

*Vertiv Recognized for*

**2021**

**Competitive Strategy Leadership**

Asia-Pacific Critical Power Infrastructure Industry

*Excellence in Best Practices*



**VERTIV™**

## 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 critical power infrastructure space.

AWARD CRITERIA	
<i>Strategy Innovation</i>	<i>Customer Impact</i>
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

### *A Customer-centric Approach Sustains a Positive Brand Image*

Vertiv, spun out of Emerson Network Power in 2016, is a world leader in providing solutions for the critical infrastructure technologies space. Headquartered in Columbus, Ohio, Vertiv has about 20,000 employees worldwide with regional headquarters in Italy, China, India, and the Philippines. The company designs, develops, and services mission-critical technologies across its hybrid solutions portfolio to power remote networks and edge telecommunications sites in Asia-Pacific (APAC) and worldwide.

As an innovator in the APAC critical power infrastructure market, Vertiv facilitates digital solutions for numerous industries and sectors, such as data centers, communications network software management, power, thermal, and commercial. It creates mission-critical technologies across its hybrid solutions portfolio to empower remote networks and edge telecommunications sites in the region. With over 50 years of experience, Vertiv has a solid footprint in APAC and India with five manufacturing locations, more than 57 service centers, 1,150+ service field engineers, 70+ technical support personnel, and four customer experience centers. It is the trusted service provider for more than 70% of fortune 500 companies and has almost 21,000 employees globally.

Vertiv’s approach focuses on customer value, which includes providing technical expertise supported by its comprehensive breadth of solutions that address all critical infrastructure needs, covering enterprises and midsize organizations alike. The company’s strategy entails forging a strong relationship between

customers, partners, and consultants to understand each customer's requirements that are transformed into solutions and product innovations.

Vertiv actively interacts with customers to comprehend and address their pain points. Its all-inclusive customer experience emphasizes continuous engagement at every step of their journey, from product development until post-deployment. The company incorporates customers' creativity into its services, products, and solutions, promoting a strong sense of ownership. Moreover, the company has shifted from a reactive maintenance support model to a predictive one, where it works closely with customers to help them operate their facilities steadily. It also pays special attention to customers' feedback and concerns using Net Promoter Scores. This approach allows Vertiv to identify areas of improvement and avoid potential issues before they arise, sustaining a streamlined customer experience strategy.

*“Vertiv capitalizes on innovation to sustain its market position and introduces aggressive competition. Recently, it introduced Vertiv™ NetSure™ Inverter series, a space-saving system that drives alternating current (AC) and direct current (DC) loads in a single sub-rack with a common battery bank.”*

*- Iqra Azam, Best Practices Research Analyst*

Vertiv also offers in-depth consultation services. It capitalizes on a complete life-cycle strategy to resolve customers' critical power issues by designing and outlining every project with immense precision. Customers leverage regular maintenance of their critical power systems, ensuring smooth execution of their operations. In addition, Vertiv evaluates and configures all equipment and the operating system to elevate results and condense complexities. Its emphasis on customer value, exceptional technical expertise, and efficient solutions address critical

infrastructure requirements for different organizations (medium-sized to enterprise). Vertiv conducts seminars and maximizes white papers and infographics instead of employing mass marketing and general promotions to acquire new customers. Furthermore, it customizes all solutions to complement individual needs, offering a unique experience to every customer. Frost & Sullivan recognizes the company's robust customer-centric approach that empowers enduring relations and a high client retention rate.

As an industry expert, Vertiv unswervingly amplifies its marketing strategies to expand its reach to customers and industry analysts, fortifying its position. It actively collaborates with the media and takes part in the industry's events and workshops. This strategy adds to Vertiv's expertise and knowledge and helps sustain an extensive network of partners and distributors, augmenting its brand image. Its Vertiv™ Partner Program facilitates the latest news, access to sales tools, and other information to help partners accelerate business growth. This program involves the following benefits and features:

- **Dedicated Sales Support:** The company's highly experienced specialists collaborate with the partners' teams to pinpoint and address customer challenges and stimulate revenue.
- **Sales Selectors and Configurators:** Vertiv provides convenient product selectors and configurators, brochures, competitive battle cards, and case studies to help partners expand their business.

