

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

2024 EMERGING COMPANY OF THE YEAR

*IN THE INDIAN
NETWORK SERVICES
INDUSTRY*

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

BEST
2024 PRACTICES
AWARD

 **ISHAN** | **UNIQUELY[®]**
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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. Ishan Technologies excels in many of the criteria in the Network Services space.

| AWARD CRITERIA | |
|-----------------------------------|-------------------------------|
| <i>Entrepreneurial Innovation</i> | <i>Customer Impact</i> |
| Market Disruption | Price/Performance Value |
| Competitive Differentiation | Customer Purchase Experience |
| Market Gaps | Customer Ownership Experience |
| Leadership Focus | Customer Service Experience |
| Passionate Persistence | Brand Equity |

Unmet Needs Solved: Ishan Technologies Success

Ishan Technologies has come up as an emerging player in the Indian network services Industry with pan-India coverage of more than 100 locations. The Company has addressed the industry challenge of

“Ishan Technologies has expanded its operations across 100+ locations in India, addressing the critical network and cloud connectivity challenges faced in industry by partnering with Google Cloud for secure service access and Versa Networks for AI/ML-powered SASE solutions, they ensure the availability of 99.99% and provide enhanced network performance. These collaborations focus on secure, high-speed broadband, network connectivity, and cloud services, driving business growth, security, and digital transformation across India.”

- Sapan Agarwal
Global Senior Vice President

providing a secure, reliable, and economical network and cloud connectivity by collaborating with the industry leaders and entering strategic partnerships with Google Cloud and Versa Networks. This allows Ishan Technologies to become an authorized service provider for Google Cloud's Partner Interconnect and provide Indian enterprises access to Google Cloud services privately and securely. The collaboration with Versa Networks for AI/ML-powered Unified Secure Access Service Edge (SASE) solutions is the first partnership in India for local instance deployment of SASE in India to serve Indian customers this will allow the company to enhance network performance and security and provide clients with a smooth experience, consolidating service agreements and expanding the portfolio in the SASE segment. These initiatives

provided a 99.99% availability topology and will help to meet the rising demand for effective cloud management and optimization and security. The company's offerings of High-Speed Broadband, Enterprise Connectivity, Unified Communications, Carrier-Based Cloud Interconnect, and Internet Exchange will show their commitment to delivering smooth and efficient integrated network solutions customized according to individual client needs of various sectors.

The impact of this partnership with Google Cloud services helped the company differentiate by being among the few players to offer cloud interconnect with Low latency. With Ishan dedicated connectivity with Google data center enterprises can get secure connections to migrate data from cloud to on prem or on prem to cloud without any worry, and not needing to take direct connect from Google directly thereby saving on egress cost.

Additionally avoiding the use of open public internet will enhance security and reliability, which are an important factor in maintaining the continuation of business and trust. Similarly, the partnership with Versa Networks will enable Ishan Technologies to offer customized and managed SASE solutions along with secure networking with 24x7 monitoring services, resulting in digital transformation across India. These partnerships showcased the capabilities of Ishan Technologies' to anticipate market needs and deliver the right solutions to it strengthening its position as a leader in the industry.

Leadership Focus on Innovation and Workforce Growth

Ishan Technologies has outperformed under the leadership and guidance of MD and Chairman Pinkesh Kotecha, the company has strategically navigated the dynamic landscape of telecommunications and information technology in India. The company focus on the use of industrial megatrends like 5G, cloud computing, Artificial intelligence (AI), and machine learning (ML). These trends highlight the opportunities

"Ishan Technologies has leveraged 5G, AI, ML, and cloud computing to drive sustained company growth. The company addresses India's industry talent gap with initiatives of hiring 3,000+ employees and establishing training programs. The company's involvement in projects like Gujarat BharatNet and K-FON highlight their commitment of enhancing state network connectivity and their strategic focus on developing 10 smart cities, contributing to the infrastructure, and coming up with digital transformation across India."

