



2015 North American Customer Interaction Analytics
New Product Innovation Award



FROST & SULLIVAN



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Background and Company Performance

Industry Challenges

In today's competitive market, organizations are faced with customer interaction data from a myriad of sources. As a result, companies are finding it increasingly difficult to manage the huge influx of data in a way that produces real solutions to their business challenges. The multi-channel environment that a company's customer base uses requires that enterprises maintain real-time integration between channels for a complete view of their customer journeys. Traditional analytic tools fail to meet enterprises' demand for real-time information and are unable to use the huge datasets collected from voice interactions and other channels given the varied data types. This failure of service leads to disappointment and frustration among customers, resulting in loss of business and revenue through customer churn, increased cost to serve, and potential compliance breaches.

To address the above-mentioned challenges, US-based Nexidia, Inc. has developed a sophisticated customer interaction analytics solution designed to manage and analyze customer interaction data in order to provide the best possible customer experience. Nexidia's solution can be broken down into four elements.

Technology

The result of years of original research, Nexidia developed its own core technology for performing speech analytics in both real-time and post-call scenarios. Nexidia calls this technology Neural Phonetic Speech Analytics™ because the processing occurs on a neural network based model. Combining the strengths of sentiment, word, and topic analysis, Nexidia claims that Neural Phonetic Speech Analytics represents the fastest and most flexible speech technology available in the marketplace.

Architecture

Nexidia's innovative architecture is built on Nexidia Search Grid, a MapReduce style framework that offers fully distributable and scalable processing. This architecture results in a single hosting environment having the ability to handle massive amounts of data at an exponentially higher scalability level. In fact, some of Nexidia's largest customers are each ingesting over 100,000 hours of audio a day and are retaining over a year's worth of calls for analysis.

Applications

Nexidia's customer interaction analytics solution, Nexidia Interaction Analytics has been designed to analyze, and synchronize data collected through customer interactions into an integrated solution. With the ability to structure, synthesize, and analyze multi-channel interactions from sources such as audio, chat, SMS, e-mail, surveys and social media,

Nexidia Interaction Analytics enables companies to draw correlations, view trends, uncover root causes, and build predictive models that will allow them to approach their customers in new and innovative ways. Nexidia's real time interaction analytics product, Nexidia Scan and Agent Assist, not only easily integrates with existing applications, but also provides companies with the ability to monitor agent performance and to allow contact centers the ability to respond to issues as they occur. Nexidia Capture enables companies to record and store both the calls and metadata associated with their interactions. With the ability to record both voice and screen, Capture offers a complete recording and quality assurance solution.

Nexidia's applications have demonstrated the ability to: increase the effectiveness of sales and marketing, reduce churn, contain unnecessary costs within the contact center operation, increase compliance in regulated environments, and positively impact customer satisfaction.

Services

Nexidia's OnDemand offering provides companies with an individually hosted and PCI-compliant analytics environment that includes audio analysis, business process recommendations, business case development and ongoing business intelligence support which results in faster time-to-insight. More than half of Nexidia's clients take advantage of the OnDemand offering, affording them a lower Total Cost of Ownership (TCO).

In regards to customer engagement, Nexidia's Consulting and Managed Analytic Services teams work alongside Nexidia's clients to help analyze and solve a vast range of business challenges. Integrating closely with their customers, these teams provide end-to-end solutions as well as program management. Nexidia typically engages with its clients on an ongoing basis and becomes an important part of the client's ongoing analytics program.

New Product Attributes and Customer Impact

Positioning

Companies have an increasingly large amount of disparate data coming in from a multitude of channels. In order for companies to gain insights from data they must first have the ability to organize and analyze various datasets quickly and efficiently. At present, organizations' customer contact centers collect both structured and unstructured forms of data from various channels such as audio, chat, social media, SMS, e-mail, and surveys. The customer interaction data is often stored in various repositories, but inaccessible. Companies have traditionally collected massive stores of audio recordings, but have done very little with these assets, representing a missed opportunity. The conversational data of customers is contextually rich, as the actual conversations become data in machine-readable form, enabling organizations to make better decisions. Having identified the lack of analytical tools required to process and make sense of the huge

collection of interaction data, Nexidia has positioned its solution as a big data interaction analytics solution.

