



*Colt Recognized for*

**2021**

**Customer Value Leadership**

European Managed  
SD-WAN Services Industry  
*Excellence in Best Practices*

## 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. Colt excels in many of the criteria in the European 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

Colt Technology Services’s managed SD-WAN service utilizes an expansive network infrastructure in Europe. Colt provides managed SD-WAN services based on Versa, with features such as multi-cloud access, SD-WAN remote access (launched in 2021), and WAN optimization. To meet changing customers’ needs, the company has enhanced its SD-WAN offering to launch SD-WAN 2.0, which includes easy-to-use connectivity to cloud-based applications, enhanced network services, and improved security features. In addition, Colt has launched standardized SD-WAN service packs that can be further customized to suit customers’ needs. The company places SD-WAN under its virtual network functions (VNF) product suite that is supported by a strong partner network. Customers receive access

*“Colt is highly focused on meeting evolving customer needs and is building capabilities that can support customers in managing the network better, using cloud applications, and strengthening the security ecosystem. Colt’s ability to offer customized services enables extensive flexibility among enterprise customers.”*

*- Divya Prasad, Senior Industry Analyst*

to Versa’s network function virtualization (NFV) technology that is fully integrated through application programming interfaces (APIs) into Colt’s software-defined networking (SDN) and operations support systems (OSS) environment.

By offering an integrated solution with both Internet connectivity and SD-WAN services, Colt is a preferred service provider among regional customers. Colt, a provider of SD-WAN services globally, has large number of assets and records a high growth in Europe. The

company is growing at 226% on a year-on-year (y-o-y) basis (high growth based on a smaller sales value) compared to the industry standard of 76% y-o-y.

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

Colt provides fully managed SD-WAN service with customer premises equipment (CPE) installation and maintenance, network connectivity, and proactive monitoring. To meet customers' changing needs, the company offers a variety of options, such as multiprotocol label switching (MPLS), Internet, and bring-your-own-bandwidth. With a growing emphasis on meeting security needs, Colt has adopted a secure access service edge (SASE) framework and is currently partnering with Checkpoint, Palo Alto Networks, and Zscaler for their security solutions.

*“Colt’s managed SD-WAN service is gaining significant traction in the region. The company continues to invest in building its SD-WAN capabilities and has launched several enhancements to meet evolving customer needs. As one of the few recipients of MEF 3.0 certification, the company can offer standardized services to customers.”*

**- Divya Prasad, Senior Industry Analyst**

Colt has obtained MEF 3.0 certification for its SD-WAN services, ensuring that it can offer standardized services to customers. Frost & Sullivan notes that the company extends significant flexibility to customers in their network management by changing their manual management to the option of automated services, from quotation to service assurance. Colt has enhanced its SD-WAN management portal with role-based access control (RBAC), allowing real-time insights, analytics, and dashboard viewing capabilities.

This service provides customers with the flexibility to

leverage both the fully managed services and co-managed services and undertake any real-time security policy changes. Frost & Sullivan finds that these capabilities properly contribute to an enhanced customer experience.

### **Growth Potential**

Colt's managed SD-WAN solution has evolved over the years, with the most recent update in early 2021, when the company added several features and capabilities to its SD-WAN portfolio. Going forward, the company plans to add more vendor solutions to its SD-WAN portfolio in Q4 2021 to provide an even wider choice to European customers. Other capabilities to be added include multicast, home user SD-WAN, and additional analytics capabilities. Unlike with other competitors, Frost & Sullivan analysts point out that customer can experience open standards architecture with Colt, allowing hardware abstraction from the SD-WAN software.

In 2019, the company expanded this approach by launching Universal CPE (uCPE), which is now offered as an additional delivery mechanism for the SD-WAN service, thus enabling customers to access additional network services through multi-vendor VNFs rapidly. Moreover, Colt has expanded its sales channel by launching SD-WAN as a white label service, wherein local carriers and resellers can sell customized services from the company's SD-WAN suite.

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

Colt's SD-WAN offering includes flexible deployment and is available as either a fully managed or customer self-managed service. The company follows an all-inclusive, single-price structure that can offer customized service modules based on customers' needs. The available options include various SD-WAN features, Colt's underlying connectivity, delivery through additional VNFs, and self-installation through zero touch provisioning (ZTP). Additionally, Colt offers a single-price structure for multi-access connectivity. Colt's packages include end-to-end service-level agreements (SLA) and quality-of-service performance (e.g., jitter, latency, and packet loss), providing customers with service assurance. The company maintains a strong regional presence and can offer competitive purchase options to suit customers' needs. Colt has invested tremendously in network innovation with 60+ automated network topologies thus garnering a higher score on the innovation index in Frost & Sullivan's Frost Radar.

### ***Brand Equity***

As a leading service provider in Europe, Colt has undertaken various digital innovations to meet evolving enterprise needs. Compared to competing solutions, the company's SD-WAN solution is supported by a strong underlay network infrastructure, competitive end-to-end SLAs in the European market, and a host of new features, such as remote access, Voice over Internet Protocol (VoIP) over SD-WAN, and enhanced uCPE VNF – thereby nicely differentiating Colt in the industry. Customer stickiness is expected to increase based on Colt's services that allow enhanced efficiency in remote working and in the migration of critical workloads to the cloud.

## **Conclusion**

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Colt is a leading service provider in the European market, and its managed SD-WAN service delivers overlay, underlay, and managed services in one package. The company's widespread network of underlay, coupled with a strong global partner ecosystem, allows it to deliver superior managed SD-WAN services worldwide. As European enterprises look to deploy SD-WAN, Colt offers the network support required to help customers succeed in their global WAN transformation efforts.

With its strong overall performance, Colt earns the 2021 Frost & Sullivan Customer Value Leadership Award.

## 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

