ncs //

2025

COMPANY OF THE YEAR

Driving impact across the customer value chain

RECOGNIZED FOR BEST PRACTICES IN THE SINGAPORE MANAGED IT SERVICES INDUSTRY

FROST & SULLIVAN

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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 best practices criteria across two dimensions for each nominated company. NCS Pte Ltd (NCS) excels in many of the criteria in the managed IT services space.

RECOGNITION CRITERIA

Visionary Innovation & Performance	Customer Impact
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Megatrends	Customer Purchase Experience
Leadership Focus	Customer Ownership Experience
Best Practices Implementation	Customer Service Experience
Financial Performance	Brand Equity

Singapore's Managed IT Services Industry

Singapore's smart nation initiative and widespread digital transformation across industries are intensifying the pressure on managed information technology (IT) service providers to innovate, ensure operational resilience, and improve outcomes. Government and enterprise clients increasingly expect managed service providers to act as strategic partners, offering not only technical support but also forward-looking strategies, scalable solutions, and measurable business results. With evolving client demands, fierce market competition, and rapid technological advancements, providers must deliver advanced, cost-efficient solutions, accelerate time-to-value, and drive proactive innovation, particularly in areas such as artificial intelligence (AI), cybersecurity, and cloud-native operations. Success hinges on providers' ability to anticipate technological shifts, build compliance into their solutions, harness a strong ecosystem of partners, and ensure their services are technically robust and aligned with local business context and strategic priorities.

Leading technology service provider NCS combines deep domain expertise and wide-ranging industry insights to help public organizations and enterprises enhance operational efficiency, drive digital transformation, and deliver enhanced citizen and customer experiences. The Singapore-headquartered company offers end-to-end managed IT services spanning infrastructure, applications, cybersecurity, and engineering. Backed by a highly skilled team with expertise across 56 specializations, including telecommunications from its parent company Singtel, NCS delivers full-stack IT capabilities to support large-scale, cross-functional operations for clients across government, telecommunications, and enterprise sectors.

Transforming Service Delivery and User Experience through Comprehensive, Intelligent Solutions

NCS bridges critical capability gaps in IT operations, cybersecurity, and digital company transformation, empowering clients to modernize their infrastructure, enhance operational and security resilience, and accelerate innovation. Many organizations struggle with legacy systems, limited in-house technical expertise, and the complexity of integrating emerging technologies into existing environments. By integrating cutting-edge technologies, NCS transforms fragmented and inflexible IT environments into agile, future-ready ecosystems that empower organizations to thrive in a digital world, with capabilities such as seamless infrastructure optimization, efficient cloud management, robust cybersecurity, and 24/7 proactive monitoring and support. Automation and AI-driven platforms, including AIOps and intelligent service desks, are embedded into delivery to enable predictive monitoring, self-healing infrastructure, and streamlined support.

> *"Frost & Sullivan recognizes NCS for its role in advancing the managed IT services sector in Singapore, effectively aligning with rapidly evolving industry trends and customer needs. With its comprehensive capabilities and extensive experience, the company is well-positioned to lead the industry into the AI era, reinforcing Singapore as a transformative technology leader, driving innovation and excellence."*
>
> *– Kenny Yeo*
> *Director, ICT Practice*

Beyond traditional managed IT services, NCS also designs and builds IT solutions for clients across various domains, including infrastructure, applications, cybersecurity, and engineering. Through a collaborative approach, deep local insights, and cross-industry experience, NCS tailors solutions that align with industry-specific goals, regulatory standards, and digital transformation strategies. These end-to-end capabilities allow NCS to deliver bundled, scalable, and cost-effective solutions. As a result, enterprises achieve streamlined operations, improved resilience, cost efficiencies, and the agility to meet evolving technological demands. For government agencies, NCS enables enhanced service delivery, improved operational performance, and increased citizen engagement.

To ensure consistent, reliable, and high-quality outcomes, NCS adopts globally recognized frameworks. Its infrastructure and service teams hold certifications such as ITIL and TOGAF, demonstrating deep capability in managing complex, mission-critical operations. With a proven track record of delivering projects across government, defence and homeland security, education, healthcare, transportation and utilities, NCS drives meaningful transformation that delivers long-term value and operational excellence, from digitalizing core operations and proactively managing critical infrastructure to enabling smart campuses.