When viewing the analytics marketplace as a whole, Nexidia has positioned itself well in regards to their core technology, architecture, applications, and services. Nexidia's innovative technology is based on Neural Phonetic Speech Analytics™, which combines the strengths of Large-Vocabulary Continuous Speech Recognition (LVCSR) and phonetic indexing into a single solution. The solution is delivered through a MapReduce-style architecture called Nexidia Search Grid™. The result is Nexidia's ability to process data faster and at a much larger scale than any of its competitors. At one example client, Nexidia is processing up to 100,000 hours a day and is meeting the requirement for long-term retention and rapid searching of historical interaction data. At the same client, Nexidia retains the 100K hours of daily audio for 396 days - all confirmed searchable in sub-second latency.

These innovations are at the core of Nexidia Interaction Analytics, which successfully meets the market's growing desire to accurately search topics at exceptional speed and massive scale. Nexidia Interaction Analytics is much more flexible of an application than the vast majority of competing programs. This flexibility can be most easily seen in two important ways. First, unlike its competitors' reliance on dictionary dependent language models, Nexidia's system is dictionary independent, allowing for users to easily change the logic of a topic and reanalyze previously stored data rapidly. It's important to note that the analysis is not restricted by any pre-set dictionaries of words or complex lexicons of phrase combinations - allowing Nexidia users to search and find anything that they search for and is of interest. The second factor revolves around the fact that while competing solutions have limits on the number of queries they can run at one time, Nexidia's innovative solution and architecture can process thousands of queries at once - delivering the market's desire for in-depth analysis across a broad spectrum of business impacting issues and subjects, and setting Nexidia apart from its competition.

To continue to remain as accurate as possible, Nexidia invests heavily in original speech research. With one of the largest development teams focused on speech analytics in the industry, this research continues to be a major expenditure and focus of the company's R&D efforts. The output of this research is the continued use of real world conversational data to produce the most accurate language and acoustic models available. The number of variables that Nexidia uses and the way it processes the variables allow for maximum accuracy, an approach that, coupled with its patented technology, are core differentiation points for the company. Accuracy is essential for interaction data to be used in downstream functions within Nexidia, like its Discovery functionality, and is of paramount importance when the data is used for downstream modeling as seen in regression and correlation analysis to predict customer behavior.

The massively parallel processing capability of Nexidia in combination with their distributed environment requires only commodity hardware for on-premise deployments

(however, most of Nexidia's clients are securely hosted in dedicated hosting environments). The hosting capabilities afforded by Nexidia ensure that its clients have one of the fastest times-to-insight in the marketplace. In tandem with its hosting services, Nexidia's Consulting and Managed Analytic Services teams are more engaged and help to provide better and more accurate outcomes than others in the customer interaction analytics field.

Design

Nexidia allows for intuitive search and analysis through its Discovery functionality. Discovery visually reveals emerging trends and topics that merit further investigation. Nexidia's innovative UI and design allows users to navigate through word clouds to understand the relationships between topics and the relative occurrence of these topics to understand context and build hypotheses. As the user navigates, Nexidia is generating the logic necessary to measure what's being explored across the user's entire body of audio (sometimes tens of millions of hours of interactions). Nexidia Interaction Analytics progressively takes users from Discovery into deep, quantitative analysis of customer interactions to uncover precisely how often events of interest occur, why these events occur, and the impact those events have on the business.

Through its innovative technological solutions, Nexidia has furthered the use of customer sentiment for analysis. Nexidia generates a sentiment score for each interaction and then uses the score in Discovery and elsewhere to understand the issues that relate to high and low customer satisfaction. The machine learning uses laughter, cross-talk, the acoustic properties of the audio (like volume, jitter, speed) and the actual words spoken to learn and make quantified decisions on sentiment. This process enhances traditional CSAT efforts as no statistical sampling or inference is required. A usable sentiment score is generated for each and every interaction.

When considering the massive amounts of data most organizations generate on a daily basis, a product's ability to process that data is a vital component. Enabling scale, Nexidia Search Grid™ expands when interaction volumes increase or data retention periods grow. When other current market solutions require multiple instances of software or databases in order to keep up with large implementations, Nexidia Search Grid™ manages these large implementations with one logical instance of the system.

