SIEMENS

2025 COMPANY OF THE YEAR

Driving impact across the customer value chain

RECOGNIZED FOR BEST PRACTICES IN THE SOUTHEAST ASIAN DATA CENTER INFRASTRUCTURE SOLUTIONS INDUSTRY

FROST & SULLIVAN

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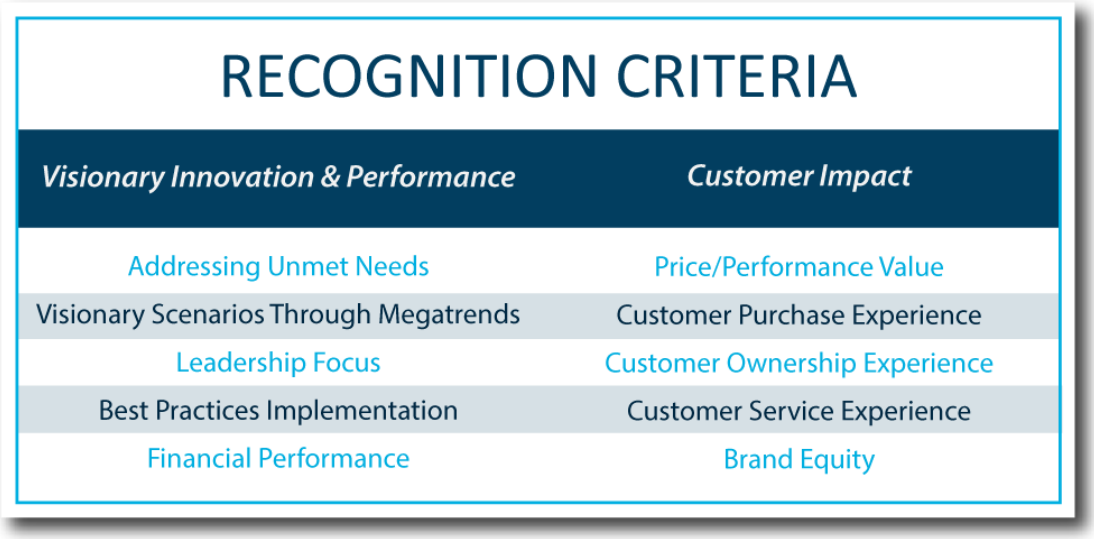
Best Practices Criteria for World-class Performance

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. Siemens excels in many of the criteria in the data center infrastructure solutions space.



The Transformation of the Data Center Infrastructure Solutions Industry

Rising digital adoption across Southeast Asia is pushing data centers to operate at greater scale, speed, and reliability. Demand for cloud services, e-commerce, financial technology, and content streaming continues to accelerate growth across the region. This surge intensifies pressure on facilities to handle higher power densities, deliver faster deployment timelines, and sustain uninterrupted operations.

Power and cooling demands are rising rapidly as modern workloads, particularly artificial intelligence (AI), drive rack densities beyond the limits of conventional designs. Data centers increasingly require advanced power distribution and high-efficiency cooling solutions, including liquid-based systems, to maintain performance while managing energy consumption.

Scalability has also become a defining factor. Hyperscale operators seek expansive campuses with secure power and land access, while enterprises prioritize modular and edge facilities that position processing closer to users. Infrastructure must provide flexibility and reliability, allowing operators to expand quickly without compromising stability.

Sustainability pressures add another layer of complexity. Higher energy consumption and cooling needs increase environmental impact at a time when customers, regulators, and investors demand measurable reductions in carbon emissions. Energy efficiency, water conservation, and low-loss electrical systems have become a central measure of competitiveness.

In Southeast Asia, these dynamics create a market where infrastructure partners must deliver long-term solutions rather than isolated equipment. Operators require reliable systems that provide efficiency,

scalability, and sustainability. Providers with proven execution capabilities and a clear commitment to innovation are best positioned to shape the region's next stage of data center development.