NCS builds its extensive capabilities through strategic acquisitions and partnerships, significant investment in R&D, and continuous workforce development, ensuring it stays ahead of client needs and technological trends. By collaborating with major technology providers such as ServiceNow, AWS, Microsoft, and SAP, the company expands its service portfolio and domain expertise, aligning with the preferred platforms of many clients and enabling seamless integration and faster time-to-value. Leveraging its partner ecosystem, NCS consistently delivers successful outcomes by co-creating tailored solutions that address client pain points, helping them enhance service delivery and user experience.

These partnerships also empower NCS to embed next-generation technologies—AI, cloud software-as-a-service, GenAI, AIOps, data analytics, and automation—into its offerings, driving continuous innovation and improved outcomes. By integrating automation and intelligent technologies, the company helps clients reduce operational costs and accelerate deployment, delivering long-term return on investment. Flexible service delivery models, enabled through partnerships with hyperscalers, further support affordability while driving innovation and scalability.

NCS's strategic acquisition of technology providers with strong cloud and data analytics capabilities has significantly expanded its managed IT services portfolio and deepened its technical expertise. By integrating this inherited knowledge, NCS accelerates innovation and delivers impactful solutions. These acquisitions have also spurred the establishment of key innovation hubs across the Asia-Pacific, fostering knowledge sharing and advancing capabilities in cloud operations, application development, and AI integration, facilitating the integration of new service innovations into client solutions in Singapore. The expansion has strengthened NCS's global delivery network, ensuring that clients receive comprehensive 24/7 IT support.

NCS prioritizes workforce development alongside technological advancement, recognizing that a highly skilled workforce is essential to unlock the full potential of technologies and drive innovation. Its in-house learning organization, NCS Dojo, plays a key role in nurturing continuous learning and preparing employees for critical future-ready skills. With AI poised to transform industries and the way organizations operate, NCS is building an AI-enabled, future-ready workforce by empowering all 13,000 employees with the essential AI skills they need. In addition, NCS has partnered with AWS's global GenAI Innovation Centre to launch the first-ever Generative AI Centre of Excellence for Public Good. Through this initiative, 50 NCS employees will receive advanced training and gain access to AWS GenAI accelerators, enabling them to develop and fast-track secure, scalable AI solutions that drive public sector transformation.

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Building Trust through a Customer-centric Approach

NCS prioritizes customer value across all its operations. The company's customer service model is built on hands-on account management, specialized delivery teams, and 24/7 support operations. It actively engages customers to identify gaps and frequently initiates proof-of-concept to validate solutions that optimize efficiency and elevate service delivery.

NCS's OneCare Support is a flexible, tiered IT support service that delivers customizable, technology-driven, always-on support to minimize downtime and accelerate issue resolution. It also excels in advisory services, drawing on prior experience with similar clients to gain a deep understanding of their pain points and help clients better understand and frame their challenges. Beyond solving technical problems, NCS often advises clients on how to improve internal work processes and optimize system integration. With its strong foundation in government projects, NCS brings a valuable perspective to its enterprise solutions, driven by its insights into policy-aligned practices and proven models that ensure compliance, scalability,

and long-term success. With its deep expertise and customer-centric approach, the company reports healthy year-over-year growth, supported by ongoing project wins, including complex and large-scale engagements.

NCS's project portfolio showcases a strong track record in enhancing service delivery, innovation, and user satisfaction. For example, the company's work with Temasek Polytechnic[1] has facilitated a seamless transition from a resource-intensive on-premises system to a modern, cloud-based IT service management platform. Deployed in partnership with ServiceNow, the upgrade offers a unified platform for an IT, Staff and Student Portal, seamless self-service ticketing, and real-time dashboards, significantly improving service efficiency, introducing self-service capabilities, and elevating the user experience for 1,400 staff and thousands of students.

