

FROST & SULLIVAN

# BEST PRACTICES

AWARDS

FROST & SULLIVAN

2020 BEST PRACTICES AWARD



**2020 LATIN AMERICAN  
SATELLITE COMMUNICATIONS  
COMPANY OF THE YEAR AWARD**

## Contents

Background and Company Performance .....	3
<i>Industry Challenges</i> .....	3
<i>Visionary Innovation &amp; Performance and Customer Impact of GlobalSat Group</i> .....	3
<i>Conclusion</i> .....	6
Significance of Company of the Year .....	7
Understanding Company of the Year .....	7
<i>Key Benchmarking Criteria</i> .....	7
Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices.....	9
The Intersection between 360-Degree Research and Best Practices Awards.....	10
<i>Research Methodology</i> .....	10
About Frost & Sullivan .....	10

## Background and Company Performance

### *Industry Challenges*

Enterprises and organizations operating in rural or remote areas without high-speed terrestrial fiber-optic lines are still in need of reliable voice and data communication means, and they are turning to satellite to fill the gap. Across Latin America, satellite communications are competing with traditional communications carriers and not only in providing services to remote areas. The quality, performance, and coverage of satellite communications are improving over time. As more satellites and operators enter the market, the price of satellite communications systems is declining over time.

However, as enterprises and governments are making significant changes and investments in their communications strategies to adopt satellite, they require a high degree of confidence in the provider. Decision makers weigh the cost and performance of the solution, as well as the responsibility to shareholders and stakeholders. Thus, they need a steady satellite connectivity provider with whom they can trust and depend upon to value the relationship. Reliable connectivity is essential for many applications as organizations across verticals adopt digital transformations strategies throughout the operation: from cloud-based AI logistics systems, to Industrial Internet of Things (IoT), and bandwidth-heavy streaming use cases. The interconnected nature of such enterprise services obliges vendors to articulate both an overall framework and remain sensitive to local contexts that account for the complex variables in the business models, processes, and systems.

Amid the COVID-19 pandemic and the crash in oil prices in 2020, decision makers are feeling the burden of uncertainty, while distributed communications plans only seem to become more important. As the usefulness and capabilities of satellite communications expand, more potential customers are exploring adoption; however, the diversity of uses cases and deployment environments pushes service providers to offer an extensive portfolio that is highly adaptable. Local or enterprise needs may dictate the context for highly customized communications solutions integrating numerous systems. At the same time, ensuring functionally and coverage competently across multiple countries in Latin America is a complicated set of capabilities. While the users will continue to demand high-quality experience and consume more data traffic, satellite service providers will need to tailor offerings that enable a global perspective with local sensibilities.

### *Visionary Innovation & Performance and Customer Impact of Globalsat Group*

Globalsat Group (Globalsat) is a consortium of nationally registered with regulatory compliance satellite communications provider reaching across the Americas. Delivering hardware and software deployments and satellite connectivity solutions, Globalsat ensures that users maintain critical communications in mobile, land, maritime, and aeronautical applications from city to remote sites.

### **Close to Clients and Trusted by Constellation Operators**

Crucially, Globalsat serves as a boutique provider bridging the gap between satellite operators and regional customers, cultivating intimacy with each side that enables the company to create matchless solutions to meet exceptional and unique circumstances. As a provider with a local presence across Latin America, Globalsat has a closeness to the customer and knowledge of the requirements needed to operate in the region that empowers it to build satellite offerings that deliver the highest value for the situation. Globalsat maintains the trust of customers in the region because it organizes packages of the right transmission plans and devices that provide value and performance. Knowing that changing communication technologies requires significant trust and due diligence for a company, Globalsat supports customers through each stage of planning, implementation, and support with close relations and great care. Similarly, Globalsat maintains the confidence satellite network operators (for VSAT, satellite broadband, machine to machine (M2M)/IoT, voice, and data services) that allows it to configure solutions without sacrificing operation (on Ka-band, Ku-band, L-band, and C-band spectrum). Globalsat partners with the leading satellite network operators (e.g., Inmarsat, Iridium, Globalstar, KVH, Orbcomm, Cobham, Thales, etc) to ensure geographic coverage across the globe. In each deployment, Globalsat takes the care to collaborate with clients and providers to deliver ideal solutions and configure satellite systems perfectly to achieve ideal functionality. This direct relationship that Globalsat possesses means it can show clients across the Americas the latest technology and resolve their concerns with constellation managers. As opposed to alternative satellite communications providers in the region, Globalsat is unique in retaining close relations with both sides of the equation and the clarity and enthusiasm to adapt technology to the local context.

