

*Singtel Recognized for*

**2021**

**Customer Value Leadership**

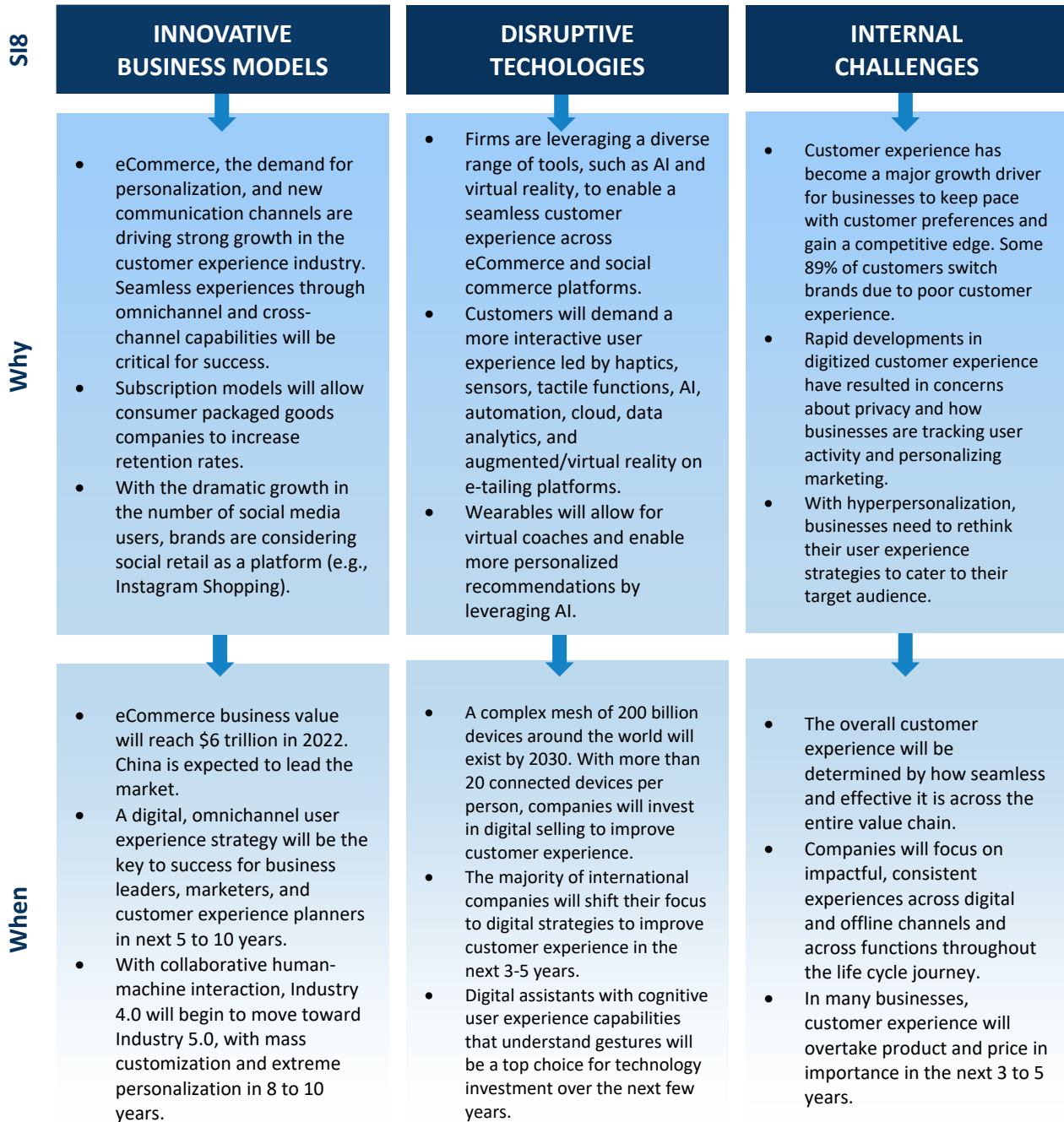
Asia-Pacific Managed SD-WAN Services Industry

*Excellence in Best Practices*



## Strategic Imperatives

Frost & Sullivan identifies three key strategic imperatives that impact the customer experience industry: innovative business models, disruptive technologies, and internal challenges. Every company that is competing in the customer experience space is obligated to address these imperatives proactively; failing to do so will almost certainly lead to stagnation or decline. Successful companies overcome the challenges posed by these imperatives and leverage them to drive innovation and growth. Frost & Sullivan’s recognition of Singtel is a reflection of how well it is performing against the backdrop of these imperatives.



## 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. Singtel excels in many of the criteria in the Asia-Pacific managed SD-WAN services space.