Building Trust through Local Manufacturing and Value Engineering

Founded in 1847 and headquartered in Munich, Germany, Siemens has operated in Southeast Asia for more than a century and maintains a strong presence across Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam. The company establishes localized manufacturing to ensure that data centers in Southeast Asia receive infrastructure that aligns with regional needs. It offers various prefabricated infrastructure solutions, including E-House containers, power skids, and kiosk substations, that address requirements in sectors such as data centers. This local presence reduces lead times and supports customers to scale and upgrade facilities quickly. By manufacturing close to demand centers, Siemens also secures its supply chain against the risks of delays from far off suppliers, which have disrupted many competitors across the industry. This regional focus strengthens the company's long-standing commitment to serving customers in Southeast Asia with localized expertise and reliable infrastructure solutions.

Siemens strengthens this approach through free value engineering services. Dedicated value engineering centers work with customers to evaluate the total cost of ownership before any purchase decision. These centers run simulations, analyze system configurations, and advise customers on optimal designs. By providing these services at no cost, the company reduces uncertainty in the decision-making process and helps customers assess short-term capital needs and balance it with long-term operational expenses.

Siemens also enables customers to visit its factories to see product assembly and review potential configurations directly. This hands-on approach reassures clients about product quality and allows them to validate the company's standards for reliability, modularity, and scalability. In an industry where procurement decisions often involve multimillion-dollar investments, this transparency builds confidence and fosters lasting customer relationships.

Frost & Sullivan commends Siemens for combining localized production with value engineering to deliver cost efficiency and risk reduction. This strategy creates strong trust-based relationships with customers, particularly in Southeast Asia, where infrastructure projects often face tight timelines and high scrutiny on cost. The company's responsiveness and transparency strengthen its position as a trusted partner in the data center market.

Enhancing Reliability and Cost Efficiency through Lifecycle Simulation

Siemens applies digital twin technology to the full lifecycle of data center infrastructure. Its engineers model switchgear dimensions, weight, and heat loss, and conduct load-flow and short-circuit studies. These simulations allow the company to predict performance with precision before any equipment is installed. Customers can compare design options and select optimal configurations, gaining visibility into how systems will function once deployed while avoiding costly redesigns.

Siemens extends the use of digital twin technology beyond the design phase into operations. The company enables precise per-rack calculations, allowing customers to plan capacity and budget more accurately

over the long term. This approach eliminates the need for speculative buffers and supports effective management of the total cost of ownership.

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>
> ***- Ain Sarah Aishah,***
> ***Best Practices Research Analyst***

The company utilizes its simulation expertise to develop products that improve performance. Its SIVACON bus duct system delivers higher power density within a smaller footprint than conventional solutions. The design supports up to three times the capacity of standard 1,250 ampere systems and can scale five times higher than typical bus duct ratings.[1] Siemens integrates branch circuit monitoring systems that provide operators with granular visibility into power distribution. Withdrawable modules simplify replacement and upgrades, while retrofit-friendly designs enable facility modernization without full replacements. Safety features such as Ingress Protection 54-rated enclosures reduce hazards and ensure compliance with stringent data center requirements.

SIVACON systems are also design verified to International Electrotechnical Commission 61439 standards for safety and performance compliance. The SIVACON S8plus switchboard delivers enhanced operational safety with active arc fault protection, critical for mission-critical facilities. Combined with the SIVACON 8PS busbar trunking system, operators gain a coordinated and resilient power distribution backbone that meets reliability expectations.

Siemens complements this hardware with digital tools that strengthen planning and operations. The SIMARIS Suite enables fast and accurate electrical design with Building Information Modeling integration. The BusbarCheck application streamlines installation of SIVACON 8PS busbars, while the SIMARIS control system allows operators to visualize power flows, perform diagnostics, and implement predictive maintenance. These tools provide transparency and efficiency across the entire project lifecycle, from design through commissioning to long-term operation.

Siemens backs this innovation with global investments. In fiscal year (FY) 2024, it reported €6.3 billion in research and development expenses, with a strong focus on digitalization, simulation, and AI.[2] Its Xcelerator platform, a global open digital business ecosystem, expands customer access to advanced simulation and AI tools. These commitments ensure that Southeast Asian operators benefit from local expertise as well as global innovation leadership.

