

FROST & SULLIVAN

CIRION TECHNOLOGIES

2022
COMPANY
OF THE
YEAR

LATIN AMERICAN
ENTERPRISE SERVICES INDUSTRY

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. Cirion Technologies excels in many of the criteria in the enterprise services 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

Cirion Technologies

Cirion Technologies is a leading digital infrastructure and technology service provider company headquartered in Miami, FL, United States, with regional offices in Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, Panama, Peru, Mexico, Venezuela, and the Caribbean Islands. The company targets Latin-American companies and global enterprises with businesses in the region that require specialized customer care in several service levels across Latin America and provides them with a wide portfolio of fiber network, connectivity and enterprise services such as colocation, cloud infrastructure, and communication and collaboration solutions. Cirion Technologies’ laser-focus on addressing customers’ needs leads the company to form tight partnerships with customers, ensuring that their needs are met and allowing the company to tailor innovation directly to address unmet customer needs. In 2021, Frost & Sullivan recognized Cirion Technologies (previously Lumen’s Latin American business, and now an independent company within the Stonepeak portfolio) for its price/performance value and brand equity and remains impressed with the company’s continuing innovation and sustained leadership.

An Established Latin America Leader

Cirion Technologies offers the most comprehensive portfolio in the market such as voice solutions, Internet and data communications like MPLS, Ethernet, Wavelengths; unified communications; information technology services by housing and hosting in its own Data Centers, security, managed services, professional services,

business continuity, cloud computing, and content delivery services, to provide robust features and capabilities. Unlike its competitors, the company also adds value through its professional support services, such as network management, on-site monitoring, differentiated complaint access, a statistics web portal, and network values, safeguarding value to customers.

Cirion Technologies' cornerstone and foundation is built upon delivering colocation and data center services to provide a variety of computational environments needed by customers in various industry verticals. The company commits to not just delivering solutions but to forming partnerships with customers to ensure that environments are being serviced and used to empower streamlined processes and integration, regardless of customers leveraging private or public clouds. Cirion Technologies partners with technology giants such as Amazon, Google, and Microsoft to provide customers public cloud services and gives customers unique services and tools, such as its CAM tool that allows customers to manage different events within their cloud from unique points of interaction. The company continuously innovates its platform and unique interface portal to expedite processes meeting customers changing needs. This unique strategy also empowers the company to provide greater granularity to the market.

Cirion Technologies maintains its own subsea cable network that connects North America, Central America, South America, and the Caribbean, empowering its flexibility regarding network capabilities and management.

“SD-WAN allows the customer to mix Internet, even broadband or LTE for backup with the traditional Ethernet or MPLS access, giving the customer the perfect access not only in terms of cost but performance. Additionally, this ensures that customers are not putting any risk onto corporate applications, as this mix meets various quality standards as the application needs. This flexibility is a key differentiator as Cirion Technologies can design and deploy the solution, manage the solution as a managed service, and monitor it with a dedicated team to allow customers to make changes for troubleshooting.”

**- Ignacio Perrone,
ICT Research Director**

This vast cable network allows the company to build its own network for Internet and private network groups and probes as well as sell capacity over those cables as wavelengths. Within the past five years, Cirion Technologies (previously Lumen Latin America) has seen a large market shift of corporate networks migrating from legacy solutions, such as Ethernet or MPLS, to SD-WAN as the preferred network. As such, Cirion Technologies has focused innovation and services on expanding its flagship SD-WAN offering to allow seamless migration. Additionally, Cirion Technologies understands how individual customers work, including their specific needs, applications within the platform, the type of cloud customers have, and how many private or public data centers needed to host their data. As such, Cirion Technologies orchestrates all of that information to create a complete solution that gives customers the quality needed for each application on a specific link. SD-WAN allows the customer to mix Internet, even broadband or LTE for backup with the traditional

Ethernet or MPLS access, giving the customer the perfect access not only in terms of cost but performance. Additionally, this ensures that customers are not putting any risk onto corporate applications, as this mix meets various quality standards as the application needs. This flexibility is a key differentiator as Cirion Technologies can design and deploy the solution, manage the solution as a managed service, and monitor it with a dedicated team to allow customers to make changes for troubleshooting. Furthermore, Cirion Technologies manages business region-wise, not on a per country basis, allowing for unmatched nimbleness and agility for companies spread throughout the region.

Cirion Technologies hosts a large portfolio of data products, ranging from simple to complex probes that help customers accomplish specific KPIs. As such, Cirion Technologies remains flexible, allowing customers with a variety of asset offerings to build their own networks, if desired, while offering a complete turnkey service where everything is sold as a complete package that allows the customer to focus on their core business. While Cirion Technologies can manage networks for customers, it recognizes that many customers desire to manage their own networks, and thereby maintains various management products. This adds another level of granularity and oversight, as Cirion Technologies manages all hardware, equipment, and performs proactive monitoring and field operations while customers monitor their specific networks simultaneously.