Lastly, because of the innovations in speed, scale, and accuracy, Nexidia allows for real-time analytics accessed in part through its agent and supervisor portals and interactive dashboards. As calls happen in real time, Nexidia's Scan and Agent Assist looks for a defined set of keywords, identified mainly from post-call analytics completed earlier in Nexidia's proprietary methodology. When a keyword or phrase is said it triggers an action, such as alerting an agent, alerting risk management, or possibly a contact center supervisor. These processes can be configured with operators so that, based on the conversation, the best business process for the exact scenario is initiated to rectify the

identified issue on the call. Nexidia can also send the trigger to other systems to begin a business process there. For example, a trigger and the related workflow would be different for a customer saying, "I'm going to sue you for damages," versus "I think your satellite installer damaged my gutter." Both need to be rectified, but the former would likely require different resources, routing, and business processes.

In addition to the speech analytics engine, the technology integrates a text analytics engine that has the capability to understand text data from sources such as SMS, chat, e-mail, and social media and combine them with audio to uncover information from any type of customer interaction with the company.

Quality

Nexidia's innovation in the marketplace is further illustrated by the fact that it ensures that the right features are available to help companies solve their industry specific challenges. Offering an unparalleled level of analytics and quality performance, Nexidia provides companies with the technology and scalability to handle huge amounts of data in a timely fashion while pushing real business transformation through their intuitive and metric driven applications such as Nexidia Interaction Analytics and Scan and Agent Assist. One such way that Nexidia is able to achieve such fast time-to-insight is through the Nexidia Capture, which records and stores the calls and metadata directly from a company's switching environment. Capture offers a full-featured call recording solution for both audio and agent screens, enabling a complete quality assurance capability.

In addition to the tremendous effort to offer a scalable and highly sophisticated interaction analytics solution, Nexidia also provides the best-in-class quality to the solution through the integration of additional functionality modules, such as Early Discovery and Advanced Compliance Management, to offer a comprehensive solution to its customers.

Early Discovery enables companies to determine up-and-coming trends without having to know what they should be focusing on. Through filtering calls by speaker (agent or customer), overall sentiment score, and temporal location of a phrase, allows companies to zero in on what's most important in their customer interactions. Once those vital elements have been discovered, companies have the ability to categorize the topics in order to build more focused metrics, quantify important events, and determine root causes of business defects. As a result, businesses can find issues that are negatively affecting customers that would have been hidden away otherwise.

Nexidia's Advanced Compliance Management system provides corporate compliance officers with better internal control and automated insight into what actions are required to manage their main compliance issues. Nexidia's patented analytics platform analyzes and organizes recordings of a host of internal and external interactions in order to create and route alerts based on company specific risk profiles. The Advanced Compliance Management system gives compliance officers far more control over the entire process workflow, from the initial alert to the final resolution. As a result, companies are provided

with vital insights into their audio data and gain the ability to find and control fraudulent and illegal activity.

Using interactive visualization tools to display reports, data categorization, performance, and trending data is intuitive and user-friendly. Coupled with its services offerings, Nexidia provides the companies complete solutions for a variety of business challenges. These functionalities allow for user-customized exploration and analysis and are not present in competing solutions, which gives Nexidia an advantage over them.

Reliability

Nexidia Interaction Analytics and Nexidia's services offerings consistently meet or exceed its clients' performance expectations throughout the lifecycle of the relationship, both because of the architecture being massively scalable, secure, and reliable as well as the services Nexidia offers to help ensure reliable outcomes for its customers.

On the architecture side, when considering the massive amounts of data most organizations generate on a daily basis, a product's ability to efficiently and reliably process that data is vital. Enabling this scale, Nexidia Search Grid™ expands when interaction volumes increase or data retention periods grow, and can process huge amount of data on a daily basis. When other current market solutions require multiple instances of software or databases in order to keep up with large implementations, Nexidia Search Grid™ manages these large implementations with one logical instance of the system, which gives Nexidia's solution an edge in the marketplace.

Nexidia also takes data security into consideration, as evidenced by its on-demand PCI-compliant data center that over half of its customers utilize, which is crucial since the data being collected and processed is the business critical and potentially sensitive data of Nexidia's customers.

