

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

2024 COMPANY OF THE YEAR

*IN THE LATIN AMERICAN
ENTERPRISE SERVICES
INDUSTRY*



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

BEST
2024 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. Cirion excels in many of the criteria in the enterprise services space.

AWARD CRITERIA	
<i>Visionary Innovation & 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

Cirion: Distinguished Leadership in Latin America

With a solid presence in over 20 Latin American (LATAM) countries, including Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, and Peru, Cirion is an established leader in the region. Over the years, its commitment to client satisfaction, innovation, and implementing best practices has positioned the company as a top provider of enterprise services with over 5,500 clients. In 2022 and 2023, Frost & Sullivan recognized Cirion’s continuous evolution and applauded its ongoing innovation and enduring leadership.

Cirion acknowledges that LATAM enterprises must adapt to evolving customer and market demands, deliver the best experience to employees and customers, and operate with the highest levels of efficiency and productivity. According to Cirion’s research, 91% of information technology professionals agree that cloud apps perform better with fiber connections.¹ Additionally, 70.7% of executives consider security when implementing edge storage solutions.² Therefore, Cirion has developed a strong product portfolio that includes data centers, unified communications, security, and telecommunication services. With over 30 years of experience, the company stands out in the LATAM market, helping clients in their digital transformation journey.

¹ <https://www.ciriontechnologies.com/es-ar/soluciones/transformacion-digital/>. Accessed May 2024.

² Ibid.

Cirion's extensive presence in LATAM, covering most countries, enables the company to address specific local needs and provide comprehensive services and a robust regional platform. Notably, the company's neutral carrier positions it as a preferred partner. It allows clients to connect with any network, services, and internal data center connectivity, offering flexibility and multiple options for choosing the best solutions. Cirion operates with 50,000 kilometers of terrestrial fiber and 36,000 kilometers of submarine fiber and boasts 18 data centers, establishing a unique footprint in the region.

The company recognizes that as applications grow increasingly complex and dynamic, clients must optimize their performance. Thus, in 2023, Cirion launched Bare Metal Cloud, which provides dedicated servers on demand in real-time, offering continuous support to enterprises on their digital transformation journey. This automated solution equips customers with self-service functionalities and a streamlined framework, reshaping the conventional hosting market and its offerings. Moreover, it offers flexibility and scalability, supporting pay-as-you-go and resource reservation billing models. In 2024, the company extended its reach by expanding Bare Metal Cloud availability to other Cirion data centers such as Fortaleza, Curitiba, Bogotá, and Santiago de Chile.³

Frost & Sullivan commands Cirion's trajectory, extensive solution portfolio, and capacity to launch technology-integrated products that meet and exceed customers' needs.

Building Trust through a Customer-centric Approach

"The company recognizes that as applications grow increasingly complex and dynamic, clients must optimize their performance. Thus, in 2023, Cirion launched Bare Metal Cloud, which provides dedicated servers on demand in real-time, offering continuous support to enterprises on their digital transformation journey."

- Valentina Barcia
Best Practices Research Analyst

Cirion maintains long-standing client relationships due to its neutrality, flexibility, high-quality services, and continuous innovation. Frost & Sullivan finds it no coincidence that the most prominent players in LATAM's dominating industries, such as natural resources, financial services, media, entertainment, gaming, health, manufacturing, logistics, higher education, public sector, technology, wholesale, and retail, count Cirion at the core of their operations. Notable clients include Carrefour, Arcos Dorados, Pepsico, Sony, Petrobras, Telecom, Copeinca, Arcor, Cencosud, Santander, Bancolombia, ICBC, Itau, and Sanofi.⁴

To illustrate Cirion's capabilities, Banco Digimais partnered with the company to migrate its infrastructure to the AWS cloud, highlighting the benefits of enhanced security, scalability, and cost optimization of 40% achieved through the collaboration.

The company supports clients throughout the entire customer journey. Before implementation, Cirion's dedicated product delivery team works with the client to identify the best solution for its needs. For instance, depending on the service (e.g., software-defined wide area network service), the company conducts a proof-of-concept to test specific parameters the client has requested to show how it will work within their network and environment. Cirion continuously measures its performance in the stages of acquisition and delivery through transactional surveys. Furthermore, the company conducts a relationship

³ <https://press.ciriontechnologies.com/2024/02/26/infraestructura-servicio-bare-metal-cloud-colombia/>. Accessed May 2024.

