STT GDC India Recognized as the*

**2021**

**Company of the Year**

Indian Data Center

Colocation Services Industry

*Excellence in Best Practices*

## Congratulations!

---

Frost & Sullivan is proud to present ST Telemedia Global Data Centres India (STT GDC India) with this year's Best Practices Company of the Year Award in the Indian data centres colocation services industry.

Frost & Sullivan's global team of Growth Pipeline experts continually identifies and evaluates growth opportunities across multiple industries, technologies, and regions of the world. As part of this ongoing effort, we identify companies that consistently develop growth strategies based on a visionary understanding of the future and effectively address new challenges and opportunities. This approach involves the deployment of best practices and strategic analytics across a value chain. Against this backdrop, Frost & Sullivan recognizes STT GDC India for its valuable achievement.

Frost & Sullivan reserves this recognition for companies at the forefront of innovation and growth in their respective industries. These companies consolidate their leadership positions by innovating and creating new products, solutions, and services that meet ever-evolving customer needs. By strategically broadening their product portfolios, leading companies advance the overall market. Driving innovation and growth is a difficult task made even harder by the strategic imperatives forcing change today, such as disruptive technologies, value chain compression, industry convergence, and new business models. In this context, STT GDC India's recognition signifies an even greater accomplishment.

Moreover, this recognition is the result of many individuals (employees, customers, partners, and investors) making critical decisions every day to support the organization and contribute to its future. Frost & Sullivan enthusiastically acknowledges and celebrates their contributions.

Once again, congratulations on your accomplishments. We wish you great success!

Sincerely,



Darrell Huntsman  
Chief Executive Officer  
Frost & Sullivan

## 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. STT GDC India excels in many of the criteria in the data centre colocation services space.

AWARD CRITERIA	
<i>Visionary Innovation &amp; 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

### *Hyperscalers Propel India’s Data Centre Colocation Market to a Peak*

The Indian data center colocation service industry is one of the fastest-growing sectors in the world. Driven by demand from the hyperscale cloud segment, over-the-top (OTT) players, and content providers, Frost & Sullivan expects this market to reach \$1.45 billion by 2025, growing at a compound annual growth rate of 19.1% from 2020 to 2025.<sup>1</sup> Enterprises are moving their information technology (IT) infrastructure to the public cloud to reduce capital expenditure, achieve higher operational efficiencies, and leverage the state-of-the-art infrastructure of colocation facilities. Other growth factors include increased consumer demand for application-based/OTT services running on the cloud coupled with escalating internet data consumption. The outbreak of COVID-19 has further strengthened enterprise movement from captive data centres to colocation facilities to ensure business continuity. Although retail demand from banking, financial services, insurance, and IT verticals stimulate growth substantially, Frost & Sullivan anticipates that hyperscalers (such as Google and Amazon) will propel India's data centre colocation market in the coming years. Moreover, the government's mandate on data localization encourages public cloud providers and big technology companies to leverage India-based infrastructure for data hosting.

However, increasing complexity in data centre operations and high real estate and power costs are two major restraints for colocation service providers, acting as critical barriers for new entrants. It is also

<sup>1</sup> Indian Data Center Colocation Services Growth Opportunities: Future Growth Potential of Data Centers in India Due to Rise in Hyperscale Demand (Frost & Sullivan, August 2021)

increasingly difficult for colocation providers to onboard the right mix of talent as emerging technologies (e.g., virtualization, software-defined storage, and hyper-convergence) and the integration of data centre hardware components confound under-skilled workforces.

Furthermore, Frost & Sullivan acknowledges that the steady increase in demand for data centres with high-density racks forces colocation providers to modernize facilities and implement cutting-edge technologies to accommodate more server capacity in a single rack. Competitive intensity is also

*“ST Telemedia Global Data Centres India (STT GDC India) has been a visionary leader in the Indian colocation market primarily driven by exemplary financial performance, strong capital investment in data center capacity, excellent customer service and improved operational efficiency. With customer delight at the core of its strategy and services, the company has become a trusted partner for organizations across hyperscale, wholesale, and retail segments. A high Net Promoter Score (63.05) with an improved response rate of 94.87% showcases the company’s customer-centric commitment.”*

*- Kapil Baghel, Senior Industry Analyst*

accelerating due to new domestic and global participants entering the market, emphasizing service differentiation. Currently, Mumbai provides more than 40% of the total supply of data centre capacity in India. It is the most prominent data centre hub as hyperscalers prefer the presence of maximum subsea cable landing stations and robust network infrastructure with good access to national and international locations that the location offers. On the other hand, Chennai is the preferred disaster recovery location for enterprises because of its geographic proximity to key Asian cities (Singapore, Seoul, and Hong Kong). According to Frost & Sullivan's research, more than \$1.2 billion of planned investments promotes this city as India's upcoming data Centre hub. Notably, Bangalore offers a high-

skilled workforce and robust metro fiber infrastructure to support the rising IT demand for data centre services; therefore, major service providers respond by expanding their capacities in this city.