Another aspect of Nexidia's services that ensures reliable outcomes for the customer is the level of engagement from start to finish. Working from more of a partnership standpoint, Nexidia ensures its clients are getting the full and reliable value from the solution. From the start, Nexidia's consulting services offer business leadership and solutions to ensure that its clients are focusing on the needs of their company and that the product is going to solve for the issues they actually have.

From a pure data standpoint, Nexidia's Managed Analytic Services team ensures that the data that is collected and analyzed results in real insights and that those insights are used to address specific concerns.

Beyond the security of the hosted environment and reliability of its product, Nexidia also offers extremely reliable services. Providing program management as an end-to-end solution, Nexidia's services teams work closely with clients to ensure they are getting the outcomes they expect and need.

Price/Performance Value

Ensuring their solutions deliver high performance is a major objective for companies in the analytics market. Nexidia's continued innovations give the company's customers the greatest flexibility for the uses of their interaction-generated data and the scalability and performance of the system result in the most advantageous Total Cost of Ownership (TOC) within the market.

Nexidia's use of advanced speech analytics technology, optimized for big data scalability, provides it with an extra edge in the customer interaction analytics market. Due to the technological underpinnings of the solution coupled with its extremely capable hosting services, Nexidia is able to generate better insights faster. These insights lead to a higher Return On Investment (ROI). Potential ROI is presented upfront through Nexidia's unique engagement process termed a "Proof of Concept" (POC). A Nexidia POC is a short project that utilizes both Nexidia and client resources to deliver interaction analytics-derived insights that can be used to perform a root cause analysis on a specific client business issue. The outcome of the POC is a set of formal recommendations that, if implemented, will deliver measurable business value to the client. This "skin in the game" approach is different from competitors in the market.

Once the value has been shown, Nexidia strives to provide the essential solutions for each client. To strike a balance between price and performance, Nexidia has adopted a dynamic pricing strategy based on the needs of customers. The flexible licensing model of Nexidia enables clients to deploy the solution in two ways: based on the number of agents using the system or based on the amount of data that runs through the system. This flexibility in the pricing model helps Nexidia to reach out to customers of all sizes and removes many of the barriers to get started.

Match to Needs

To stay competitive in the market, meeting customer demands dynamically is one of the key elements considered by any company. Apart from regular communication with its customers through dedicated account executives and Managed Analytics Services Teams, Nexidia has also incorporated an internal tracking system to constantly interact with users and receive feedback on the usage of its solution. Nexidia's focus on client engagement ensures that Nexidia and its customers are able to quickly identify issues and develop the best strategies possible to remedy them. Since Nexidia works so closely with its clients, its professional services teams are often hands-on with their products. A key result of this relationship is that Nexidia is one of the biggest users of their own technology, and therefore is in an excellent position to truly understand which needs are being met and remain unmet. In fact, Nexidia is often the first to discover any issues and is therefore in the best position to begin developing the most effective fix. As such, Nexidia often develops solutions with and on behalf of its customers and that engagement leads to continual innovation. Constant communication with its customers helps Nexidia better

understand its clients' business cases to ensure it is solving those issues by collecting the right data, analyzing it, and enacting operational change based on the results. The dialogue between Nexidia and its clients result in continuous improvement of the quality of the solution.

Leading to this award, a 2014 case study data showed Nexidia generating data used to reduce customer churn in the communications industry, meeting operational requirements of the Affordable Care Act, identifying – in real time – compliance issues in financial services, and increasing cross-sell rates in consumer services, representing over \$100M in accretive and client-measured value.

Customers can choose an on-site installation or a hosted solution for Nexidia Interaction Analytics. For customers who want to buy and maintain their own servers and keep their recordings on-premise, perpetual license options are available. Nexidia provides full support during the initial installation as well as future upgrades to ensure the deployment gets up and running smoothly.

Nexidia also deploys its solution through Nexidia OnDemand, a hosted solution for customers who want to begin analyzing interactions relatively quickly while avoiding the cost and time required to deploy the infrastructure of an on-site system. Nexidia OnDemand provides all of the capabilities of Nexidia Interaction Analytics in the cloud through a highly secure, PCI-compliant network operations center. The service has reported capacity to handle millions of hours of audio recordings per day. No competitor offers a comparable program with this low cost of entry or is able to scale to hundreds of millions of hours of audio with the same level of ease.