### **A Flexible Portfolio for Made to Measure Solutions**

Globalsat provides made-to-measure tailoring in the structure of its services to its clients. Globalsat can build highly flexible and dynamic plans for all account levels. The company makes flexible packages to meet the unique needs and difficulties of a particular situation. Relatedly, Globalsat does not push clients towards one specific type of technology or satellite network; instead, the company considers the difficulties of the environment and makes recommendations in the best interest of clients to achieve their communication goals. Moreover, with Globalsat's expertise and experience with satellite operators, it can adapt or build service structures for the best benefit of customers. Globalsat has experience developing, delivering, and optimizing satellite systems across a range of verticals.

In a fascinating and noteworthy development, Globalsat will be the key local solution provider to Rumo SA, the largest transport and logistics company in the region, to connect Rumo's railway infrastructure with satellite connectivity. With the first phase including 2000 kilometers (km) of rail tracks, and Rumo managing 14,000 km in total, the solution will improve reliable communication and live data updates for drivers and engineers, as well as transport managers overseeing the broader logistics picture that translates directly to operational costs. Globalsat will furnish 300 cargo trains with terminals and gateways

that supply uninterrupted connectivity and real-time tracking, along with highly reliable voice and data traffic. Eventually, approximately 2,000 trains will gain satellite connectivity with Globalsat and transform the way Rumo functions and plans with a new level of visibility, safety, and efficiency.

For a South American client with a significant fleet of approximately 600 vehicles, Globalsat has developed a satellite communications deployment to connect the fleet and provide added functionality. Globalsat helps the client integrate mobile communicators, but also additional value-added systems for monitoring road conditions and forecasting tools to bring down cost and prevent accidents. Globalsat has enabled clients with connected car and truck fleets, to transmit telemetry as well as voice and data. With many clients in the oil and gas and mining sectors, Globalsat has experience with M2M deployments on pipelines and job sites, in addition to ensuring that the satellite broadband system integrates with push to talk radios for one client.

Further, maritime and armed forces applications trust Globalsat with high profile deployments. Globalsat has outfitted merchant and military ships, such as installing the Iridium Certus mobile satellite system in South America into the Argentine Navy's regatta yacht Fortuna III. Regatta racing competitions require highly technical information and reliable communications systems, Globalsat supplied the Iridium Certus, the first mobile satellite system with fully global maritime telecommunications coverage, along with high-speed data and voice lines transmitting on a single compact antenna.

### **A Focus on Innovation and Transparency**

Prizing innovation, Globalsat prioritizes the latest technology developments. In 2020 this means nanosatellite coverage expands its capabilities. Globalsat is already collaborating with Dutch Company Hiber and Sky and Space, operators of nanosatellite constellations, which bring down the cost of connectivity significantly. Globalsat will be expanding its partner network with additional small satellite constellation operators, and this will enable new strategic agreements for M2M and IoT systems.

All Globalsat deployments include transparency, in the single portal where clients can monitor consumption. AirtimeSat serves as a single platform for customers to manage their services and optimize utilization. In the AirtimeSat client portal displaying near real-time bandwidth usage and billing, customers can activate and manage devices online. Customers can also set up automated traffic alerts and provision services to adjust and limit unnecessary traffic, to minimize costs and maximize efficiency.