- Rahul Agarwal
Associate Director

for the company like capitalizing on India's rapid technological advancements, especially the development of 5G, which offers significant potential to enhance high-speed connectivity across the nation. The company's involvement in large-scale projects like "Gujarat BharatNet" and K-FON (Kerala Fiber Optic Network) of 16,000 kilometres of Fibre Optic Network highlights their commitment to enhancing state network connectivity. However, the management has faced some notable challenges like a significant talent gap in the telecom industry with a reported shortfall of nearly 2.4 million skilled professionals. The company decided to address these issues and opportunities by implementing several strategic initiatives, including upskilling the workforce and hiring more than 3000

employees pan India across job roles like Research & Development, IT and Networking Engineers, and Advanced Tech experts in AI and ML, out of which 40% of that will be from Gujarat and resulting in company's total workforce strength to over 4,700 employees by 2026. The company is also setting up new training labs, training and apprenticeship programs with industry stakeholders and collaborating with the

government for upskilling the workforce, it has recently been recognized as a Great place to work certified organization by Great place to work India.

These strategies have a multifactor impact as they focus on learning new skill sets and upgrading the current skill sets to make them the frontrunner in the technology industry.

The company is also hiring the local workforce to bridge the talent gap across the nation, particularly in Gujarat, this shows their commitment towards empowering the nation's workforce and the development of the economy. In addition, the company was also involved in large-scale projects in which they are developing over 10 smart cities contributing to the infrastructure and coming up with digital transformation across India. The company is putting up these efforts not only to overcome the digital gap but also to make sure that Ishan Technologies will remain at the forefront of the network and technological industry.

Furthermore, Ishan is innovating on rate-adaptable Free Space Fiber Optics Connectivity (FSOC) solution in collaboration with Google India as part of the Moonshot project. This advanced technology adapts to weather conditions, preventing complete outages and ensuring reliable urban connectivity. Strategically placed on high buildings, it avoids infrastructure disruption. The integration of short-haul radio links as an emergency backup ensures zero blackout scenarios. In rural areas, Ishan deploys easy-to-assemble mast/towers with solar-powered radio devices for low-footprint, low-power backhaul. Wi-Fi hotspots at customer locations enable large population connectivity, with ongoing efforts to enhance Wi-Fi ranges and explore Wi-Fi 6 technology for affordable internet access.

Ishan Technologies Visionary Mega Trends

Ishan Technologies strategically positioned itself to face the upcoming challenges in emerging network industry by leveraging the mega trends like cloud computing, artificial intelligence (AI), and high-speed connectivity. The initial challenge lays in integration of the advance technology smoothly into the existing company's infrastructure for the supply of high-speed, low-latency, and secure data transfers. To solve this, company has focused on innovative strategies in colocation and cloud interconnect solutions. They offer dedicated, high-speed connections with single-day delivery capabilities through their cloud interconnect services, bridged on-premises data centres with leading cloud service providers, ensuring both security and efficiency. The impact of these innovative strategies has been significant in addressing industry challenges, improving business agility, scalability, and cost-efficiency. The strategic focus on innovation has helped the company solidify its market position and industry recognition. With the expansion to over 30 data centres across India, the company's widespread network reach allows it to serve diverse landscapes and regions. This widespread network reach allows the company to serve different landscapes and regions which were aligned with the forecasted growth of the Indian data center industry to USD 8.73 billion within the next five years.

Best Practices Driving Excellence at Ishan Technologies

Ishan Technologies has been operating in the telecommunication space for over twenty years. They have implemented best practices that make them industry experts. The company has an inclusive strategy and tailored approach to connectivity solutions. The company offers crafted services to meet the needs of

each client, network optimization, SD-WAN/MPLS, and cybersecurity, all under a unified Service Level Agreement (SLA).

This makes sure that the company offers robust and scalable solutions which are designed as per operational requirements which goes along with their core values that is flexibility and reliability. Ishan Technologies provides fast and adaptable connectivity options to the various last-mile technologies and network topologies that ensure iterations can be accommodated as per client needs. They guarantee 99.9% functional time which shows their dedication to uninterrupted network connectivity which is very important for businesses.