Conclusion

Nexidia Interaction Analytics, powered by patented proprietary technologies such as Nexidia Search Grid™, Neural Phonetic Speech Analytics™, Data Exchange Framework, Metrics-Driven Performance Management, and Real-Time Scan and Agent Assist delivers seamless scalability and significant reduction in the search time taken to analyze unstructured forms of data such as audio, SMS, social media, chat, e-mail, and surveys. Supporting massively parallel processing capability in a distributed architecture, the Interaction Analytics solution enables organizations to gather desired query results more efficiently than competing solutions.

Nexidia has proven to Frost and Sullivan its innovation and ability to deliver:

Scalability – Nexidia’s proprietary technology for turning interactions into usable data is more than 50 times more scalable than alternatives.

Flexibility – Nexidia’s commitment to open data standards ensures results from analytics are available for any type of downstream analysis. There are no hidden fees or red tape designed to hold data hostage.

Outcomes-based – The philosophy is “Analytics isn’t something you buy, it’s something you do.” Nexidia partners with customers and focuses on outcomes rather than software inputs.

Confirmed Referenceability – Nexidia’s customers are the largest and most referenceable in the market and have achieved the best outcomes in their industries.

In recognition of its innovative capabilities, Frost & Sullivan is pleased to recognize Nexidia Inc. as the recipient of the 2015 North American New Product Innovation Leadership Award in the customer interaction analytics market.

Significance of New Product Innovation

Ultimately, growth in any organization depends upon continually introducing new products to the market, and successfully commercializing those products. For these dual goals to occur, a company must be best-in-class in three key areas: understanding demand, nurturing the brand, and differentiating from the competition.



Understanding New Product Innovation

Innovation is about finding a productive outlet for creativity—for consistently translating ideas into high quality products that have a profound impact on the customer.

Key Benchmarking Criteria

For the New Product Innovation Award, Frost & Sullivan analysts independently evaluated two key factors— New Product Attributes and Customer Impact—according to the criteria identified below.

New Product Attributes

- Criterion 1: Match to Needs
- Criterion 2: Reliability
- Criterion 3: Quality
- Criterion 4: Positioning
- Criterion 5: Design

Customer Impact

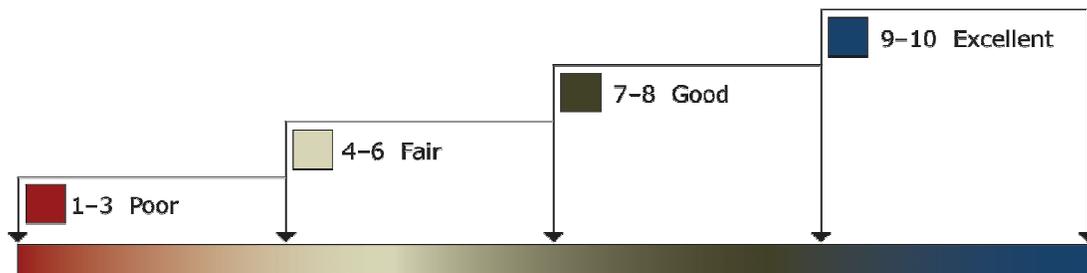
- Criterion 1: Price/Performance Value
- Criterion 2: Customer Purchase Experience
- Criterion 3: Customer Ownership Experience
- Criterion 4: Customer Service Experience
- Criterion 5: Brand Equity

Best Practice Award Analysis for Nexidia Inc.

Decision Support Scorecard

To support its evaluation of best practices across multiple business performance categories, Frost & Sullivan employs a customized Decision Support Scorecard. This tool allows our research and consulting teams to objectively analyze performance, according to the key benchmarking criteria listed in the previous section, and to assign ratings on that basis. The tool follows a 10-point scale that allows for nuances in performance evaluation; ratings guidelines are illustrated below.

RATINGS GUIDELINES



The Decision Support Scorecard is organized by New Product Attributes and Customer Impact (i.e., the overarching categories for all 10 benchmarking criteria; the definitions for each criteria are provided beneath the scorecard). The research team confirms the veracity of this weighted scorecard through sensitivity analysis, which confirms that small changes to the ratings for a specific criterion do not lead to a significant change in the overall relative rankings of the companies.

