FROST & SULLIVAN INSTITUTE

2022 Frost & Sullivan Institute
Enlightened Growth Leadership Award

Data#3

The Growth Pipeline Company

Congratulations!

Frost & Sullivan Institute, in partnership with Frost & Sullivan, is proud to present Data#3. with the Enlightened Growth Leadership Award.

Frost & Sullivan's global team of growth pipeline experts continuously identifies and evaluates growth opportunities across multiple industries, technologies, and regions of the world. As the world emerges into the new norm disrupted and accelerated by the COVID-19 pandemic, it is becoming increasingly important for companies to leverage opportunities to shed old ways of thinking, build value chains that leave no stakeholders behind, and create foundations for stable growth to thrive in these new environments. We identify companies that demonstrate the commitment to embrace emerging technologies and protocols and generate opportunities for all while sustaining continued growth and highlighting best practices for sustainable development. This approach involves deep strategic deliberation around best practices and the development of core analytics across the entire value chain of specific products and services. Against the backdrop of these analytics, Frost & Sullivan Institute, in partnership with Frost & Sullivan, recognizes Data#3 for its valuable achievement.

Frost & Sullivan strictly reserves this recognition to companies at the innovation to zero and growth forefront in their respective industries. These companies demonstrate proactivity in utilizing business practices to 'innovate to zero' and address global priorities while securing sustainable growth. These companies also uniquely leverage technology and boost their industry partner ecosystem to serve ever-evolving customer needs in a way that facilitates environmental initiatives and supports the planet's well-being. Moreover, by combining business sense with a moral imperative, these companies demonstrate aspirational ideals beyond the simple goal of generating profits.

Moreover, this recognition is the result of many individuals (employees, customers, partners, and investors), making critical decisions every single day to support the organization and meaningfully contribute to its own future in a sustainable and socially responsible way. Frost & Sullivan in partnership with Frost & Sullivan Institute enthusiastically acknowledges and celebrates their contributions.

Once again, congratulations on your accomplishments, and we wish you great success in the future.

Sincerely,

David Frigstad
Chairman, Frost & Sullivan and Executive Director, Frost & Sullivan Institute

Best Practices Criteria for World-Class Performance

Frost & Sullivan Institute leverages Frost & Sullivan's 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 for each nominated company. Data[#]3 excels in multiple criteria.

AWARD CRITERIA

Enlightened Growth Leadership Attributes

'Innovating to Zero' on Global Priorities

Growth Excellence

Customer Value Chain

Integrated Coopetition - Industry Partner Ecosystem

Technology Leverage/Innovation

Introduction

Data[#]3 is a leading Australian provider of IT services and solutions such as cloud, mobility, security, data & analytics, and IT lifecycle management, as well as consulting, project management, and managed services. Data#3 has established a reputation as one of the most ethical businesses, prioritizing ethical practices on all fronts. It is a company that values environmental stewardship and is committed to creating a sustainable ecosystem through sustainable environmental, social, and governance (ESG), with a primary focus on people, community, ethics, and the environment. Using information technology, Data[#]3 enables businesses to develop innovative products and services, giving them a competitive advantage in the market. Data#3 strives to deliver a digital future and has done an outstanding job in doing so.

'Innovating to Zero' on Global Priorities

Taking accountability for the impact on the environment is critical for organizations in today's day and age. As part of its commitment to driving the world toward sustainability, Data[#]3 has incorporated environment-friendly business practices into its operations. The company aims to reach net zero emissions by the 2032 Olympics in Brisbane. Having completed the first of its three net zero processes, the company is well on its way to achieving its goal. Additionally, in 2022, the company conducted a greenhouse gas emissions assessment to assess emissions caused by its operations and has pledged to conduct an annual GHG assessment on a yearly basis.

As a part of its pledge to sustainability, the company follows a five-point SUSTAIN program, which includes: 'Reduce-Reuse-Recycle, Conserve Energy, Support Green Vendors, Think Green, and Volunteer

> *"Data#3 has committed to achieving net-zero emissions by 2032 across all its operations. The company has done a terrific job of maintaining and achieving a healthy work culture, making strategic decisions, and prioritizing sustainability through its four ESG pillars: people, community, ethics, and environment."*
>
> *- Priyanka Sharma, Research Analyst, Frost & Sullivan Institute*

& Build a Green-Thinking Culture'. As a responsible tech company, the company is working hard to prioritize the principle of reducing waste, reusing, and recycling its resources and products in every way possible. For example, leveraging the advantage it has as a tech company, it has minimized its use of paper and assisted its customers in endorsing paper-free practices in their operations.

Data#3 is an early adopter of e-waste programs and is dedicated to finding new ways to recycle its e-waste and assisting its customers in doing the same. In 2022, the company reviewed its e-waste management process to ensure that the toxic chemicals emitted by its e-wastes were adequately disposed of.

