

# AIMS DATA CENTRE RECEIVES THE 2023 COMPANY OF THE YEAR AWARD

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*Identified as best in class in the Malaysian  
data center 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. AIMS Data Centre excels in many of the criteria in the data center services space.

AWARD CRITERIA	
<i>Visionary Innovation &amp; 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

### *A Growing Market Defined by Intense Competition*

Data centers play a crucial role in today’s economy, supporting the digital transformation journeys of enterprises and governments. As businesses increasingly outsource their data operations to third-party hyperscale data centers and colocation service providers offering best-in-class infrastructure capabilities, Frost & Sullivan anticipates continued growth in the Asia Pacific (APAC) colocation market. Leading service providers have an extensive regional footprint, raising intense competition to build new data center facilities. Another element increasing hyperscale colocation services demand across South Asia is the infrastructure establishment of global cloud vendors, including Alibaba, Microsoft, Google Cloud, and Amazon Web Services.

Compared to other APAC countries, Malaysia has a competitive electricity pricing structure, a highly skilled workforce, cost-effective land options, and lower construction expenses. Combined with its market-friendly governmental policies and regulations, digitalization adoption, and enhanced connectivity and network infrastructure position Malaysia as a favorable location for data center service providers to build data centers and expand their business operations.

Environmental sustainability and renewable energy usage are becoming critical factors in data center design and strategy. To create a strategic advantage and differentiation, data center service providers must build energy-efficient facilities to improve power usage effectiveness. Therefore, colocation providers invest in renewable energy sources, such as solar and wind power, and implement innovative

cooling technologies (e.g., liquid and free-air cooling) to reduce their carbon footprint, enhance energy efficiency, and minimize energy costs. Moreover, enterprise customers' advanced technologies deployment, like artificial intelligence, machine learning, and blockchain, encourage service providers to invest in novel data center designs to boost efficiency.

Despite the growing demand for colocation services, the market faces several restraints and challenges (e.g., power and connectivity challenges, supply chain constraints, delivery delays, and the lack of skilled teams to lead data center operations effectively) that represent significant barriers to new players entering the market and limit the capabilities of existing colocation service providers.

### ***AIMS: Delivering Efficiency, Security, and Reliability***

Founded in 1990 and headquartered in Kuala Lumpur, Malaysia, AIMS is a leading data center services provider. With a strong focus on efficiency and excellence, the company delivers top-notch services and state-of-the-art technology, earning a sterling reputation in Malaysia. In 2021, Frost & Sullivan recognized AIMS for its robust infrastructures and innovative solutions. Frost & Sullivan remains impressed with the company's continuous innovation and sustained leadership.

*"AIMS's vision centers on providing comprehensive and diversified connectivity with the stated purpose of helping customers reduce costs. It connects deep-seated domain and operational knowledge with advanced cross-connect services allowing clients enhanced flexibility, streamlined operations, and scalable infrastructure. With a legacy of market leadership, the company's compelling value proposition underpins its sustained success."*

**- Valentina Barcia**  
**Best Practices Research Analyst**

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between clients building a community. Well-known companies in various industries, such as technology, telecommunications, government, digital media, banking, and finance, benefit from AIMS's low latency and secure connectivity. The company's data centers have certifications from the International Organization for Standardization (ISO) 27001, ISO 9001, and ISO 20000-1.

AIMS brings ultimate value through its carrier-neutral ecosystem. With MYIX's core node to AIMS, it offers clients access to 100% of domestic and over 80% of foreign network service providers in Malaysia. It provides a versatile and reliable solution for their networking needs. Furthermore, AIMS's partnership with cloud service providers (e.g., Time Cloud Services, Microsoft Azure, Google, and Amazon Web Services) enables multiple redundancies and facilitates business growth and scalability. Frost & Sullivan applauds the company's strategy, serving as a testament to its leadership focus and leading it to maintain a competitive edge in a competitive market.