⁴ <https://www.ciriontechnologies.com/es-ar/recursos/casos-exito/>. Accessed May 2024.

survey of its clients' decision-makers twice yearly to ensure high customer satisfaction. Notably, in 2023, Cirion achieved a Net Promoter Score of 42 points.⁵

Strategic Decisions and Continuous Innovation Drives Success

Cirion is evolving its solution portfolio to address market and customer demands. Mustering seamless service integration, the company works closely with partners to ensure robust and reliable product

"We chose Cirion because it is a partner with whom we have an extremely trusting relationship in supplying the necessary solutions for our business. Continuous monitoring and evaluations allowed us to reduce costs by around 40% by implementing recommendations for environment optimization."

- Fausto Andre Luiz
Infrastructure Executive, Banco
Digimais⁵

delivery. In 2023, Cirion launched Secure Access Service Edge (SASE), which represents the evolution of connectivity and security, in collaboration with two partners, Fortinet and Cisco. Moreover, in February 2024, the company announced its alliance with Tata Communications to improve content delivery network (CDN) services across LATAM. This strategic collaboration aims to enhance Cirion's CDN capabilities by utilizing Tata Communications' global network to deliver faster, more secure content with scalable, low-latency solutions, supporting the growing digital service demands of the region across sectors like media, entertainment, and e-commerce, thus ensuring rich user experiences and efficient data management.⁶ Likewise, Cirion partnered with Qwilt to leverage its edge delivery platform, providing improved live streaming, video-on-demand, and other media services to over 600 million consumers.⁷

Cirion distinguishes itself from other competitors in LATAM due to its unique data center infrastructure. The company's 18 data centers connect with over 95 carriers across the region, and its fiber network

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- Josefina Pavon
Research & Consulting Analyst

connects with 110 third-party data centers. This strategy creates a data center ecosystem where clients can exchange information. In particular, for hyperscalers, Cirion holds a competitive advantage, having been in the data center business for 20 years, hosting numerous corporate content, internet service providers, and carrier clients.

The company is expanding its infrastructure to provide enhanced services by constructing two significantly larger data centers in Lima (Peru) and Santiago (Chile). Expected to start operating in 2025, these data centers will increase Cirion's total capacity in LATAM by approximately 50%, with each data center having 20 megawatts of power.

⁵ Frost & Sullivan Interview with Cirion (May 2024)

⁶ <https://press.ciriontechnologies.com/2024/02/20/cirion-asocia-tata-communications-servicios-cdn-america-latina/>. Accessed May 2024.

⁷ <https://press.ciriontechnologies.com/2024/01/17/cirion-y-qwilt-se-asocian-para-revolucionar-los-servicios-de-entrega-de-contenido-en-toda-america-latina/>. Accessed May 2024.

Moreover, these modern and innovative data centers will support high-density loads, potentially reaching up to 30 kilowatts per rack, which is ideal for power-intensive applications like artificial intelligence and gaming.⁸

In 2023, the company completed nearly 50% of the data center expansion in São Paulo, finished the expansion in Bogota, and made data expansions in Argentina, which Cirion will bring to total capacity in 2024.⁹ In addition, Cirion will invest over \$300 million in LATAM in 2024 to further strengthen its brand equity and leadership focus. The previous year's investment was around \$270 million, and in 2024 will be approximately \$325 million.¹⁰

Frost & Sullivan applauds Cirion's strategy, which positions the company as a trusted leader in the LATAM enterprise services market.

Conclusion

Latin American (LATAM) enterprises face significant challenges adapting to market demands, making digital transformation imperative for their success. With over 30 years of experience and a robust solution portfolio, Cirion stands out as a preferred provider. Its extensive footprint and unique capabilities enable clients to stay ahead of competitors, ensuring successful business outcomes. The company operates 18 data centers across LATAM, with neutrality as a core principle, allowing clients to connect with any network, service, and internal data center connectivity. Cirion excels with a customer-centric approach and continues to innovate to deliver the best for its clients in the market. Thus, it has secured strategic partnerships with top providers such as Tata Communications and Qwilt.

With its strong overall performance, Cirion earns Frost & Sullivan's 2024 Latin American Company of the Year Award in the enterprise services industry.

⁸ <https://dfsud.com/america/santiago-y-lima-las-dos-ciudades-que-recibiran-nuevos-data-centers-de>. Accessed May 2024.

⁹ <https://www.iprofesional.com/tecnologia/405969-inteligencia-artificial-cirion-invertira-325-millones-de-dolares-para-satisfacer-demanda>.

Accessed May 2024.

¹⁰ Ibid.

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)**