### ***Visionary Innovation and Performance of STT GDC India***

The STT GDC Group offers an integrated data centre platform in key economic hubs (India, Singapore, China, Thailand, and the United Kingdom) that enables customers to rapidly deploy a scalable footprint via its extensive network of data centres. Founded in 2005, STT GDC India, a majority-owned subsidiary of STT GDC Singapore, serves over 1,000 customers across India, including several Fortune 500 companies. STT GDC India manages and operates a reliable and resilient infrastructure to support clients' digital strategies eco-responsibly. This preferred colocation partner's portfolio delivers world-class services, i.e., secure, scalable solutions and industry-leading uptime. With the largest pan-India presence, this market leader manages more than three million square foot gross floor area with a total of approximately 190 megawatts (MW) of critical IT load across 21 carrier-neutral facilities in nine major cities, namely Mumbai, Chennai, Bangalore, Delhi, Hyderabad, Kolkata, Pune, Noida and Ahmedabad. Moreover, the enterprise recently launched a new data centre in Bangalore (with a total capacity of 18 MW) and plans to build two more data centres in Chennai soon, thereby adding more than 200 MW in the next three to four years. STT GDC India creates a thriving environment for its clients by providing

quality service, specifically state-of-the-art equipment, reliable bandwidth for business continuity, and a customer-orientated commitment.

### ***Accelerating through a Distinct and Sophisticated Growth Strategy***

Access to the Centre or Operational Excellence (established by STT GDC Group) allows STT GDC India to

*“As a robust, resilient, and responsible business, STT GDC India provides innovative digital infrastructure that bolsters economic growth to support the community while minimizing environmental impact through resource use optimization.”*

**- Riana Barnard, Best Practice Research Analyst**

identify key global trends and ensure that the company stays ahead of its competition. By solving infrastructural challenges skillfully, the enterprise aims to maximize performance, reliability, and data security in its data centre footprint across India through enhanced capabilities that serve customers better. As a distinct market leader, STT GDC India successfully outpaces contenders in the colocation market by focusing on two aspects:

- Securing the required capital (through a robust investment pipeline) and critical resources (such as available land, renewable energy, and human capital) to double its existing capacity in all key micro-markets and non-traditional segments and accommodating future requirements of hyperscale and distributed computing demand.
- Anticipating, influencing, and aligning with changing industry structures and regulatory shifts by developing and maintaining key stakeholder relationships to create a conducive climate for data centre investments and operations while refining and innovating its operational, structural, and commercial models to add value for the end-customer and maintain its edge amongst peers.

Since 21 March 2020, STT GDC India implemented a comprehensive business continuity plan across all data centre facilities and deployed a cross-functional task force to ensure uninterrupted operations during the pandemic. Notably, the company witnessed revenue growth of 13.14% in the financial year (ending 31 March 2021) and contracted 17 MW IT load capacity during this period. One data centre in Pune (with 15 MW design capacity) became operational, and two data centres were under construction (i.e., 15 MW design capacity in Chennai in an advanced construction stage and 18 MW design capacity in Noida in full swing).

### ***Best Practice Implementation Enables Remarkable Results***

STT GDC India is a trailblazer that solves infrastructural challenges at the core and the edge of the digital value chain. Owing to its scalable solutions, customers can select sites to match their strategic locations while lowering the total cost of ownership. In addition, customers can operate at their desired scale and level of privacy with high flexibility, ranging from shared racks to multi-megawatt bespoke solutions, including caged areas, customized suites, and build-to-suite dedicated buildings, among other innovative offerings. Serving more than 1,000 clients, STT GDC India hosts several Fortune 500 companies, conglomerates, leading brands, financial institutions, and the government sector. Its customer base reflects the unflinching trust customers place in the organizations, particularly in terms of security, privacy, and exceptional service standards. The company's customer experience management

department collaborates closely with other functions to create the best customer journey through monthly reviews and reports. Customer relationship managers proactively explore clients' ever-evolving needs. For instance, STT GDC India's well-established executive connect program leverages one-on-one meetings with leadership teams and individuals to cultivate loyal relationships. A high Net Promoter Score (63.05) with an improved response rate of 94.87% showcases the company's customer-centric commitment, particularly compared to the 43.6-score of the previous year. Also, a 70% adoption of the company's unified communication solution demonstrates the success of using multiple tools (phone, videoconferencing, instant messaging, voicemail, email, mobile application, and web options) for prompt ticket logging, leading to faster resolution.