- **Marketing Resources:** Enables partners to generate more leads and prospects. They can also promote partnerships with Vertiv™ through its available for use “marketing campaigns, co-branded collateral, and content syndication tools.”<sup>1</sup>
- **Brand-new Partner Portal:** This portal offers premium privileges, such as Deal Registration and Vertiv’s Rewards Program. It also gives access to the latest promotions, keeping partners updated at all times. Partners can take all-inclusive online sales and technical training sessions. They can also access all of their training certifications using this feature.
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- **Deal Registration and Incentive Program:** Empowers deals with Vertiv’s easy-to-use system and offers favored pricing. The Incentive Program allows partners to earn extra for selling Vertiv’s products and solutions.

*“Working in partnership with Vertiv was already a no-brainer due to [its] world class market position and global end-to-end product set. This has been enhanced significantly by the Vertiv Partner Program with a range of benefits, which has allowed us to take even greater advantage of what Vertiv can offer.”*

*- Murtaza Loka, Finance and Purchasing Head, BurhanTec<sup>2</sup>*

Frost & Sullivan commends Vertiv’s strong emphasis on performance with its high-level service that ensures customers get the best solutions and services while fostering a great all-round experience for its customers.

### ***Dynamic and Advanced Solutions Stimulate Continuous Growth***

Efficiency, footprint, and reliability are cornerstones of the critical power infrastructure market that drives speed, scale, and latency for customers. While the efficiency of digital devices is reaching a peak, Vertiv’s innovative services help customers’ achieve efficiency in an industry-leading compact footprint, which creates competitive differentiation against competitors. Recently, it introduced Vertiv™ NetSure™ Inverter series, a space-saving system that drives alternating current (AC) and direct current (DC) loads in a single sub-rack with a common battery bank. This energy-efficient system facilitates 14.4 kilowatts (kW) AC and 24 kW DC power capacity from a common platform employing a single control unit, omitting the need for individual controllers for the DC power system and the inverter. Vertiv is currently offering the 230 voltage alternating current system in Asia, Europe, the Middle East, Africa, and Latin America. The company also launched Vertiv™ Liebert® EXM2, a three-phase monolithic uninterruptible power supply (UPS) product that empowers up to 97% double-conversion efficiency, which escalates to 98.8% with the adaptive online mode. With a power capacity ranging from 100 to 250 kilovolt-ampere and a compact and versatile footprint, the product accommodates many sectors (medium-sized data

<sup>1</sup> <https://partners.vertiv.com/English/>

<sup>2</sup> Ibid.

centers, metros and railways, commercial offices, healthcare, and light industrial). Currently, this product is available in Southeast Asia, Australia, and New Zealand<sup>3</sup>.

Moreover, the company introduced its Vertiv™Avocent® ADX Ecosystem, a next-generation information technology (IT) management platform that concentrates on fluctuating data center requirements. This platform is an integral component of devices and software created for the contemporary hybrid network architectures, addressing the demands of remote workforces. Available worldwide, this platform offers quick, immaculate, and reliable remote management of IT assets<sup>4</sup>.

Vertiv persistently offers sustainability-focused solutions and products. Its NetSure™ DC power system is a supercompact power module with one of the highest power densities in the market for network core sites in APAC. This module exhibits optimal and best-in-class efficiency ratings at different voltage direct current (VDC) levels (12VDC, 24VDC, 48VDC, and 400VDC). Furthermore, systems range from 1 kW up to 400 kW. It elevates dependability on core sites using intelligent load management through a controller, prompting forewarnings ahead of possible overloads. Vertiv has integrated a site energy usage map with this system to mitigate the cooling costs. The company disrupts the market with this product as it is cost-efficient and offers high-performance with dynamic features. Frost & Sullivan believes that Vertiv's commitment to providing best-in-class products that are tailored to client needs enhance the overall customer experience—especially when most regional competitors only offer products with fixed specifications that are difficult or expensive to customize.

