

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

# 2024 COMPANY OF THE YEAR

*IN THE THAILAND  
DATA CENTER  
COLOCATION SERVICES  
INDUSTRY*



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

2024  
BEST  
PRACTICES  
AWARD

## 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 Thailand excels in many of the criteria in the data center 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

### Market Overview

Southeast Asia is a significant market for data center colocation services in the Asia-Pacific region. The market will continue to grow due to the increasing adoption of digital transformation initiatives. The growing demand for hyperscale services and the focus on sustainability are some of the factors driving the growth of this market. In addition, enterprise digital transformation, demand for digital infrastructure for OTT and gaming segments, and disruptive technologies like artificial intelligence will boost the demand for colocation services in the region.

However, this market faces challenges, including increasing competition, demand for differentiation, rising power costs, and the lack of skilled labor to manage data center colocation operations. In Thailand, data center colocation market opportunities are attracting significant investments from colocation service providers and accelerating competition. The country is witnessing partnerships and joint ventures among service providers to develop data centers nationwide and support their development of best-in-class facilities. The deployment of 5G networks is expected to boost the country’s digital economy’s demand for high-bandwidth networking infrastructure and contribute to the growth of the data center colocation market.<sup>1</sup>

<sup>1</sup> Frost & Sullivan, Southeast Asia Data Center Colocation Services Growth Opportunities, October 2023

## Company Background

Established in 2019, ST Telemedia Global Data Centers Thailand (STT GDC Thailand) is a joint venture between Frasers Property Limited (FPL), a leading integrated real estate platform, and ST Telemedia Global Data Centres (STT GDC), a prominent data center provider. It is a subsidiary of Temasek Holdings Limited, with ST Telemedia as its direct and wholly owned parent company. STT GDC Thailand provides a complete range of best-in-class data center solutions to help its clients respond dynamically to changing situations and adjust to the growing demand for colocation, connectivity, and support services. The company has become one of the fastest-growing global data center providers, with a platform that serves as the backbone of the digital ecosystem, connecting people from all over the world. STT GDC Thailand's portfolio of carrier-neutral data centers enables it to fuel a sustainable digital future by offering a complete range of flexible, highly scalable, and best-in-class solutions.

## Adapting to Customers' Needs

STT GDC Thailand designs its facilities to meet customers' unique needs, operating according to strict internal benchmarks that align with international standards for operational excellence, energy efficiency, and security. With a global network of best-in-class data centers in emerging and developing Asian markets, the company offers strategic reach in key business hubs and enhances value for Thailand customers.

STT GDC Thailand has two operational carrier-neutral data centers in Bangkok (STT Bangkok 1 and 3) and one under development (STT Bangkok 2). They are strategically located in Hua Mak and Pathumwan

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**- Marcos Ainchil**  
**Best Practices Research Analyst**

districts. STT Bangkok 1, part of the STT Bangkok hyperscale data center campus in Thailand, caters to the increasing demand for digital infrastructure, given the growing consumption of rich media and digital transformation of businesses and government organizations. STT Bangkok 3 serves as an interconnection hub with carrier density and low latency capabilities, making it an ideal choice for companies that require fast and reliable access to data, applications, and cloud services.

Customers can choose from a range of flexible and scalable solutions to suit their deployment requirements. STT GDC Thailand's customer-centric approach ensures that commercial terms are flexible and adaptable to present and future needs. The company's teams of qualified experts are on hand to configure and support high-power density deployments, while direct access to multiple networks enables speedy deployment of connections to physical and cloud infrastructure.

STT GDC Thailand offers colocation solutions designed to adapt to evolving business needs. Rack, cage, or suite options provide varying levels of security, privacy, and customization to suit unique customer requirements. Containment systems are also available to improve energy efficiencies and increase deployment density, reducing the deployment footprint for the same computing power. STT GDC Thailand's facilities offer operational excellence, carrier neutrality, and ample connectivity options, making it a leading choice for businesses seeking state-of-the-art data center solutions.

