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NEW PRODUCT INNOVATOR

*Pioneering New Features and Functionality to
Exceed Customer Expectations*

*RECOGNIZED FOR BEST PRACTICES IN THE
INDIAN ENTERPRISE NETWORK SERVICES
INDUSTRY*

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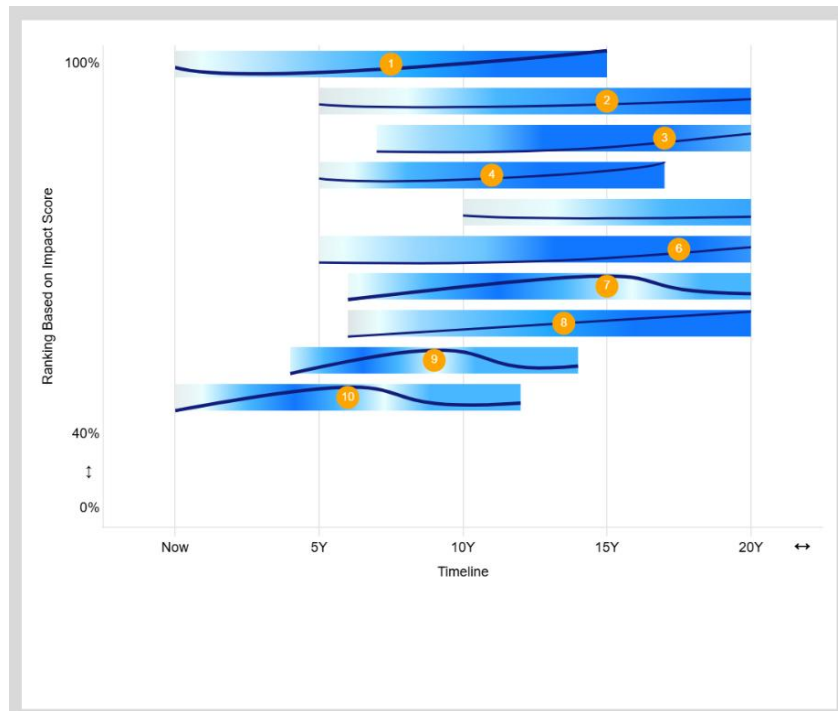
Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of the best practices criteria across two dimensions for each nominated company. Lightstorm excels in many of the criteria in the enterprise network services space.

RECOGNITION CRITERIA	
<i>New Product Attributes</i>	<i>Customer Impact</i>
Match to Needs	Price/Performance Value
Reliability	Customer Purchase Experience
Quality	Customer Ownership Experience
Positioning	Customer Service Experience
Design	Brand Equity

Top Transformations Impacting Growth in the Enterprise Network Services Industry

Rank	Strategic Imperative	Timeline	Impact (%)	Impact Curve
1	Transformative Mega Trends 5G rollout enhancing NaaS capabilities	2025 - 40	64	Exponential
2	Innovative Business Models Quantum computing integration in NaaS	2030 - 50	59	Polynomial
3	Competitive Intensity Strategic alliances forming among tech giants	2032 - 52	58	Logistic
4	Internal Challenges Skill gaps in managing advanced network technologies	2030 - 42	53	Polynomial
5	Transformative Mega Trends Adoption of NaaS in smart cities projects	2035 - 60	52	Polynomial
6	Industry Convergence Integration of AI in healthcare and finance networks	2030 - 55	51	Logistic
7	Disruptive Technologies Use of satellite networks to expand NaaS reach	2031 - 49	49	Oscillatory
8	Geopolitical Chaos Political instability impacting NaaS service continuity	2031 - 46	48	Linear
9	Compression of Value Chains Edge computing solutions for faster processing	2029 - 39	47	Oscillatory
10	Geopolitical Chaos Impact of trade restrictions on NaaS hardware imports	2025 - 37	44	Oscillatory



The Transformation of the Enterprise Network Services Industry

India's enterprise network services industry has transformed significantly, evolving from a landscape dominated by only a few players to a dynamic and competitive market. The rise of cloud computing adoption among enterprises and the establishment of large-scale data centers by global hyperscalers (such as AWS, Google, and Microsoft) in India are placing unprecedented demands on the telecom network infrastructure. Frost & Sullivan estimated the Indian data center services market to be valued at INR4,511.2 crores by FY2024, registering a compound annual growth rate of 25.9% from FY 2019 to FY 2024.

The expansion of cloud and data centers fuels demand for connectivity, which requires massive amounts of data to be transferred instantly and reliably. This translates into a need for a network service that can provide ultra-high bandwidth, low latency, and high uptime and reliability. Lightstorm recognizes that the existing telecom infrastructure, built mainly for traditional voice and mobile services, is not adequately equipped to handle these demands.

Established during the height of the pandemic-induced cloud consumption boom, Lightstorm has emerged to address the growing and often unmet connectivity demands of hyperscalers and digital enterprises. While not the earliest to enter the market, Lightstorm recognizes a significant gap within the Indian enterprise network services landscape, where very few companies possess the capabilities to deliver comparable high-performance networking solutions.

Bridging the Gap: Making Connections That Matter

Traditional network designs are often built in the underground channel and prone to flaps and fiber cuts. Enterprises face significant challenges in these situations—extended downtime, impacted SLAs, and frustration due to rigid processes and limited provider choice. Understanding these challenges, Lightstorm

has built a resilient network in India over utility lines (power lines and gas pipelines) to provide consistent services. To date, approximately 95% of its network in India is built over these lines to ensure customers' critical sites get optimum connectivity.

