

# FROST & SULLIVAN

## BEST PRACTICES RECOGNITION

### 2018 GLOBAL IDENTIFICATION AND LOCATION SOLUTION FOR INDUSTRY 4.0 COMPANY OF THE YEAR AWARD



## WHO IS FROST & SULLIVAN?

Frost & Sullivan is a leading 57-year-old market research and consulting firm that tracks multiple industries including automotive, healthcare, information and communication technology, and more. Headquartered in Santa Clara, California, Frost & Sullivan employs 1,800 analysts and has offices in over 40 countries.

## WHAT ARE BEST PRACTICES AWARDS?

The Frost & Sullivan Best Practices Awards have recognized exemplary achievements within a multitude of industries and functional disciplines for the last 18 years. Frost & Sullivan conducts best practices research to properly identify unmatched innovation and leadership among companies, products, processes, and executives.

Receiving the Frost & Sullivan Company of the Year Award is a compelling third-party validation of a company's growth strategy and execution. Siemens' Best Practices Award is a strong indicator to employees, investors, customers, and the public that Siemens has superior identification and location solutions for industry 4.0.

## WHY SIEMENS?

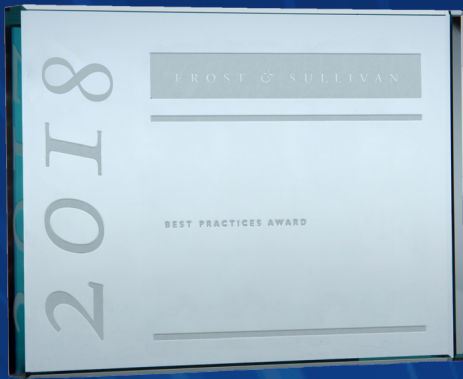
Industry 4.0 and digital transformation goals are pushing manufacturers toward smart manufacturing by quickly adopting IoT and Big Data technology. The automation and digital solution providers need to offer solutions that can produce the greatest return on investment without drastically affecting production cycles or current supply chains.

With the open cloud-enabled IoT platform MindSphere, the SIMATIC RFID product line, and a unique digital thread, Siemens has managed to stay ahead of its peers in the industry. Further, the company has been making strategic acquisitions and partnerships with globally leading brands to strengthen its digital enterprise portfolio of solutions. Siemens' solutions are trusted by its customers for their transparency, precision in tracing and tracking the movement and location of assets, flexibility, and prompt responsiveness.

With its impressive experience in the market, and growth strategies, Frost & Sullivan is proud to bestow the 2018 Company of the Year Award to Siemens.



# BEST PRACTICES AWARD ANALYSIS FOR SIEMENS



## WHAT IS COMPANY OF THE YEAR?

A Company of the Year Award recipient has demonstrated excellence in growth, innovation, and leadership. These areas serve as the foundation of a company's future success and prepare it to drive demand, brand strength, and competitive differentiation. Delivering unique value to customers, Company of the Year Award recipients focus rigorously on visionary innovation and on enhancing customer value and impact.

## KEY BENCHMARKING CRITERIA

For the Company of the Year Award, Frost & Sullivan analysts independently evaluate two key factors—Visionary Innovation & Performance and Customer Impact—according to the criteria identified below.

### Visionary Innovation & Performance

- Criterion 1: Addressing Unmet Needs*
- Criterion 2: Visionary Scenarios through Mega Trends*
- Criterion 3: Implementation Best Practices*
- Criterion 4: Blue Ocean Strategy*
- Criterion 5: Financial Performance*

### Customer Impact

- Criterion 1: Price/Performance Value*
- Criterion 2: Customer Purchase Experience*
- Criterion 3: Customer Ownership Experience*
- Criterion 4: Customer Service Experience*
- Criterion 5: Brand Equity*

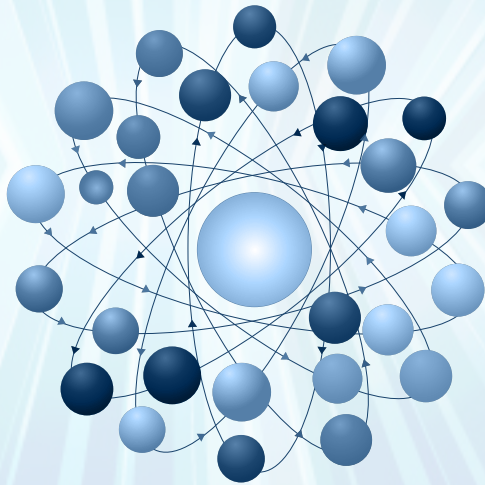
## SIGNIFICANCE OF THE AWARD

To receive the Frost & Sullivan Company of the Year Award, an organization must strive to be best-in-class in three key areas: understanding demand, nurturing the brand, and differentiating from the competition.

Driving demand, strengthening brand, and differentiation from the competition, all play a critical role in delivering unique value to customers. This three-fold focus, however, must ideally be complemented by an equally rigorous focus on visionary innovation to enhance customer value and impact.



## THE 360-DEGREE RESEARCH APPROACH



Frost & Sullivan's 360-degree research methodology represents the analytical rigor of our research process. It offers a 360-degree view of industry challenges, trends, and issues by integrating all seven of Frost & Sullivan's research methodologies. Too often companies make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission.

Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry players and for identifying those performing at best-in-class levels.

## QUESTIONS?

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