The results of this analysis are shown below. To remain unbiased and to protect the interests of all organizations reviewed, we have chosen to refer to the other key players as Competitor 2 and Competitor 3.

DECISION SUPPORT SCORECARD FOR NEW PRODUCT INNOVATION AWARD

<i>Measurement of 1-10 (1 = poor; 10 = excellent)</i>			
New Product Innovation	New Product Attributes	Customer Impact	Average Rating
Nexidia Inc.	9.5	9	9.25
Competitor 2	7.5	7.5	7.5
Competitor 3	7	6.5	6.75

New Product Attributes

Criterion 1: Match to Needs

Requirement: Customer needs directly influence and inspire the product’s design and positioning

Criterion 2: Reliability

Requirement: The product consistently meets or exceeds customer expectations for consistent performance during its entire life cycle

Criterion 3: Quality

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

Criterion 4: Positioning

Requirement: The product serves a unique, unmet need that competitors cannot easily replicate

Criterion 5: Design

Requirement: The product features an innovative design, enhancing both visual appeal and ease of use

Customer Impact

Criterion 1: Price/Performance Value

Requirement: Products or services offer the best value for the price, compared to similar offerings in the market

Criterion 2: Customer Purchase Experience

Requirement: Customers feel like they are buying the most optimal solution that addresses both their unique needs and their unique constraints

Criterion 3: Customer Ownership Experience

Requirement: Customers are proud to own the company’s product or service, and have a positive experience throughout the life of the product or service

Criterion 4: Customer Service Experience

Requirement: Customer service is accessible, fast, stress-free, and of high quality