AWARD CRITERIA	
<i>Business Impact</i>	<i>Customer Impact</i>
Financial Performance	Price/Performance Value
Customer Acquisition	Customer Purchase Experience
Operational Efficiency	Customer Ownership Experience
Growth Potential	Customer Service Experience
Human Capital	Brand Equity

### Customer Acquisition

*“Singtel offers an enhanced hybrid network with SD-WAN backed by a strong underlay network. The company is a one-stop service provider offering a wide choice of SD-WAN solutions, including end-to-end management, consulting, and professional services. Enterprise customers also benefit by enhancing their network agility, efficiencies, and visibility and control, allowing companies to achieve cost savings.”*

**- Divya Prasad, Senior Industry Analyst**

Singtel's managed software-defined wide area networking (SD-WAN) service utilizes the company's expansive network infrastructure in Asia-Pacific (APAC). The result is full diversity and resiliency in terms of cable and points of presence (PoPs). It is designed to be congestion-free. With a footprint across APAC, the Middle East, Oceania, the United States, and the United Kingdom, Singtel has collaborated with more than 70 Tier I and Tier II service provider partners globally to deliver quality end-to-end services. Singtel has the ability to provide managed global Internet services in more than 200 countries. In APAC alone, the company has a footprint of 113 managed PoPs across 68 cities, allowing the company to support a broad customer base.

A strong focus on offering an integrated solution with both Internet connectivity and SD-WAN services makes the company a preferred service provider among regional customers.

### ***Customer Service and Ownership Experience***

In comparison to key competitors, Singtel's customer solution teams are network specialists skilled in multi-cloud and hybrid cloud environments. In APAC, the teams also support sales staff. Customer solution teams are structured per different verticals such as manufacturing, logistics and transportation, Banking, Financial Services and Insurance (BFSI), technology, oil and gas, and government. Such an approach helps enterprises effectively manage any vertical-specific network need that requires specific technical skills and expertise.

Singtel ensures its SD-WAN offerings enhance the customer experience. To that end, it has embarked on initiatives including conducting product validation sessions, focus groups, demonstrations, and proof-of-concept to understand customers' networking needs better. Unlike competitors, the company subsequently co-creates service offerings based on client feedback. The company also offers integrated all-in-one solutions with connectivity, security, cloud access, design, and consultancy. Singtel can deliver integrated services tailored to customer needs via its universal Customer Premises Equipment (uCPE) solution. Moreover, customers enjoy real-time visibility and network service management through Singtel's MyConnect Portal. Frost & Sullivan finds that the aforementioned capabilities contribute to an enhanced customer experience.

### ***Growth Potential***

Singtel's managed SD-WAN solution has evolved over the years, with the company adding several features and capabilities to its SD-WAN portfolio. Unlike its competitors, customers can now experience Singtel SD-WAN offering's impact on their network without actually purchasing it. Such an approach is conducted via Singtel's customer experience centres in Singapore and Hong Kong. The product trial includes service demonstrations, proof-of-concept, and network performance simulations. Moreover, customers deploying Singtel solutions benefit from optimized underlay Multiprotocol Label Switching (MPLS or Internet connectivity) leveraging solutions from Cisco SD-WAN, Cisco Meraki, VMware, and Fortinet.

### ***Price/ Performance Value***

Singtel's SD-WAN offering includes flexible deployment and is available as either a fully or customer self-managed service. Moreover, the company combines its managed SD-WAN solutions with network connectivity, integrated security, and cloud connect services at a competitive price point. Singtel's packages offer end-to-end service-level agreements and quality of service performance (e.g., jitter, latency, and packet loss), providing service assurance to customers. Due to its strong regional presence, Singtel can offer competitive purchase options to suit customer needs. For example, it provides highly competitive packages for its home networking solution, an offering developed specifically to support work-from-home requirements during COVID-19.

### ***Brand Equity***

As a leading APAC-based service provider, Singtel has undertaken various digital innovations to meet evolving enterprise needs. Compared to other competitors, the company's SD-WAN solution is supported by a strong underlay network. In APAC, the company has 113 managed PoPs across 68 cities

coupled with a strong ecosystem of more than 70 partners globally. Singtel's One Network initiative involves global partnerships with stakeholders from China, Japan, India, and Thailand, allowing the company to avail itself of their extensive network and thus benefit SD-WAN customers. The company also supports customers that manage their own SD-WAN controllers by offering hardware maintenance services and the implementation of SD-WAN. The company focuses on providing an end-to-end service experience for customers through various touch points, including a helpdesk and customer support centres, to support quick incident management and redressal.

## Conclusion

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As a leading service provider in the Asia-Pacific (APAC) communication services market, Singtel's managed software-defined wide area networking (SD-WAN) service delivers overlay, underlay, and managed services in one package. The company's APAC network footprint of 113 managed points of presence coupled with a strong ecosystem of more than 70 partners globally helps Singtel deliver superior managed SD-WAN services worldwide. As APAC-based organizations look to deploy SD-WAN, Singtel offers the network support required to help stakeholders succeed in their global Wide Area Network (WAN) transformation efforts.

With its strong overall performance, Singtel earns Frost & Sullivan's 2021 Customer Value Leadership Award in the Asia-Pacific managed SD-WAN services industry.

## What You Need to Know about the Customer Value Leadership Recognition

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Frost & Sullivan's Customer Value Leadership Award recognizes the company that offers products or services customers find superior for the overall price, performance, and quality.

### Best Practices Award Analysis

For the Customer Value Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Business Impact*

**Financial Performance:** Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

#### *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 on-going 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 six 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)