Furthermore, the company has implemented open-plan areas to reduce the use of air conditioners to save energy. It also has auto-detect lights that save energy. To promote an environmentally friendly ecosystem, Data#3 has implemented a procurement strategy that entails collaborating with suppliers who have a strong environmental program so that the company can align itself with the efforts made by its stakeholders to achieve sustainability and make a greater impact, as well as to assure its customers that the technologies they have chosen will have the least environmental impact.

Finally, the company incorporates environmental compliance into its training and induction processes, as well as ongoing education and awareness campaigns, such as Earth Hour, when the lights are turned off at Data#3 locations and home offices across the country. Likewise, in 2022, the company purchased a tree for every individual employee as part of its commitment to environmental stewardship.

Additionally, the company places a high value on ethical business practices and strives to ensure that it extends to all its stakeholders, from its employees to its customers and suppliers. This is reflected in the company's customer satisfaction survey, where the ethical culture received the highest rating. The company is AS/NZS ISO9001:2015 certified and follows policies concerning workplace health & safety, diversity & inclusion, human rights & modern slavery, and so on. Data#3 also issued its Code of Business Ethics to its employees and suppliers in 2022.

Frost & Sullivan Institute values Data#3's efforts to foster a green-thinking culture through its commitment to environmental stewardship and by aligning itself with various stakeholders, such as suppliers, to create a sustainable ecosystem. Its dedication to ensuring ethical business practices throughout its workplace, as well as with its customers and suppliers, is noteworthy.

Growth Excellence & Industry Partner Ecosystem

Data#3 has 45 years of experience and has consistently excelled and evolved in its solutions and services. In 2022, the company recorded a revenue of $2.2billion with a YoY growth of 12.8% as compared to $1.95 billion in 2021, fueled by the continued strong growth in public cloud revenues, which increased by 26.3% from $791.6 million to $1.0 billion.

For the first time in July 2022, the company was named a preferred supplier for the State Government of Western Australia Common User Arrangement panel for device hardware. This is a significant achievement for the company because it is now recognized as a formal supplier that government agencies can contract for computing and mobile devices. It also demonstrates the trust, expertise, and growth it has achieved over the years.

Data#3 announced in March 2022 that it had been chosen to design and implement an innovative digital network for Queen's Wharf Brisbane. This $3.6 billion project would be a landmark that would transform Brisbane. Likewise, it has provided Data#3 with an excellent opportunity to leverage its expertise and combine it with world-class digital technology to make a mark.

"Data#3's determination to grow and excel as a market leader by focusing on delivering a digital future through strategic partner relationships and ever-evolving solutions and services is admirable. In its pursuit of digital transformation, the company has realized a continuous growth in demand for its services and solutions, particularly its cloud-based business, and has partnered with world-leading technology vendors."

- Priyanka Sharma, Research Analyst, Frost & Sullivan Institute

. In 2021, the company bagged a $3.9 million contract with the South Australian Department of Education to provide a comprehensive Managed Services Solution to the department. During the contract period, Data#3 is expected to assist the department by providing storage area network support and solution design, as well as assisting them in their digital transformation process.

Frost & Sullivan Institute would like to commend Data#3 for its unwavering commitment to growing and transforming the digital landscape by delivering a digital future through its initiatives and by leveraging an industry-partner ecosystem.

Technology Leverage

Data#3 is an information technology, solutions, and services provider that is constantly evolving to gain a competitive advantage. It is Australia's market leader and award-winning provider of IT services and solutions. Data#3 is poised to deliver the digital future by combining cloud, modern workplace, security, data & analytics, and connectivity solutions with consulting, project management, and managed services.

Data#3 increased its ownership of Discovery Technology, a wireless network and analytics company, from 77.4% to 100%. It accelerated the integration of Discovery Technology and Data#3 in 2022, resulting in significant increases in sales, performance, and revenue. The integration represents a unique opportunity for Data#3 because it aligns two aspects of the company's strategy: being a leader in the cloud marketplace and a participant in the applications sector, particularly where it influences its customers' downstream investments in infrastructure and managed services.

In November 2021, it partnered with a global provider, SecurityHQ, to expand its Managed Security services, offering its new security operations center (SOC) powered by SecurityHQ. This would benefit its customers by providing them with 24/7/365 threat monitoring, detection, and targeted response service enabling the customers with the ability to rapidly identify and minimize the impacts of the threats to less or zero.

Frost & Sullivan Institute respects Data#3's strong position in the information technology sector, which it has achieved through rigorous efforts to innovate and its commitment to delivering a digital future through alliances with multiple world-leading vendors. Data#3's accomplishments are truly commendable, and we believe that the company will change the landscape of information technology in the years to come.

