

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

# 2024 COMPANY OF THE YEAR

*IN THE ASIA-PACIFIC  
5G ENTERPRISE  
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. Singtel excels in many of the criteria in the Asia-Pacific 5G enterprise 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

### Addressing Unmet Needs

Growing competitive intensity among technology and peer companies drives the need for new revenue streams and revenue growth regionally. In that context, 5G is considered a means to stay in business and competitive. However, enabling 5G capability is costly, and offsetting the build-out cost of a full-fledged

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5G standalone (SA) network to meet customer expectations for more data and faster speeds at the same price will be tough. Customer demands grow but with the same cost expectations, which is a constant challenge that requires mobile operators to do things differently—by serving enterprise needs better, by getting better profitability from infrastructure, and by offering more value with infrastructure.

Singtel, a key regional competitor in the 5G enterprise sector headquartered in Singapore, actively leverages 5G for better network yield. This technology enables industry innovation through solutions that can satisfy customers’

unmet needs for higher performance and better customer experience, among others, making the company’s value proposition even more attractive. Singtel offers new capabilities for enterprises,

including edge infrastructure and network slicing, that bring new monetization opportunities (quality of service [QoS]) and better business performance (with real-time analysis and decision-making) as value adds. With its compute power options strategically located as close as possible to enterprises, Singtel's customers can reap the benefits of connectivity bandwidth and QoS to meet the needs of enterprise applications and improve productivity by digitalizing and automating operations.

Leading the way in the commercialization of advanced networking slicing capability, Singtel achieved the world's first implementation of application-based network slicing in February 2024, with support from its strategic partners Ericsson and Samsung. This technology will enable dedicated and customized slices of Singtel's 5G SA network, which can boost application performance and enhance the customer experience—surpassing the previous industry benchmark of a differentiated network user experience. This will help the company reach a differentiated network experience according to the applications that users select. Applications that require higher data performance—workplace productivity, enterprise communications, gaming and media streaming, artificial intelligence (AI), and augmented reality/extended reality (AR/XR)—will benefit from this development. Through technological breakthroughs like this, Singtel helps enterprises create differentiated, innovative, and compelling services that enhance the customer experience. This significant milestone has been acknowledged internationally at the World Communication Awards 2023 in Amsterdam in November 2023. Singtel's achievement has elevated its brand, and the company is benefiting from increased brand awareness, which is boosting sales and improving financial performance. Other advancements on the technology front, in application programming interfaces (API) and Network-as-a-Service (NaaS), also present Singtel with ample new opportunities for differentiation and value creation.

### ***Visionary Scenarios through Megatrends***

Enterprises and government agencies in Singapore are at the forefront of innovation and increasingly embracing new technologies—5G, AI, and cybersecurity—to build a brighter future. With local Asia-Pacific governments embracing technology, solutions can be commercialized and replicated cost-effectively across the region. Singtel's partnership with Bridge Alliance, a leading mobile alliance with 35 member operators worldwide, will help democratize and accelerate the use of AI for enterprises across all industries, giving them access to Singtel's digital infrastructure and solutions to increase productivity and business value.

Bridge Alliance will bring Singtel's GPU-as-a-Service (GPUaaS) offerings to enterprises across Asia-Pacific. Mobile operator members of the alliance will be equipped to provide AI computing in Thailand, Malaysia, and Indonesia. Enterprises will be able to access NVIDIA's AI computing power to scale AI deployments rapidly and cost-effectively, thus accelerating their growth and innovation. GPUaaS powering real-time AI capability at the 5G edge and with low latencies will be a key growth driver for enterprise businesses. NVIDIA H100 Tensor Core GPU-powered clusters will power Singtel's GPUaaS initially before the company expands it to run in Nxera's new sustainable, hyper-connected, AI-ready data centers. Nxera is Singtel's regional data center business in Singapore, Thailand, Indonesia, and Malaysia.