Siemens combines advanced simulation with product innovation to deliver a lifecycle approach that enhances reliability and reduces capital and operating costs. Frost & Sullivan finds that its design precision and operational flexibility address the needs of Southeast Asian operators that must expand capacity rapidly while maintaining stringent performance standards. Through the integration of digital modeling, energy-efficient infrastructure, and global innovation platforms, the company strengthens its position as a technology leader in the region.

[1] Frost & Sullivan's Interview with Siemens (September 2025)

[2] "Siemens Report for fiscal 2024" (Siemens, 2024)

Delivering Complex Data Center Projects through Structured Execution

Siemens delivers data center projects through a structured approach. The company uses formal project management frameworks, including its PM10 and PM20 programs, to guide projects from installation and commissioning through to handover. These frameworks ensure that delivery follows a consistent process and achieves project success. Siemens also provides comprehensive training for its project teams. Engineers and technicians undergo technical education and external certifications to apply the latest standards and best practices on site. This approach ensures that projects are managed and executed by qualified professionals who can meet the specific requirements of data center installations.

Siemens's reliable execution supports a wide and demanding customer base. The company works with hyperscale operators, colocation providers, telecom operators, banks, governments, and large contractors. Serving these various segments requires flexibility in project scale and technical demands. Siemens meets these needs by combining local teams with support from global centers of competence. This integration allows it to bring global expertise while adapting solutions to regional conditions.

The company's market presence reflects this capability. Siemens has grown its data center business in Southeast Asia by more than three times over recent years. The data center vertical includes more than 900 specialists, supported by competence centers in Asia, Europe, and the Americas.[3] Local manufacturing facilities in Ho Chi Minh, Vietnam and Jakarta, Indonesia reinforce this growth by ensuring faster delivery and stable supply chains. This scale and integration allow the company to compete for the largest projects in the region while still delivering efficiently to smaller facilities.

Siemens's regional strength reflects its global financial performance. The company's financial performance further reinforces this execution capability. In FY 2024, it reported approximately €75.9 billion in revenue and a record-high €9.0 billion in net income, demonstrating the stability of its diversified portfolio.[4] Its software-driven businesses, which encompass advanced automation and digitalization, achieved strong growth, emphasizing the company's strength in delivering digital transformation.[5] Within its Smart Infrastructure business, Siemens also highlighted rising demand from data centers as a contributor to growth in electrification and electrical products. More recently, in its Quarter 3 FY2025 disclosure, the company reported that large data center contracts supported order momentum and backlog conversion in Smart Infrastructure, contributing to €5.7 billion in orders, 9% comparable revenue growth, and a 16% increase in profit with an improved margin of 18.8% in the quarter.[6] This financial and technological momentum solidifies its credibility as a data center partner that combines global stability with continuous innovation.

Siemens's structured execution and integrated market presence demonstrate its capacity to manage complex projects with consistency. Its emphasis on project management and continuous training builds credibility with customers who require absolute reliability in delivery. Frost & Sullivan acknowledges the company for providing solutions that adapt to regional conditions while maintaining international

[3] Frost & Sullivan's Interview with Siemens (September 2025)

[4] "Siemens Report for fiscal 2024" (Siemens, 2024)

[5] Ibid

[6] https://press.siemens.com/global/en/pressrelease/robust-results-continue-outlook-confirmed

standards by combining local resources with global centers of competence. This balance enables Siemens to deliver effectively across various customer segments.

Driving Operational Excellence through Sustainable Design and Technology

Siemens integrates sustainability directly into its data center solutions. The company ensures that its infrastructure reduces cooling energy consumption by 15% to 30%.[7] This commitment reflects the combined impact of its digital twin modeling, efficient power delivery, and advanced monitoring systems. Lower energy consumption reduces operational costs and carbon emissions, outcomes that are increasingly critical in Southeast Asia's expanding data center market.