### **Unmatched Experience and Coverage across the Region**

Globalsat leverages a wealth of experience in satellite communications and unmatched reach across the hemisphere. Delivering mobile satellite services since 1999, Globalsat maintains offices in eight countries, Argentina, Bolivia, Brazil, Chile, Colombia, Peru, Mexico, and the United States [Florida and Puerto Rico], in addition to distributor relations in major cities across Latin America. The company has experience meeting the hurdles of administrative and regulatory frameworks and achieving the relevant telecommunications licenses in each country. Alternative service providers cannot match the breadth of local

presence and knowledge that Globalsat brings to the table. This range is especially useful for international companies seeking to replicate communications in several footprints. Globalsat can assist a company based in the United States or Colombia in expanding operations into Mexico, Argentina, or Chile with similar services and products, at competitive prices with regulatory compliance and installation included. Ensuring performance, Globalsat maintains 24/7/365 support in Spanish, Portuguese, and English.

Moreover, as an Inmarsat and Iridium repair service provider, Globalsat handles equipment repairs on phones, terminals, and systems in-house. Also, as an Inmarsat and Iridium partner and service provider, Globalsat can incorporate complete solutions, from end-to-end, including hardware and software integration. Customers rely on Globalsat because of the company's lasting reliability and breadth of coverage. Globalsat impresses Frost & Sullivan with the level of personal contact and in-depth work it puts into designing the systems, fine-tuning the installation, and maintaining a customer's deployment.

### *Conclusion*

With a matchless depth of experience and coverage across the hemisphere, Globalsat Group (Globalsat) ensures that customers receive the optimal satellite communications system. Designing and implementing made to measure solutions, Globalsat operates as a high-service boutique with global reach and local familiarity. Continuously bringing innovative technologies to meet the unique and diverse needs of customers across verticals and geographies, Globalsat's portfolio is broad and flexible. Globalsat demonstrates dedication to configuring the terms and structure of a solution to meet the clients' needs and unique location contexts, as well as with the diligence and patience needed to ensure that installations function seamlessly in the real world.

With its attention to customer details, customizable solutions, and broad coverage and expertise, Globalsat Group earns Frost & Sullivan's 2020 Latin America Company of the Year Award in the satellite communications market.

## Significance of Company of the Year

To receive the Company of the Year Award (i.e., to be recognized as a leader not only in your industry, but among non-industry peers) requires a company to demonstrate excellence in growth, innovation, and leadership. This excellence typically translates into superior performance in three key areas—demand generation, brand development, and competitive positioning—that serve as the foundation of a company's future success and prepare it to deliver on the 2 factors that define the Company of the Year Award: Visionary Innovation and Performance, and Customer Impact).



## Understanding Company of the Year

Driving demand, brand strength, and competitive differentiation all play critical roles in delivering unique value to customers. This three-fold focus, however, must ideally be complemented by an equally rigorous focus on Visionary Innovation and Performance to enhance Customer Impact.

## ***Key Benchmarking Criteria***

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated each factor according to the criteria identified below.

### ***Visionary Innovation & Performance***

#### **Criterion 1: Addressing Unmet Needs**

Requirement: Implementing a robust process to continuously unearth customers' unmet or under-served needs, and creating the products or solutions to address them effectively.

#### **Criterion 2: Visionary Scenarios through Mega Trends**

Requirement: Incorporating long-range, macro-level scenarios into the innovation strategy, thereby enabling "first-to-market" growth opportunity solutions.

#### **Criterion 3: Implementation of Best Practices**

Requirement: Best-in-class strategy implementation characterized by processes, tools, or activities that generate a consistent and repeatable level of success.

#### **Criterion 4: Blue Ocean Strategy**

Requirement: Strategic focus on creating a leadership position in a potentially "uncontested" market space, manifested by stiff barriers to entry for competitors.

#### **Criterion 5: Financial Performance**

Requirement: Strong overall business performance in terms of revenues, revenue growth, operating margin, and other key financial metrics.

### ***Customer Impact***

#### **Criterion 1: Price/Performance Value**

Requirement: Products or services offer the best value for the price, compared to similar offerings in the market.

#### **Criterion 2: Customer Purchase Experience**

Requirement: Customers feel they are buying the most optimal solution that addresses both their unique needs and their unique constraints.

#### **Criterion 3: Customer Ownership Experience**

Requirement: Customers are proud to own the company's product or service and have a positive experience throughout the life of the product or service.

#### **Criterion 4: Customer Service Experience**

Requirement: Customer service is accessible, fast, stress-free, and of high quality.