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>
> *– Seonji Lee*
> *Consulting Associate,*
> *ICT Practice*

NCS partnered with the Central Provident Fund Board (CPFB) to deliver Next-Gen Integrated Customer Engagement[2] (NICE 2.0), an omni-channel platform built on Salesforce and AWS under GCC 2.0, designed to scale with future customer engagements and integrate seamlessly across Whole-of-Government systems. This next-generation integrated customer engagement platform enhanced officer efficiency, and significantly reduced system load times by 60%, enabling faster, more seamless interactions for citizens.

Notably, NCS helped revolutionize emergency response, partnering with the Singapore Civil Defence Force to modernize the myResponder app. Leveraging Amazon Web Services under GCC 2.0, the app was rebuilt for scalability and speed, enabling instant alerts, live chat, and seamless data flow. Guided by NCS's proprietary DRIVE design thinking framework, the redesign introduced a new user interface, a community first responder (CFR) learning hub, an intuitive personalised dashboard and features, including geo-tagged navigation, automated external defibrillators, and CFR locators. The result was a significantly improved tool that optimized CRF coordination, reduced response times, enhanced community engagement, earning notable mentions from Singapore's Prime Minister and President, which demonstrated its profound national impact. Since the launch of myResponder, at least 80 lives have been saved by CFRs who were alerted through the app[3].

A leader in Singapore's IT industry, NCS champions industry development by actively sharing insights on technology trends and building thought leadership that guides public and private sector transformation. Its commitment to knowledge sharing is matched by its investment in developing the next generation of IT talent. Through structured work-study programs—Ignite, Fusion, and Nucleus—NCS offers progressive learning pathways from Nitec to Master's levels.

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[1] ServiceNow Customer Story: Temasek Polytechnic, https://www.servicenow.com/customers/temasek-polytechnic.html

[2] CPFB's NICE: https://www.ncs.co/en-sg/knowledge-centre/articles/optimising-citizen-experience-for-CPFB/

[3] SCDF's myResponder: https://www.ncs.co/en-sg/knowledge-centre/articles/revolutionising-emergency-response-harnessing-aws-to-enhance-community-alert-app-for-real-time-life-saving-actions/

In collaboration with local educational institutions, including institutes of technical education, polytechnics, and universities such as NTU, SIT, SIM-UOW, and NUS-ISS, the company nurtures graduates with practical experience and industry-recognized qualifications in high-demand fields such as cloud computing, software development, cybersecurity, and emerging technologies. By contributing to national skills development, NCS is actively shaping the future of Singapore's IT landscape and promoting a secure, future-ready digital ecosystem for clients.

Frost & Sullivan commends NCS for its emphasis on delivering long-term value through scalable solutions, ongoing innovation, and strategic guidance, positioning itself as a partner invested in client growth, not just service delivery.

Conclusion

NCS helps organizations modernize IT operations and accelerate digital transformation through comprehensive managed IT services across infrastructure, cybersecurity, engineering, and applications. By leveraging advanced technologies and strategic partnerships, the company transforms legacy IT environments into scalable, future-ready systems that enhance resilience, efficiency, and innovation across industries and the public sector. With a strong leadership focus and customer-centric approach, the company consistently applies best practices to meet evolving client needs. From hands-on account management and certified delivery teams to 24/7 support operations and strategic advisory services, NCS helps clients resolve various pain points, streamline internal processes, and achieve long-term value.

With its strong overall performance, NCS Pte Ltd earns Frost & Sullivan's 2025 Singapore Company of the Year Recognition in the managed IT services industry.

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

Frost & Sullivan's Company of the Year 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 Company of the Year Recognition, 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 to create growth opportunities across the entire value chain

Visionary Scenarios Through Megatrends: Long-range scenarios are incorporated into the innovation strategy by leveraging megatrends and cutting-edge technologies, thereby accelerating the transformational growth journey

Leadership Focus: The company focuses on building a leadership position in core markets to create stiff barriers to entry for new competitors and enhance its future growth potential

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate consistent, repeatable, and scalable success

Financial Performance: Strong overall business performance is achieved by striking the optimal balance between investing in revenue growth and maximizing operating margin

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®

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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

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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)**