> *"Frost & Sullivan recognizes Siemens for aligning sustainability commitments with continuous innovation, providing solutions that support data centers throughout their entire lifecycle. This focus builds customer trust and strengthens the company's position as a reliable partner in an increasingly competitive market."*
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> ***- Ravi Krishnaswamy, Associate Partner, Regional Leader***

Siemens is pursuing future-ready technologies and entering the liquid cooling market through strategic partnerships. The company supplies components for the design and manufacturing of cooling equipment, allowing it to deliver complete solutions in collaboration with original equipment manufacturers. This performance-oriented approach positions Siemens as more than a product supplier, ensuring that capital expenditure and operating expenditure remain integrated across the full lifecycle. By focusing on the total cost of ownership, the company supports customers in achieving operational excellence.

SIVACON systems contribute to these goals by using optimized materials, incorporating durable components, and applying low-loss connection technology. The design ensures resource efficiency, reusability, and recyclability, with relevant certifications documenting the environmental profile. The LDM and LDM-P busbar trunking systems support renewable power generation, while the LData system supplies racks with reduced power losses, enabling data centers to lower their carbon footprint at the equipment level.

Siemens also advances lifecycle sustainability through retrofitting. Its circular services extend switchgear lifetimes by up to 15 years, cutting carbon dioxide emissions by 75% and material use by 80% compared to full replacement.[8] These capabilities allow data center operators to modernize responsibly while minimizing the disruptions and costs of large-scale replacement projects.

Siemens's corporate achievements reinforce this sustainability narrative. In FY2024, it reduced its Scope 1 and 2 emissions by around 60% compared to 2019, reaching its 2025 interim climate target one year early.[9] The company also sourced over 90% of its purchased electricity from renewable sources, advancing toward its 2030 ambition of reducing Scope 1 and 2 emissions by 90% and compensating residuals.[10]

[7] Frost & Sullivan's Interview with Siemens (September 2025)

[8] "Sustainability at Siemens" (Siemens, June 2025)

[9] "Sustainability Report 2024" (Siemens, December 2024)

[10] Ibid

Siemens demonstrates consistency between its internal progress and its market offerings by applying the same green standards within its own operations.

Siemens also enables data centers to manage grid volatility and renewable integration through its microgrid solutions. These features include dynamic load management, blackout detection, and photovoltaic plant control. By helping operators balance loads and integrate on-site renewables, the company increases resilience and efficiency in markets where grid reliability and sustainability targets present ongoing challenges.

Siemens connects these technological advances to a broader vision. With a history spanning almost 180 years, the company positions itself as a long-term partner committed to "ingenuity for life."[11] This commitment includes sustained focus on electrification, automation, and digitalization, strengthening data center resilience and supporting customers through current projects and future technology transitions. Frost & Sullivan recognizes Siemens for aligning sustainability commitments with continuous innovation, providing solutions that support data centers throughout their entire lifecycle. This focus builds customer trust and strengthens the company's position as a reliable partner in an increasingly competitive market.

Conclusion

Siemens demonstrates a consistent ability to deliver data center infrastructure that meets Southeast Asia's most pressing needs. Its localized manufacturing and value engineering services reduce risk and give customers confidence in critical investment decisions. Digital twin technology, advanced power distribution systems, and retrofit-friendly designs ensure facilities operate efficiently and adapt to future requirements. Structured project execution and certified teams provide reliability across large and complex projects, while the company's financial strength supports ongoing investment in the region. Its sustainability commitments align Siemens's solutions with the long-term priorities of operators and regulators. These capabilities position the company as a supplier of infrastructure as well as a trusted partner shaping the region's digital future. In a competitive market, this combination of innovation, discipline, and credibility sets Siemens apart in Southeast Asia's data center industry.

With its strong overall performance, Siemens earns Frost & Sullivan's 2025 Southeast Asian Company of the Year Recognition in the data center infrastructure solutions industry.

[11] Frost & Sullivan's Interview with Siemens (September 2025)

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 mega trends 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®

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

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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)