## Leadership Focus and Price/Performance Value

Singtel leads the 5G space in Singapore and regionally, bringing together a range of capabilities that all enterprises can readily leverage. The Singtel Paragon platform, one of its key capabilities, benefits

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enterprise customers and is a key differentiator for Singtel because the market lacks a similar platform solution that is as strong in Singapore, regionally, and potentially even globally. The company is unlocking monetization models by extending network leadership and co-creating new use cases in strategic partnerships with enterprises. To offer even more value with its infrastructure, Singtel’s Digital InfraCo infrastructure unit was established in 2023 to drive growth, synergy, and productivity. By running Singtel’s Paragon platform with its regional data center business, subsea cable, and satellite operations, the elite unit has more opportunities to

cross-sell and/or bundle infrastructure services, which leads Singtel to better profitability. As a result, the unit registered 8% operating revenue year-on-year (YoY) growth in FY2024, driven by Singtel’s Nxera data center business and satellite services.

Without Singtel’s Paragon platform, customers would have to find the capabilities that facilitate new use cases through multiple providers. Most companies do not have the knowledge, skill set, and experience to complete this task. Singtel makes it all come together through a single pane of glass, giving an end-to-end overarching view that helps enterprises manage it operationally. This reduces the need to start from scratch and the friction associated with doing so. From infrastructure to services, Singtel puts in place all the necessary elements and then ensures that solutions work seamlessly end-to-end, making the experience from concept to deployment frictionless. By simplifying enterprises’ experiences, the company puts them in the driving seat of the best means to achieve their business objectives. As a result, successful commercial deployments featuring notable brands like Hyundai Motor Group, Micron Technology, and the National University Health System (NUHS) are increasing, with more deployments expected by the end of 2024.

## Best Practices Implementation

Singtel’s approach as a company to corporate governance, transparency, and sustainability stands out from regional and global peer companies. The four key pillars of Singtel’s sustainability strategy consist of Sustainable Value Creation, Community Impact, People and Future of Work, and Climate Change and Environment. Deemed Asia’s most sustainable telecom service provider and the world’s third most sustainable telecom service provider in the World Index of the 2024 Global 100 Most Sustainable Corporations by Corporate Knights, the company is also listed on regional lists, such as the Singapore Governance and Transparency Index 2023 and Sustainability Perceptions Index 2023. Its achievements on the sustainability front include investments in sustainable infrastructure (green data centers and carbon-

neutral headquarters), conscious leadership (fostering diversity and inclusivity), and fair compensation practices. Singtel's sustainability reporting on community impact and diversity and communications transparency is also commendable. The company is setting the standard for sustainability in the telecoms industry. It is building a future-ready workforce and strives to advance the well-being and progress of vulnerable segments of society by fostering diversity, equity, and inclusion. The company harnesses technology to create a sustained and positive impact for stakeholders. Notably, Singtel is the only telecoms service provider, Asia's first, that has set a net-zero target ahead of 2050.

### **Brand Equity**

Singtel has a strong homegrown brand that has garnered a high level of brand loyalty among government agencies and enterprises of all sizes in Singapore. With Singapore as a stronghold, Singtel is considered an agile, innovative, and technologically advanced company. The innovation that the company delivers to the market—especially that which has been derived as part of strategic partner collaborations on 5G—has been recognized and highly praised by industry participants, including Frost & Sullivan. Singtel has been performing exceptionally well in driving 5G adoption and in building and maintaining a formidable brand that regional competitors find difficult to challenge. The company's growing recognition will help it drive customer lifetime value—it has won several awards for its 5G initiatives from Asian Telecom Awards since 2022, and its recognition has expanded to new titles, such as the world's sixth strongest brand and ASEAN's strongest brand in the telecoms sector by Brand Finance, and the best telecommunications group in Asia by APAC Insider. This list is expected to grow each year as the impact of Singtel's services and solutions continue to broaden.

### **Conclusion**

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Singtel is a strong homegrown brand that leads the commercialization of advanced networking slicing capabilities and sets the standard for sustainability in the telecoms industry. Its notable achievements in 2023, including the world's first implementation of application-based network slicing and target setting of net-zero ahead of 2050, make Singtel stand out from peer companies. Powered by the Bridge Alliance, Singtel's infrastructure unit will expand into the region, building a brighter future for all.

With its strong overall performance, Singtel earns Frost & Sullivan's 2024 Company of the Year Award in the Asia-Pacific 5G enterprise 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 Megatrends:**

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)**