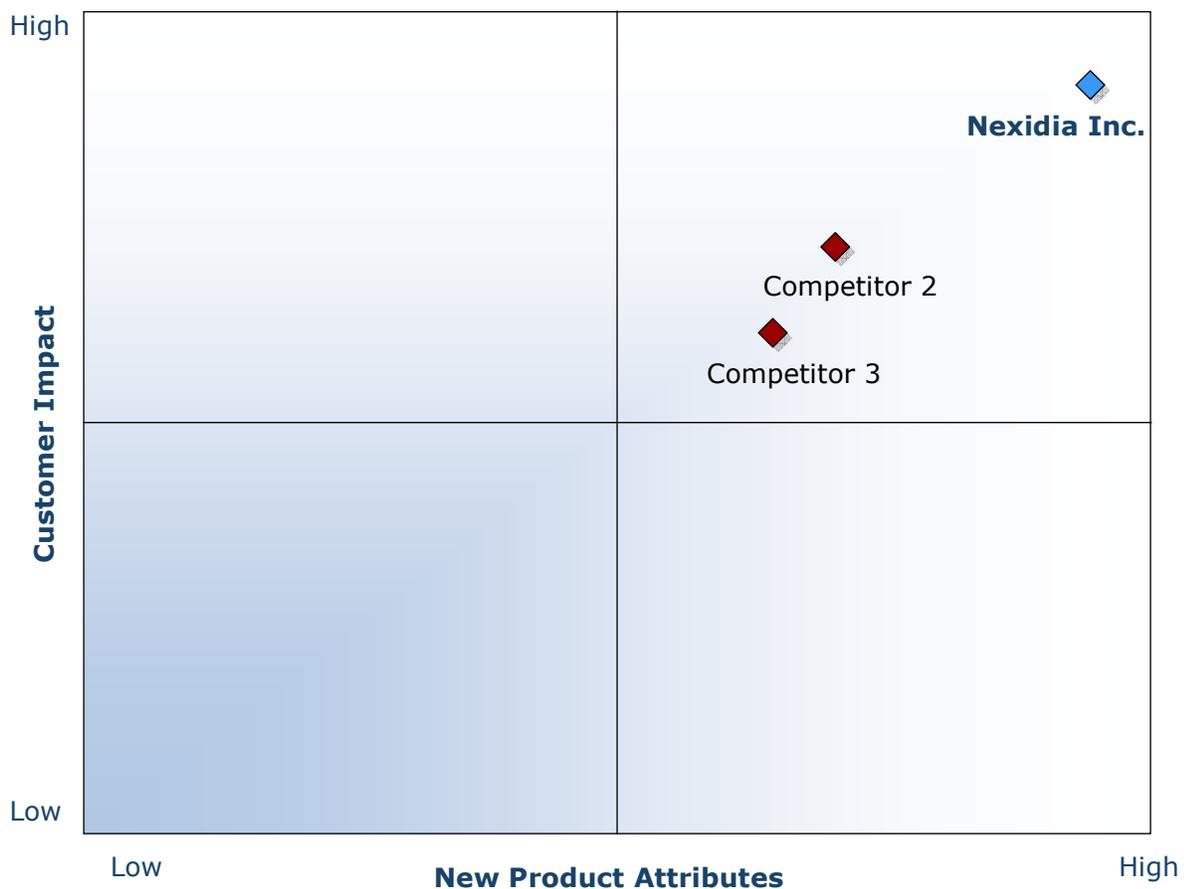
Criterion 5: Brand Equity

Requirement: Customers have a positive view of the brand and exhibit high brand loyalty

Decision Support Matrix

Once all companies have been evaluated according to the Decision Support Scorecard, analysts can then position the candidates on the matrix shown below, enabling them to visualize which companies are truly breakthrough and which ones are not yet operating at best-in-class levels.

DECISION SUPPORT MATRIX FOR NEW PRODUCT INNOVATION AWARD



The Intersection between 360-Degree Research and Best Practices Awards

Research Methodology

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 7 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.

360-DEGREE RESEARCH: SEEING ORDER IN THE CHAOS



Best Practices Recognition: 10 Steps to Researching, Identifying, and Recognizing Best Practices

Frost & Sullivan Awards follow a 10-step process to evaluate award candidates and assess their fit with select best practice criteria. The reputation and integrity of the Awards are based on close adherence to this process.

STEP	OBJECTIVE	KEY ACTIVITIES	OUTPUT
1 Monitor, target, and screen	Identify award recipient candidates from around the globe	<ul style="list-style-type: none"> • Conduct in-depth industry research • Identify emerging sectors • Scan multiple geographies 	Pipeline of candidates who potentially meet all best-practice criteria
2 Perform 360-degree research	Perform comprehensive, 360-degree research on all candidates in the pipeline	<ul style="list-style-type: none"> • Interview thought leaders and industry practitioners • Assess candidates' fit with best-practice criteria • Rank all candidates 	Matrix positioning all candidates' performance relative to one another
3 Invite thought leadership in best practices	Perform in-depth examination of all candidates	<ul style="list-style-type: none"> • Confirm best-practice criteria • Examine eligibility of all candidates • Identify any information gaps 	Detailed profiles of all ranked candidates
4 Initiate research director review	Conduct an unbiased evaluation of all candidate profiles	<ul style="list-style-type: none"> • Brainstorm ranking options • Invite multiple perspectives on candidates' performance • Update candidate profiles 	Final prioritization of all eligible candidates and companion best-practice positioning paper
5 Assemble panel of industry experts	Present findings to an expert panel of industry thought leaders	<ul style="list-style-type: none"> • Share findings • Strengthen cases for candidate eligibility • Prioritize candidates 	Refined list of prioritized award candidates
6 Conduct global industry review	Build consensus on award candidates' eligibility	<ul style="list-style-type: none"> • Hold global team meeting to review all candidates • Pressure-test fit with criteria • Confirm inclusion of all eligible candidates 	Final list of eligible award candidates, representing success stories worldwide
7 Perform quality check	Develop official award consideration materials	<ul style="list-style-type: none"> • Perform final performance benchmarking activities • Write nominations • Perform quality review 	High-quality, accurate, and creative presentation of nominees' successes
8 Reconnect with panel of industry experts	Finalize the selection of the best-practice award recipient	<ul style="list-style-type: none"> • Review analysis with panel • Build consensus • Select winner 	Decision on which company performs best against all best-practice criteria
9 Communicate recognition	Inform award recipient of award recognition	<ul style="list-style-type: none"> • Present award to the CEO • Inspire the organization for continued success • Celebrate the recipient's performance 	Announcement of award and plan for how recipient can use the award to enhance the brand
10 Take strategic action	Once licensed, company may share award news with stakeholders and customers	<ul style="list-style-type: none"> • Coordinate media outreach • Design a marketing plan • Assess award's role in future strategic planning 	Widespread awareness of recipient's award status among investors, media personnel, and employees

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages almost 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 31 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.