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Teleperformance
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2020 GLOBAL CONTACT CENTER OUTSOURCING COMPANY OF THE YEAR AWARD

Contents

Background and Company Performance

Industry Challenges

Frost & Sullivan continues to track the highly competitive global contact center outsourcing market against the backdrop of an ever-changing, digital transformation landscape. Customer care outsourcers are trying to adapt to this shifting digital setting to address an array of new challenges, improve the customer experience, and ensure customer loyalty. The global customer care market is dominated by 5 traditional top Tier companies.

Frost & Sullivan's research finds that the following primary challenges for customer care outsourcing firms in this global market are the following:

- Contain costs and reduce complexity
- Drive out agent efficiencies
- Combat agent attrition and retain top talent
- Deliver high quality live and automated interactions
- Manage an omni-channel environment (social, mobile, email, text, chat, video)
- Address the plethora of security certifications and minimize agent fraud
- Leverage the power of predictive analytics, big data and automation
- Invest in global, state-of-the-art technology platforms
- Maximize upsell and cross-sell activities to expand customer relationships

Key dynamics influencing the global outsourcing industry include:

- **Emerging Channels and Channel Integration.** Customer interactions now typically begin on the web, interactions that have expanded to include those initiated through mobile applications. Meanwhile, text-based communication also has become popular with customers. Both trends will accelerate with a younger generation that is more likely to "key-in" than use the voice channel.

EU Contact Center Outsourcing in a Time of Challenge & Change. At a time of disruptive change, the highly competitive contact center outsourcing market in Europe, for example, continues to face challenges. From the United Kingdom in the north, to Italy in the south, the economy has had real effects on some BPO providers focused on customer management specifically.

- **Global Security and Privacy Concerns.** Customer data represents a tempting target for thieves, and today's customers are more concerned than ever about how companies use their data and track their activities online. This was especially true in 2015, given the destabilization generated by global security breaches across industries - making for a very challenging business environment.

Industry Leadership. Tier 1 BPO firms demonstrably support the communities in which they operate. They recognize their obligations to act responsibly, ethically and with integrity in interactions

with all stakeholders; shareholders, associates, clients and even suppliers. These are also the ones that typically lead efforts to provide disaster relief aid around the world.

Balancing Business, Employee Development and Corporate Social Responsibility (CSR). Global BPOs today believe that they have a fundamental obligation to help human society and our planet thrive. The challenge for them is this: Beyond charitable giving and employee volunteerism, how can they make an even bigger impact on engagement, agent retention, client relations and tenure? Can a BPO company balance its financial goals while supporting programs that have wide global societal impacts?

Listed below are some of the issues that global BPOs are tackling under the umbrella of corporate social responsibility, corporate philanthropy and environmental sustainability:

✓ Long-term employment opportunities	✓ Technology skills training
✓ Employee health and wellness	✓ Workforce diversity
✓ Homelessness	✓ Spirituality
✓ Disaster relief	✓ Human rights
✓ Green buildings	✓ Anti-corruption policies
✓ Carbon reduction	✓ Mass transportation
✓ Gender equality	✓ Higher education
✓ Childcare needs	✓ Equal opportunity

Teleperformance Company Overview

Teleperformance (TP) is the global leader in outsourced omnichannel customer experience management, serves as a strategic partner to the world's leading companies in a wide variety of industries. Its customer care, technical support, customer acquisition, consulting & analytics, digital integrated business service solutions and other high-value specialized services ensure consistently positive customer interactions that are reliable, flexible and intelligent. The company has established the highest security and quality standards in the industry and uses proprietary deep learning technology to optimize flexibility on a global scale.

The Group's 300,000 employees, spread across 80 countries, support billions of connections annually in 265 languages and enhance the customer experience with every interaction. In 2018, Teleperformance reported consolidated revenue of €4,441 million (US$5,256 million, based on €1 = $1.18). TP competes against other Tier 1 giants in the global outsourcing industry including Alorica, Concentrix, Sitel Group, SYKES and TTEC.

