

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. Tigo excels in many of the criteria in the data center colocation provider 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

Data Center Demand in a Post-pandemic Latin America

When the COVID-19 pandemic disrupted the entire world in 2020, it impacted the Latin American (LATAM) landscape. Most companies shifted to remote work, relying on cloud meetings, messaging, calling, and customer-case solutions to provide a lifeline when businesses restricted access to their premises. Frost & Sullivan’s independent research reveals that nearly half of Latin American information technology (IT) decision-makers envision at least 25% of their employees working from home, part-time, or full-time.¹ Hence, many enterprises accelerate their digital transformation projects and leverage flexible cloud services to enable a faster return to growth. As a result, the data center colocation provider market continues to maintain its current expansion. Frost & Sullivan expects a high growth trajectory over the next five to seven years, propelled by the augmented demand from cloud providers, the significant increase in data creation and consumption, high volumes of data traffic fueled by emerging technologies (such as edge and fifth-generation [5G] convergence, the Internet of Things, along with artificial intelligence and machine learning developments), escalating enterprise outsourcing, and an upsurge in hybrid-cloud adoption. Specifically, the spike in smartphone usage, increased penetration of fourth-generation technology, and expected 5G launches in LATAM drive data demand and creation, leading to significant investments in data centers because of the need for lower latency and faster data processing.

¹ Latin America in the Post-pandemic World: IT/Telecom Buyers’ Perspective (Frost & Sullivan, September 2021)

Visionary Innovation and Customer Impact of Tigo

Tigo is a subsidiary of the Millicom business group that provides cable and mobile services. Operating in Bolivia since 1991, the Tigo brand aspires to connect people and develop communities by democratizing access to digital technology throughout the country. In response to connectivity challenges (e.g., low quality and penetration levels as well as high price points), this telecommunication firm recently launched its twelfth data center in Latin America and, most importantly, the first in Bolivia. Located in Santa Cruz, the data center allows businesses to store and process their most valuable asset, i.e., company information. Covering an initial area of 1,600 square feet meters, it has a capacity of 128 initial racks. By offering customers a safe space to house their critical IT equipment, clients can reduce their maintenance and backup costs while increasing productivity through 24/7 availability throughout the year.

Tigo's Tier III-certified Infrastructure Offers 99.98% Annual Availability

In April 2021, Tigo launched Bolivia's first data center with Tier III qualification from the Uptime Institute. Due to its design, construction, and operation certifications, it is the only data center in the country that guarantees 99.98% annual availability in its service level agreements. Hence, Tigo ensures that it differentiates itself from other colocation providers by offering best-in-class infrastructure that adheres to the highest industry standards. Frost & Sullivan lauds the company for understanding and addressing customer needs, particularly banks and financial institutions that demand high-quality support in terms of network redundancy and security. Helping these clients move to the cloud, Tigo provides various

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***- Riana Barnard,
Best Practice Research Analyst***

packages and solutions to help them transition. In its interaction, the company explains the importance of quality data centers and extends its offering with backup and cloud services to reduce customers' anxiety. In particular, Tigo's cloud computing capabilities allow customers to save on costs and investments in, for example, physical headquarters, servers, and management hardware. Its flexible and comprehensive portfolio includes advice, design, implementation, and support tailored to each client's specific needs, enabling small and midsize businesses to compete on equal terms with larger companies. Notably, Tigo's addition of new functions and roles to its workforce enhances its sales strategy. The key account manager collaborates

closely with a pre-sales engineer and a solutions architect to consult with clients, identifying pain points and guiding them purposefully through this journey. To highlight the benefits of its colocation services and, ultimately, accelerate digital transformation in Bolivia, Tigo also presents webinars and workshops. Knowledge sharing is pivotal to its sales strategy; therefore, the colocation provider prefers to sell directly to customers without relying on any other sales channels, even though it may subcontract specific services in some instances.

Excellent Feedback Builds Tigo's Reputation to Fuel Future Growth

As part of a confederation of twelve data centers in Panama, Guatemala, Honduras, Paraguay, and Columbia, the world-class center in Bolivia offers businesses a global experience with local availability (because the data remains in the country). Notably, it is the only Tier III-certified data center in the

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*- Leonardo Sampieri,
Industry Analyst*

country. The direct connection between various data centers in Latin America brings the benefit of redundancy between countries. It also supports disaster recovery in Bolivia and vice versa. With its infrastructure as a service offering (e.g., a server, storage, backup, and virtualization platform capabilities), Tigo provides Bolivian companies access to the latest technology and peace of mind regarding the availability of the service. With banks and financial institutions as anchor clients (i.e., the first customer companies to embrace colocation services), excellent feedback helps Tigo get new contracts. Through its distinctive certifications and taking advantage of a market that gives its first steps into digital

transformation, Tigo is progressively selling new services to those same customer companies to improve retention and profits. At the same time, gaining confidence from banks allows the data center provider to build a strong reputation in the country. As a result, Tigo reports above-average growth for 2021 and expects its premium Tier III colocation services to fuel double-digit growth in the near future.

Conclusion

Tigo's colocation data center services allow customers to leverage its resiliency and redundant capacity while offering cloud and connectivity capabilities within a safe and secure ecosystem. By investing heavily in infrastructure (to reach Tier III certification) and upskilling its workforce to deliver outstanding professional support services, Tigo exceeds customer expectations and cements its position as a market leader. The company provides various packages and solutions to help Bolivian businesses transition to the cloud, and meaningful interaction with professional sales teams reduce anxiety. Tigo also educates potential clients, highlighting the benefits of backup and cloud services to save on physical headquarters, servers, and management hardware investments. For example, Tigo's disaster recovery capabilities include an ultra-powered backup service that offers a complete alternate site in standby mode, which aligns elegantly with the safety and security features demanded by Bolivia's banking and financial sector.

With its state-of-the-art infrastructure and sophisticated thought leadership, propelled by the execution excellence of highly professional teams, Tigo earns Frost & Sullivan's 2021 Bolivian Company of the Year Award in the data center colocation provider industry.

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

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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)**