#### **Criterion 5: Brand Equity**

Requirement: Customers have a positive view of the brand and exhibit high brand loyalty.

## Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices

Frost & Sullivan analysts follow a 10-step process to evaluate Award candidates and assess their fit with select best practice criteria. The reputation and integrity of the Awards are based on close adherence to this process.

STEP	OBJECTIVE	KEY ACTIVITIES	OUTPUT
1 <b>Monitor, target, and screen</b>	Identify Award recipient candidates from around the globe	<ul style="list-style-type: none"> <li>• Conduct in-depth industry research</li> <li>• Identify emerging sectors</li> <li>• Scan multiple geographies</li> </ul>	Pipeline of candidates who potentially meet all best-practice criteria
2 <b>Perform 360-degree research</b>	Perform comprehensive, 360-degree research on all candidates in the pipeline	<ul style="list-style-type: none"> <li>• Interview thought leaders and industry practitioners</li> <li>• Assess candidates' fit with best-practice criteria</li> <li>• Rank all candidates</li> </ul>	Matrix positioning of all candidates' performance relative to one another
3 <b>Invite thought leadership in best practices</b>	Perform in-depth examination of all candidates	<ul style="list-style-type: none"> <li>• Confirm best-practice criteria</li> <li>• Examine eligibility of all candidates</li> <li>• Identify any information gaps</li> </ul>	Detailed profiles of all ranked candidates
4 <b>Initiate research director review</b>	Conduct an unbiased evaluation of all candidate profiles	<ul style="list-style-type: none"> <li>• Brainstorm ranking options</li> <li>• Invite multiple perspectives on candidates' performance</li> <li>• Update candidate profiles</li> </ul>	Final prioritization of all eligible candidates and companion best-practice positioning paper
5 <b>Assemble panel of industry experts</b>	Present findings to an expert panel of industry thought leaders	<ul style="list-style-type: none"> <li>• Share findings</li> <li>• Strengthen cases for candidate eligibility</li> <li>• Prioritize candidates</li> </ul>	Refined list of prioritized Award candidates
6 <b>Conduct global industry review</b>	Build consensus on Award candidates' eligibility	<ul style="list-style-type: none"> <li>• Hold global team meeting to review all candidates</li> <li>• Pressure-test fit with criteria</li> <li>• Confirm inclusion of all eligible candidates</li> </ul>	Final list of eligible Award candidates, representing success stories worldwide
7 <b>Perform quality check</b>	Develop official Award consideration materials	<ul style="list-style-type: none"> <li>• Perform final performance benchmarking activities</li> <li>• Write nominations</li> <li>• Perform quality review</li> </ul>	High-quality, accurate, and creative presentation of nominees' successes
8 <b>Reconnect with panel of industry experts</b>	Finalize the selection of the best-practice Award recipient	<ul style="list-style-type: none"> <li>• Review analysis with panel</li> <li>• Build consensus</li> <li>• Select winner</li> </ul>	Decision on which company performs best against all best-practice criteria
9 <b>Communicate recognition</b>	Inform Award recipient of Award recognition	<ul style="list-style-type: none"> <li>• Announce Award to the CEO</li> <li>• Inspire the organization for continued success</li> <li>• Celebrate the recipient's performance</li> </ul>	Announcement of Award and plan for how recipient can use the Award to enhance the brand
10 <b>Take strategic action</b>	Upon licensing, company able to share Award news with stakeholders and customers	<ul style="list-style-type: none"> <li>• Coordinate media outreach</li> <li>• Design a marketing plan</li> <li>• Assess Award's role in future strategic planning</li> </ul>	Widespread awareness of recipient's Award status among investors, media personnel, and employees

## The Intersection between 360-Degree Research and Best Practices Awards

### Research Methodology

Frost & Sullivan's 360-degree research methodology represents the analytical rigor of our research process. It offers a 360-degree view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan's research methodologies. Too often companies make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry participants and for identifying those performing at best-in-class levels.



## About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation, and leadership. The Company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages more than 50 years of experience in partnering with Global 1000 companies, emerging businesses, and the investment community from 45 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.