### ***A Customer-centric Approach Driving Unmatched Client Experience***

With its customer-centric corporate philosophy, AIMS operates on the central tenet that its success depends on customer satisfaction. This philosophy permeates the company's daily practices. The company supports 24/7 over 300 customers, including hyperscalers and public cloud clients. AIMS developed its Smart Hands service to provide clients with skilled engineers who can assist with equipment management and installation (e.g., plugging in console ports for remote control, securing and moving

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***- Kriti Yadav  
Industry Analyst***

cables, verifying cross-connections, adding or removing demarcation labels, and labeling equipment and cable connections). In addition, Smart Hands services include troubleshooting assistance and logistics support. By offering this service, AIMS strives to maintain a consistent uptime and provide an outstanding customer experience while ensuring smooth operations, reducing downtime, and improving efficiency.

The company acknowledges that no "one-size-fits-all" solution addresses clients' unique requirements. Hence, it meets with clients to assess their specific needs and develop tailored solutions with roadmaps for seamless execution. After deployment, AIMS held regular meetings to evaluate performance and suggest advancements to the service scope and associated

service level agreements. Moreover, its customer satisfaction management team conducts surveys to collect clients' word on the performance of its staff and services and incorporate this feedback in future improvements and product developments. This foundational approach establishes ongoing customer trust for long-lasting relationships throughout the service lifecycle.

### ***Real-world Scenarios Driving Continual Technology Enhancements***

AIMS has a proven track record. In 2022, the company added a considerable amount of square footage and megawatts (MW) to its capacity, raising its total potential power capacity to 63 MW.<sup>1</sup> Its successful strategy resulted in double-digit growth for the same year. AIMS's solid financial record catapults the company to future success, backed up by significant investors added recently, such as Digital Bridge, critical to expanding the company's digital infrastructure.

The company initiates regular enhancements to its services to ensure their optimal performance. As environmental, social, and governance initiatives arise as key differentiators, AIMS planned data centers campus for better distribution regarding the facility for business sustainability. With Cold Aisle Containment technology, AIMS maximizes cooling efficiency while robust heating, ventilation, and air conditioning systems provide stable air flow, temperature, and humidity conditions, enhanced by

<sup>1</sup> <https://dgtlinfra.com/digitalbridge-malaysia-aims-data-centre/>. Accessed June 2023.

Dynamic Rotary Uninterruptible Power Supply. AIMS's deployment of an electronically controlled, water-cooled chiller with oil-free centrifugal compressors was one the first of its kind in Malaysia's data centers.

In 2022, the company reached a 90% occupancy in AIMS Cyberjaya Block 1 in less than a year. To accommodate the increasing demand for data center services, AIMS is building Cyberjaya Block 2 in collaboration with Gamuda Engineering Sdn Bhd (Gamuda), a leading Malaysia construction company, and expects it to be ready by December 2023. This new data center uses Gamuda's Next-Gen Digital IBS solution, which employs advanced Industry 4.0 technology, driving a more sustainable and cost-efficient approach to construction. Cyberjaya Block 2 will increase AIMS's capacity with 8 MW, allowing them to meet customers' demands in Malaysia.<sup>2</sup> This expansion will also facilitate AIMS's growth into other APAC countries like Indonesia and Thailand. Frost & Sullivan believes the company is well-positioned to drive the data center services space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

## Conclusion

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Data center services are becoming increasingly important for enterprises, governments, and public cloud providers as they seek to expand and scale their operations. The growing demand for tailor-need, robust, sustainable, and reliable solutions drives intense competition among vendors. AIMS addresses these unmet needs with a strong leadership focus that incorporates client-centric strategies and exemplifies best practice implementation. By leveraging cutting-edge technology, the company reduces costs increasing efficiency. AIMS's carrier-neutral ecosystem, partnerships with cloud service providers, and robust infrastructures position it as a leader in the Malaysia data center services market. The company remains a trusted partner, earning a reputation for offering the overall best in the space.

With its strong overall performance, AIMS earns Frost & Sullivan's 2023 Malaysian Company of the Year Award in the data center services industry.

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<sup>2</sup> <https://aims.com.my/media-centre/aims-data-centre-unveils-expedited-expansion-plans-for-2023/>. Accessed June 2023.

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

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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

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

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)**