Specifically, as customers log more than 80% of the incidents through the self-care portal or mobile app, manual helpdesk interventions eliminated a 75% reduction of incident logging time. Furthermore, the automation of monthly reporting enhances the visibility of data centre resource utilization (e.g., power consumption, temperature and humidity readings, and surveillance), improving the turn-around time by 50%, from six days to three days for individual data centres. Additionally, STT GDC India equips new and under construction data centres with real-time virtual monitoring capabilities. Lastly, a consultative sales approach (through multiple workshops and iterations) ensures that the company provides tailor-made solutions that deliver significant cost and business benefits to its customers.

### ***Cultivating a Sustainable Future through Upskilling, Diversity, and Eco-responsibility***

STT GDC India is committed to creating a sustainable and growth-focused ecosystem across domains. The company addresses environmental concerns (e.g., reducing carbon footprint, using more renewable energy, and participating in water conservation projects) while engaging in community initiatives, such as narrowing the skills gap through computer-aided learning and literacy programs at its centre of Excellence in Bangalore. These up-skilling and right-skilling programs offer a blend of technical and behavioral learning opportunities that enable the company to improve critical facilities management efficiency with only 50% of the staff. STT GDC India managed to clock in 32 plus hours of learning against a target of 28 hours for each of its employees in the 2021 financial year. Moreover, the company also accelerated workplace diversity with a 16 % increase in women employees over the last three years. Most importantly, STT GDC India is the only local colocation services provider to have women in operational roles.

As a robust, resilient, and responsible business, STT GDC India provides innovative digital infrastructure that bolsters economic growth to support the community while minimizing environmental impact through resource use optimization. Specific actions include continuously measuring energy consumption and leakage identification for energy conservation at all sites, along with solar and gas-based power generation for more sustainable campuses. Currently, more than 38% of the company's power consumption is from renewable resources. Onsite and offsite green energy ventures have resulted in 129,395 tons of carbon dioxide savings during the last financial year. In addition, rainwater harvesting and water recycling processes save more than 336 kiloliters of water annually.



### ***STT GDC group published the inaugural Environmental, Social and Governance (ESG) Report***

The report provides a comprehensive overview of the Group's approach, programmes and performance across three key pillars. These include Decarbonisation, a Safe, Secure and Inclusive Workplace, and Ethical & Responsible Operations.

#### **The report highlights the following STT GDC India:**

**Energy Efficiency:** STT GDC India has signed additional renewable energy power purchase agreements (PPAs) to increase renewable energy penetration from 32% to 51% across its India business in the coming years

**Water Stewardship:** In India, STT GDC had also pioneered a unique reverse osmosis (RO) plant in Chennai, allowing 40 kilolitres (kL) of blowdown water to be reused each day.

**Building Industry Talent and Expertise:** In India, the company launched the STT GDC India Centre of Excellence in 2021, providing career pathways for local students and upskilling industry talent.

**Fostering Local Communities:** Launched in 2018, STT GDC's Lakhpati Initiative is a community-centric approach where the Group builds enabling infrastructure based on farmers' feedback. The programme has since engaged with over 1,000 households in India, helping them to generate a sustainable income.

## **Conclusion**

---

ST Telemedia Global Data Centres India (STT GDC India) has been a visionary leader in the Indian colocation market, primarily driven by its exemplary financial performance, strong capital investment in data centre capacity, excellent customer service, and improved operational efficiency. With customer delight at the core of its strategy and services, the company has become a trusted partner for organizations across hyperscale, wholesale, and retail segments. A high Net Promoter Score (63.05) with an improved response rate of 94.87% showcases the company's customer-centric commitment. Other competitive differentiators include its modular design, high-density deployment, redundancy, carrier-neutrality, and network density. Each data centre utilizes security equipment, techniques, and procedures to form a multi-layered security ecosystem that delivers long-term defense against new and emerging cyber threats. As a robust, resilient, and responsible business, STT GDC India provides innovative digital infrastructure that fuels the economy in a sustainable and eco-responsible way.

With its visionary thought leadership, sophisticated growth strategy, excellence in best practice implementation coupled with its customer-centric commitment, STT GDC India earns Frost & Sullivan's 2021 Indian Company of the Year Award in the data centre colocation 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)