Vertiv also leverages new projects and ventures to stay ahead of its competition. In 2021, Cybernet (a leading fiber broadband provider in Pakistan) appointed Vertiv to support its open-access cable landing site in Karachi. To invigorate Pakistan's Internet infrastructure, Cybernet capitalizes on Vertiv's holistic IT infrastructure solutions (power protection, thermal management, aisle containment, data center infrastructure management, and monitoring). Recently, Vertiv also partnered with Brunei-based Sphere Technologies Sdn Bhd, ameliorating their portfolio with its full range of solutions (UPS, thermal management, IT, and edge). It also recently partnered with Green Revolution Cooling (leader in single-phase immersion cooling for data centers) to introduce Vertiv's first liquid immersion cooling solution

*“Frost & Sullivan applauds Vertiv's ability to persistently strengthen its quality and development while actively upgrading its innovative offerings and accommodating the customers' needs dynamically.”*

*- Iqra Azam, Best Practices Research Analyst*

for high-density data centers, the Liebert® VIC. To further expand its operations and add to the diversity of its capabilities, Vertiv joined hands with Digi-Serv Solutions, Inc. (Digi-Serv) in the Philippines. Digi-Serv is the first electronic-commerce store in the Philippines to officially facilitate Vertiv's several UPS solutions for small to medium-size applications<sup>5</sup>. Frost & Sullivan applauds Vertiv's ability to persistently strengthen its quality and development while actively upgrading its innovative offerings and accommodating the customers' needs dynamically.

<sup>3</sup> <https://www.vertiv.com/en-asia/about/news-and-insights/news-releases/vertiv-launches-next-generation-mid-size-ups-system-for-critical-applications-in-southeast-asia-australia-and-new-zealand/>

<sup>4</sup> <https://www.vertiv.com/en-asia/about/news-and-insights/news-releases/vertiv-introduces-industrys-most-expansive-digital-it-management-platform-for-enterprise-distributed-edge-and-hybrid-networks/>

<sup>5</sup> <https://www.vertiv.com/en-asia/about/news-and-insights/news-releases/vertiv-taps-into-growing-ecommerce-market-through-distribution-partnership-with-digiserv-solutions-inc.-in-the-philippines/>

*“Technology plays a very important role in our new normal. Vertiv and its partners are well-positioned to respond to the strong demand for IT solutions to support this increase in technology adoption and digitization across all industries.”*

*- Daniel Sim, Senior Director for Channel Business, Vertiv in Asia<sup>6</sup>*

Frost & Sullivan believes that Vertiv’s exceptional performance coupled with client testimonies affirm the strength of its brand in the highly competitive critical power infrastructure market.

## Conclusion

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Vertiv, established in 1946, is a global industry frontrunner in critical power infrastructure and continuity solutions. It offers market disruptive, technology-integrated, and customizable products that testify to the company’s innovation, excellence, value, and reliance. The company consistently focuses on energy saving and sustainability, addressing ever-changing customer needs and streamlines with market trends to ensure its solutions complement the changes. Vertiv sustains a robust customer and partner base through profitable and noteworthy project completions. Detailed customer feedback ensures trustworthy and reliable relations with high customer retention. Vertiv leverages worldwide partnerships and projects that help fortify its footprint: 19 manufacturing locations, over 300 service centers, more than 3,100 service field engineers, more than 250 technical support personnel, and 15 customer experience centers.

With its customer-centric approach, advanced and versatile products, and exemplary implementation, Vertiv earns Frost & Sullivan’s 2021 Asia-Pacific Competitive Strategy Leadership Award in the critical power infrastructure industry.

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<sup>6</sup> <https://www.vertiv.com/en-asia/about/news-and-insights/news-releases/vertiv-drives-channel-growth-with-new-programs-and-tools-to-increase-profitability-for-partners-in-southeast-asia-anz/>

## What You Need to Know about the Competitive Strategy Leadership Recognition

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Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

### Best Practices Award Analysis

For the Competitive Strategy Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Strategy Innovation*

**Strategy Effectiveness:** Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

**Strategy Execution:** Company strategy utilizes Best Practices to support consistent and efficient processes

**Competitive Differentiation:** Solutions or products articulate and display unique competitive advantages

**Executive Team Alignment:** Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

**Stakeholder Integration:** Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

#### *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)