Additionally, their hybrid networks such as MPLS combined with SD-WAN enhances performance and reliability. These networks are supported by a 24/7 helpdesk and a progressive Network Operations Center (NOC) for continuous support and monitoring.

Ishan Technologies has won many rewards and recognitions for its technological innovations. The company is recognized as a CMMI Level 3 appraised by KPMG and has various ISO certifications including ISO 20000-1:2018 for IT service management and ISO 27001:2013 for information security, rated 3 certifications for its Data center that shows their commitment to high standards of service and security. They have received the CIO CHOICE 2024 award for Telecom Carrier Leased Lines which indicates their excellence and reliability in the sector. It also reflects the trust and recognition earned from their clients. This award reflects their ability to deliver good line services in India, backed by strong SLAs and a resilient network infrastructure. Also, Ishan Technologies' proactive strategies like upskilling their workforce and accepting technological advancements have made them a trusted partner in the telecommunications and IT sectors. This approach not only meets current market demands but also act as a path for future growth and innovation which ensures they remain at the top of industry advancements while delivering exceptional experience to their clients.

Customer ownership experience

Ishan Technologies has been serving more than over 10,000 government and large to small enterprise entities. The marvelous customer service of Ishan Technologies has proven to set a standard of excellence in the field of information technology. The approach of the company is embedded in understanding as well as surpassing customer expectations with a 4 and above rating on Google reviews. The various aspects of their operations demonstrate their dedication in providing exceptional service and setting standards for consumer trust along satisfaction. The company's staunch focus on the enhancement of IT infrastructure to meet client requirements is also a crucial part of its status. The company has been serving different industries including the nation's most significant brands and earning praise for improving connectivity and streamlining operations.

Ishan Technologies delivers arrangements that are personalized and help organizations operate at peak performance and results. This client-centred approach allows for a great customer experience and tailored support to meet specific needs, showcasing their commitment in providing a personalized and effective experience. Security is also a fundamental aspect of the client experience at Ishan Technologies which reflects their dedication to protect their clients' interests.

Ishan Technologies' strong security measures give their clients peace of mind and stability which becomes crucial because of the amount of increasing data breaches and severe cyber threats. This is a vital aspect for industries where maintaining data integrity and uninterrupted service is crucial. The company also motivates employees to effectively meet their client's needs by taking initiative.

Ishan Technologies is committed to ensuring uninterrupted operations for its customers via its highly agile team. In today's swift business space, where any delay could result in a significant number of losses, the company strictly adheres to Service Level Agreements (SLAs) and guarantees minimal downtime and quick response times.

Conclusion

Ishan Technologies' strategic partnerships with Google Cloud and Versa Networks fortify its prominent position in India's ICT industry. The company shows industry best practices via its customizable, comprehensive, and integrated network connectivity solutions. Their innovative strategy and client-centric approach focus on the use of advanced technology integration like AI/ML-powered SASE solutions and high-speed cloud interconnect services.

Under the leadership focus of Pinkesh Kotecha, the company has strategically placed itself to capitalize on megatrends like 5G and cloud computing, improved connectivity and making digital transformation across the Indian landscape. With its strong overall performance, Ishan Technologies earns Frost & Sullivan's 2024 India Emerging Company of the Year Award in the Network Services industry.

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

Frost & Sullivan's Emerging Company of the Year Award recognizes the best up-and-coming, potentially disruptive market participant.

Best Practices Award Analysis

For the Entrepreneurial Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Entrepreneurial Innovation

Market Disruption: Innovative new solutions have a genuine potential to disrupt the market, render current solutions obsolete, and shake up competition

Competitive Differentiation: Strong competitive market differentiators created through a deep understanding of current and emerging competition

Market Gaps: Solution satisfies the needs and opportunities that exist between customers' desired outcomes and their current market solutions

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Passionate Persistence: Tenacity enables the pursuit and achievement of seemingly insurmountable industry obstacles

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