Conclusion

Seamless technology harnesses productivity and greater output for the company. For a company to succeed in this digital world it must embrace the idea of digital technology, or it will fall behind in the race. Data#3 is one such company that has played a vital role in supporting many companies as well as sectors in their digital transformation journey. It has emerged as a company that is committed to transforming the world not just via its expertise in the digital space but also through its various ESG goal initiatives such as e-waste management, initiatives to conserve energy, efforts to drive inclusion, committing to give back to the community in which it operates, driving ethical business practices in processes and many more.

Through its leadership in ICT solutions and services, as well as its five-point sustained program to promote people, community, ethics, and the environment, Data#3 has demonstrated a successful combination of business expertise and socially responsible growth. Frost & Sullivan Institute is proud to present the "2022 Enlightened Growth Leadership Award" to Data#3 for operating with high levels of integrity, along with a strong balance of social responsibility and business excellence.

What You Need to Know about the Enlightened Growth Leadership Recognition

Frost & Sullivan Institute's Enlightened Growth Leadership Award recognizes the company that addresses the global priorities as identified by the Institute and demonstrates sustainable growth in the industry.

Best Practices Award Analysis

For the Enlightened Growth Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

'Innovating to Zero' on Global Priorities: The company demonstrates proactivity in 'Innovating to Zero' in terms of one or more of the following global priorities that form the seven pillars of the Frost & Sullivan Institute:

i)   **Environment:** Environmental initiatives can include climate change, vulnerable groups, behavioral change, international governance, waste management, or others.

ii) **Education:** Education can encompass equal access, gender parity, EdTech, quality education, education resources, vocational training, or others.

iii) **Infrastructure:** Infrastructure can incorporate infrastructure as a basic right, technology and infrastructure, environment and infrastructure, urban infrastructure, and financing models, among others.

iv) **Healthcare:** Healthcare can comprise healthcare crisis, mental health, finance, healthcare systems, advanced healthcare, and technology and healthcare, among others.

v)   **Security:** Human security can refer to transnational governance, human security, food security, or others.

vi) **Human Rights:** Human rights can involve governance, special group rights, justice, or other such elements.

vii) **Economics:** Economics can pertain to inequality, new economic regime, FinTech, behavioral change, or others.

Growth Excellence: The company demonstrates healthy growth over a span of 10 years. It focuses on short-term and long-term growth strategies to maintain a superior industry position. The executive team's vision aligns with the company's growth strategy, effectively translating this vision into growth. The socially responsible organization enforces strategies to increase its share of the customer wallet, successfully differentiating itself from competitors and positively impacting its market share. It also adopts strategies to build upon achieved growth and sustain continued growth while highlighting best practices for sustainable development.

Customer Value Chain: The company pays heed to the planet's well-being and addresses environmental initiatives such as climate change, carbon footprint reduction and elimination, waste management, or clean energy production. Its key value proposition is refined by building on client feedback and continuously improving products and services. The organization prioritizes its customers' needs and provides significantly greater value for the price. It offers exceptional customer value by providing the best purchase experience to customers, placing importance on providing a high degree of satisfaction amongst existing and potential clients, or ensuring the best and differentiated service experience.

Integrated Coopetition - Industry Partner Ecosystem: The company makes use of unique business models such as corporate partnerships and public-private collaborations to boost the industry partner ecosystem. By combining business sense with a moral imperative, the company demonstrates aspirational ideals beyond the simple goal of generating profits. The organization's efforts to cooperate with competitors reveal its cognizance of a broader vision and endeavors towards positively impacting the overall industry.

Technology Leverage/Innovation: The company incorporates or uniquely leverages technology, standing out among the competition. The technology addresses key future needs and applications and is disruptive to or supersedes existing technologies. The company's technology or technology leverage can be diversely applicable or has created new markets or applications where none existed before. It has introduced creative features and functionality by jumping through hoops to convert its vision into a reality. The organization has a structured process or best practices to incubate new technologies developed internally or through strategic partnerships. The company's innovations or technology incorporation has the potential to become an industry standard.

About Frost & Sullivan Institute

Frost & Sullivan Institute (FSI) is a non-profit organization dedicated to utilizing business practices to address global priorities. The genesis of the institute goes back to our vision of either creating or becoming part of a solution that addresses threats to humanity. Frost & Sullivan Institute has identified strategic imperatives for transformation and believes that by using a Socratic approach, we can truly accelerate innovation to zero. The Institute works in collaboration with leading analyst teams, its internal research team, industry experts, and other partners. It works closely with Frost & Sullivan Inc. to leverage in-house thought leadership in order to identify opportunities for transformation that will arise from innovation, disruptive technologies, and overarching megatrends that will alter the world as we know it today. To learn more about FSI, visit https://www.frostandsullivaninstitute.org/.

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™.

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 six 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)

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