Lightstorm effectively addresses the unmet and underserved needs of hyperscalers and large enterprises by offering ultra-high bandwidth of up to multiple Terabits through its carrier-neutral network infrastructure at the fundamental Layer 1 transport layer. While hyperscalers often require massive bandwidth for their operations, large enterprises frequently require rapid, on-demand, temporary network upgrades due to seasonal and unforeseen events. Lightstorm's unique combination of a carrier-neutral network on the first and mid-mile transport layer directly tackles the limitations of traditional, less agile network provisioning and vendor lock-ins. It empowers customers with flexibility and control over their core connectivity.

Lightstorm strategically positions itself to serve the unique and often unmet demands of hyperscalers, a segment traditionally challenging for legacy telecommunications companies to effectively address due to the scale, flexibility, and low latency requirements. In addition to hyperscalers, customers from the banking and financial services sector, media and entertainment, content delivery networks (CDNs), and carriers benefit from Lightstorm's services. Frost & Sullivan finds that Lightstorm's focused positioning grants it a distinct and hard-to-replicate advantage in catering to the most demanding digital infrastructure needs.

Delivering Quality and Distinction

Lightstorm underscores its product quality through its resilient, utility-grade infrastructure, meticulously constructed using spine-leaf topology and point-to-point mesh architecture. This robust design, coupled with a sophisticated three-point resiliency mechanism, ensures the network can deliver best-in-class quality, with the promise of virtually 100% uptime. It is achieved by building the network from scratch, free from the constraints of legacy infrastructure or prior investments. This greenfield approach enables exceptional speed in development, testing, and expansion. The carrier-neutral fiber network called

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– Hidayah Talhah
Consultant, Asia-Pacific ICT Practice

SmartNet is widely present across India. SmartNet's 35,000 kilometers of fiber route currently connects more than 60 data centers across seven major economic hubs in the country.

Lightstorm exemplifies technology advantage by embracing the network-as-a-service (NaaS) principle on its NaaS platform, Polarin, which offers connectivity services across data centers, multi-cloud environments, internet exchanges, and CDNs. It allows the service provider to effectively transform its network infrastructure into a flexible and scalable

resource that customers can consume, similar to cloud services. Customers can instantly scale services up or down on this platform, eliminating forms and waiting times. This trailblazing shift offers customers unparalleled flexibility, differentiating itself from networks that restrict connectivity options.

A Customer-centric Approach

Lightstorm challenges the status quo by selling its services through the AWS, Azure, and Oracle marketplaces, changing how network services are sold and consumed. The network provider's self-service ordering and pre-connected optical layer connectivity ensure a swift and high-quality purchase

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experience. Unlike traditional telcos that require days or weeks to deploy connections, Polarin does so in a fraction of that time. Polarin enables users to deploy connections in under 10 minutes, thanks to its automation and zero-touch provisioning approach. It sets industry benchmarks by demonstrating implementation best practices and delivering services faster than its competitors.

Its pay-as-you-use model delivers exceptional value, allowing customers to precisely align their spending with their needs. By subscribing to services on a flexible monthly or even daily basis, customers only pay for what they consume compared to less granular and potentially more expensive alternatives from traditional telcos.

Post-sales, Lightstorm provides customers with access to its We-Care Connect portal, which fosters direct and informal communication with its leadership team. This initiative highlights Lightstorm's commitment to building strong, lasting relationships and ensuring the highest levels of customer satisfaction.

Determination for Continuous Innovation

Buoyed by its success in India, Lightstorm aims to continue innovating and extending its reach within the country and beyond. Its multifaceted approach to disrupt the market through superior technology, infrastructure advantages, and a customer-focused delivery model challenges incumbent players, forcing them to adapt. Its service co-creation with technology partners, including Nokia and Ciena, reflects the company's relentless determination to stay ahead of the curve. Lightstorm aims to capitalize on its strengths to replicate similar solutions outside India.

Its expansion in Southeast Asia involves direct infrastructure build-outs, starting with significant deployments in Indonesia. In the Middle East, its approach is mainly partnership-driven, leveraging market access of regional players such as Kalaam Telecom, Etisalat, and Gulf Data Hub (GDH) to offer its NaaS platform and establish a foothold for future growth and investment.

Conclusion

Lightstorm's uniqueness brings together a compelling, future-forward solution in the enterprise network services landscape. By prioritizing customers through flexible, pay-as-you-use models and seamless purchase experience, Lightstorm delivers differentiated customer services. Its carrier-neutral stance, streamlined implementation, and technologically advanced NaaS approach further solidify its unique position, providing the company a distinct competitive edge.

With its strong overall performance, Lightstorm earns Frost & Sullivan's 2025 New Product Innovation Recognition in the Indian enterprise network services market.

What You Need to Know about the New Product Innovation Recognition

Frost & Sullivan's New Product Innovation Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the New Product Innovation Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

New Product Attributes

Match to Needs: Customer needs directly influence and inspire the product portfolio's design and positioning

Reliability: Product consistently meets or exceeds customer performance expectations

Quality: Product offers best-in-class quality with a full complement of features and functionality

Positioning: Product serves a unique, unmet need that competitors cannot easily replicate

Design: Product features an innovative design that enhances both visual appeal and ease of use

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

VALUE IMPACT			
STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

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 Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

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:

- **Megatrend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