Finally, with the large workforce migration onto virtual or hybrid settings, companies require additional speed and agility of interacting services. Cirion Technologies' unified communications and collaboration (UCC) solutions run as an application on top of its enterprise services, allowing for profound integration and providing additional value to customers. In 2006, Cirion Technologies was one of the first providers in the region and in the world to land SIP trunk and services for traditional voice services and continues this leadership today in connection with the cloud migration. The company's UC and collaboration are under the managed services umbrella, providing customers a vendor agnostic solution meeting their various communication needs. Cirion Technologies expanded upon its UC offerings with its Cirion Technologies Solutions for Cisco Unified Communications Manager Cloud (UCMC), released in 2021, which delivers enterprise-level UC from the Cisco cloud to lessen customer's capital investment requirements from ongoing maintenance, IT staffing, large UC purchases while still receiving Cirion Technologies' unmatched global network of operations and support teams. Cirion Technologies' vast UC commitment spans not just providing and managing the solution, but also empowering end-user devices, such as collaboration rooms, video equipment, and on-session border controllers, by offering a pay-as-you-grow use model, providing unmatched value to customers. Consequently, Frost & Sullivan recognized the value and excellence of this strategy two years previously.

Guaranteed Satisfaction through End-to-end Customer Service

With its customer-centric corporate philosophy, Cirion Technologies operates on the central tenet that its success depends on customer satisfaction. This philosophy permeates the company's daily practices. Cirion Technologies meets with clients to assess their specific needs and develop tailored solutions with roadmaps for seamless execution. Many times, enterprise services require services from multiple product lines from a client perspective; Cirion Technologies works closely with new and long-term customers to make sure that customers are continuously fulfilling their goals with the company's technology, creating lasting partnerships that empower a swift shift and integration of additional capabilities as customers' needs change as they grow. This foundational approach establishes ongoing trust with customers for long-lasting relationships.

Building upon this strategy, Cirion Technologies created its Voice of the Customer Program to survey customers to ensure needs are met continuously. The Voice of the Customer Program has two different surveys; the first is a transactional survey measuring customer pain points: delivery, service assurance, and billing. Surveys are open seven days a week, 365 days a year, allowing customers to provide feedback in real time. Cirion Technologies commits to acting quickly on feedback and implements a continuous improvement process. The feedback system is integrated with alerts triggered anytime a customer scores lower than a specific parameter, allowing the company to react to customer complaints quickly. The second survey within the program, performed twice a year, asks for feedback from decision makers about their overall experience with Cirion

Technologies, allowing the company to make any high-level changes needed to ensure customer satisfaction. Finally, Cirion Technologies leverages blind net promoter surveys from a third-party company every two to three years to allow for direct comparison with competitors, ensuring Cirion Technologies remains a leading provider within the region. This vast and ongoing customer feedback ensures that Cirion Technologies tailors products and services directly to customers' needs and safeguards customer satisfaction and brand loyalty.

Earning Clients' Trust and Loyalty through Customer-centric Practices

Since its inception, Cirion Technologies' sterling reputation and customer-centric framework led to its coveted

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***- John Sisemore,
Best Practices Research Analyst***

preferred partner status. Cirion Technologies has more than 6,400 corporate customers in the region and focuses on expanding its reach, and its customer base through enterprise customers, including medium to large enterprises, wholesale carriers, and gaming and content companies. Throughout this expansion, Cirion Technologies maintains its commitment to providing quality and high value solutions to customers. Moreover, Cirion Technologies commits to remaining on the edge of innovation and technology, ensuring that it can give customers the most technologically advanced offerings for their enterprise needs. As such, the company began providing colocation services, housing data, then hosting, then shared hosting, and has now shifted to provide the customer with private and public clouds and SD-WAN services as well. Built on this foundation of

technological advancement commitment, the company supports customers' migration and upgrading as new technology solutions are released and is currently helping enterprises migrate to SD-WAN to ensure that customers receive the highest value and capabilities.

Additionally, as a telecommunications company, Cirion Technologies understands its constraints that it cannot cover all the needed parts of a complete end-to-end Internet of Things (IoT) solution, however, it partners with other vertical-specific companies to provide end-to-end capabilities. Cirion Technologies takes the mindset of an integrator, maintaining a broad set of partners allowing it to select the best sensors and hardware technology to meet the customer's needs. The company leverages its network services to transport, store, and process data then integrates the partners' solutions into the network to provide customers with an end-to-end IoT solution that provides insights into that customer's vertical-specific needs and KPIs.

Regionally there is considerable competition in IoT solutions but from small companies with specific industry focuses and restricted geographical coverage. Cirion Technologies' partnership helps build these companies' ecosystems and simultaneously escalates both providers. Finally, Cirion Technologies does not just provide network services, but becomes a full partner with customers, allowing the company to recommend new solutions or capabilities as they grow and needs change, safeguarding the services' effectiveness. It also ensures customer loyalty, as it is difficult for competitors to win-over customers when Cirion Technologies continuously meets or exceeds customers' needs. As such, Cirion Technologies reports that more than 65% of its regional

revenue comes from customers that have been with the company for ten or more years, highlighting the brand loyalty to Cirion Technologies within the region.

Conclusion

Many competitors within the enterprise services industry merely provide networks or telecommunications products, leaving customers to fend for themselves when it comes to integrating additional services and capabilities or managing their networks. Overall, Cirion Technologies addresses this unmet need with a strong leadership focus that incorporates customer-centric strategies and exemplifies best practice implementation. The company offers the most comprehensive product and services portfolio in the regional market, ensuring it provides robust features and capabilities that meet customers' various and changing needs. Its unmatched commitment to customer service and its strategic approach of partnering with customers ensures solutions and services directly meet customer needs, guaranteeing customer satisfaction and safeguarding brand loyalty in the region. The company remains a trusted partner, earning a reputation for offering the overall best in the enterprise services industry.

With its strong overall performance, Cirion Technologies earns Frost & Sullivan's 2022 Latin American Company of the Year Award in the enterprise services 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