### ***A Leader's Path***

In 2024, STT GDC Thailand reached out to other market collaborators and founded the Thailand Data Center Council. The council plans to boost Thailand's digital economy by developing a robust data center service network that meets global standards. Its primary objectives include representing industry stakeholders, advocating for regulatory and ethical best practices, promoting international business

*"STT GDC Thailand's strong understanding of the local market, shifting customer needs, backed by strategic partnerships and continual focus on operational excellence have enabled it achieve success and drive growth in Thailand."*

***- Nishchal Khorana  
Industry Analyst***

expansion, and fostering professional and industry development. With these goals in mind, the council seeks to contribute to the long-term growth and success of Thailand's digital economy. STT GDC Thailand works with the council and the local government to further develop the data center market using incentives for data center providers and renewable energy objectives. Frost & Sullivan believes STT GDC Thailand shows authentic market leadership focus by driving the entire market space forward with this initiative.

STT GDC Thailand places a high value on the safety of its operations and utilizes its technology to promote a culture of transparency in reporting and communication. It focuses on establishing best practices for data center colocation, including conducting safety talks and risk assessments to drive better operations. The company's initiative to address the need for safety, which underlines its continuous industrial growth, is the STT GDC digital environment, health, and safety (EHS) platform. The platform provides an integrated EHS reporting and analytics software system that aids in data-driven decision-making and increases efficiency, safety, and quality in developing, delivering, and operating the company's data centers.

STT GDC Thailand connects deep-seated domain and operational knowledge with advanced technology to provide best-in-class data center colocation services. The company's compelling value proposition underpins its sustained success.

### ***Roadmap to Success: Customer-centric, Continuous, Proactive***

STT GDC Thailand offers solutions that improve connectivity, agility, speed, and reliability. They come with support services so customers can get the help they need. Customers can choose ad-hoc or subscription-based support from a team of specialists available round-the-clock. The company's experienced and qualified specialists handle the day-to-day data center activities.

### ***Positioned for Growth***

STT GDC Thailand established a liquid cooling lab technology. In 2024, the company will provide liquid cooling technology in an immersive solution. Liquid cooling labs are one of the latest technological trends in the data center colocations market, as this type of cooling provides the most effective way to reduce heat, particularly in ultra-high-density rack environments. STT GDC Thailand stands out in the emerging market due to its high focus on disruptive technologies.

Furthermore, STT GDC Thailand has demonstrated a strong commitment to sustainability. In 2022, the company embarked on a transformative journey by partnering with PTT Digital. This collaboration involved leveraging cold energy from the LNG regasification process and exploring alternative energy sources, highlighting the company's proactive approach to environmental responsibility.

Building upon this initiative, STT GDC Thailand furthered its commitment to sustainability in 2023 by forming a strategic memorandum of understanding with B. Grimm Power Plc. This partnership signifies a collective effort to develop cost-effective and environmentally conscious energy generation solutions tailored specifically for the dynamic data center industry. Together, they aim to shape a future where energy efficiency and sustainability are prioritized, benefitting businesses while minimizing the carbon footprint.

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

### **Conclusion**

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STT GDC Thailand's facilities are designed to cater to the unique needs of its customers. The facilities conform to strict internal benchmarks that align with international energy efficiency, operational excellence, and security standards. STT GDC Thailand's facilities offer carrier neutrality, operational excellence, and various connectivity options, making it an ideal choice for businesses seeking advanced data center solutions. Overall, STT GDC Thailand addresses these unmet needs with a strong leadership focus that incorporates customer-centric strategies and exemplifies best practice implementation. The company founded the Thailand Data Center Council with other market players to address the need for consistent and stable data center policies.

With its strong overall performance, STT GDC Thailand earns Frost & Sullivan's 2024 Thailand Company of the Year Award in the data center colocation services industry.

## What You Need to Know about the Company of the Year Recognition

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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)