The Group operates in three major geographic regions:

1. The English-speaking and Asia-Pacific region (EWAP), which includes: Great Britain, USA, Canada, China, Korea, Indonesia, the Philippines, Singapore, South Africa and Vietnam.

2. The Iberian-LATAM region, which includes Argentina, Brazil, Chile, Colombia, Costa Rica, El Salvador, Mexico, Spain and Portugal.

3. The Continental Europe & MEA, which includes all countries in the EMEA region (Europe, Middle East & Africa), except Great Britain, South Africa, Spain and Portugal.

Teleperformance supports a wide variety of industries including automotive and transportation, broadband and DSL, energy and utilities, financial services, government, healthcare, insurance, manufacturing, media, pharmaceuticals, retail, technology, telecommunications and travel and hospitality.

Teleperformance offers a comprehensive, broad range of contact center solutions:

Contact Center Services

- Customer Care

- Technical Support

- Sales and Acquisitions

- Loyalty and Retention

- Social Media Channel Management

- Pro-Active Outreach

- *Delivery Models*

- Voice, Email, Chat, text (SMS),Fax, White Mail, Fulfillment

- Facilities – based and Work-at-Home (WAHA)

- Interactive: Full IVR Automation and Hybrid

- Domestic (US), Near shore, Offshore, and Global Solutions

- *Business Process Outsourcing & Back Office*

- Data Entry

- Professional Services

- Fulfillment

- Scanning

- *Accounts Receivable Management (ARM) Services*

- Pre-collections through tertiary and later stage collections

- Government, Financial, and Enterprise Verticals

Customer Service Experience

World-class Contact Center Applications

The company's daily performance management process, called Teleperformance Operational Processes & Standards (TOPS), is a step-by-step methodical structured based on the Best Practices of programs across the globe. Teleperformance utilizes a state-of-the-art suite of IT systems, contact center applications and advanced agent monitoring tools. They are designed to facilitate and enhance the interactions between agents and customers. Clients and prospects can access and utilize the following Teleperformance proprietary systems in real-time:

- TelePerformance CCMS

- TelePerformance Observer

- TelePerformance Client

- TelePerformance Reports

- TelePerformance Passport

- TelePerformance Desktop

- Baseline Enterprise Standards of Teleperformance (BEST)

Teleperformance's structured processes to define, share and ensure the implementation of world-wide best practices, assures consistency and quality in all global operations.

Superior Choice of Nearshore Destinations for North American Clients

The company enjoys a leading edge over competitors in having identified that nearshore sites offer many of the same advantages as domestic locations. This includes cultural affinity and the ready availability of an educated talent pool with high English proficiency. Teleperformance has the most extensive choice of site locations for nearshore agent sourcing among competing outsourcing providers.

In 2019 Latin America became a very viable option for near shoring capabilities, especially for U.S. companies that are looking to diversify their global customer care footprint. In addition, a host of key market participants have recognized client plans to accelerate sales and marketing activities in the burgeoning U.S. Hispanic market and have strategically established a contact center presence, with a service provider, to support both English and Spanish language calls.

Blue Ocean Strategy

D.I.B.S – High Value Services in Digital Transformation

TP has set up a new entity dubbed Digital Integrated Business Services (D.I.B.S.). Its mission is to support the development of integrated high-value services in digital transformation. Teleperformance also unveiled its new visual identity and logo, in line with a truly global Group in which innovation and technology play a central role in support of the human experience. Resolutely modern, multicultural, and digital, this new identity reflects

the evolution of the Group through the years. In the midst of this transformation, Teleperformance continues to post sustained business growth, showcasing its unique global leadership and diversified business profile that enable value creation

Teleperformance's Unique Customer (CX) Lab

Teleperformance's CX Lab, located in Portugal's capital city of Lisbon, continues to provide insights into customers' behaviors and preferences to help businesses understand different customers around the world. What remains clear, given the years of data the CX Lab has collected, is that the right channel mix is quite essential to creating loyal brand advocates.

Focus on the Future: TEIC

The company's latest bold step into the future is the Teleperformance Innovation Experience Center (TIEC). Opening in Santa Clara, California, TIEC is situated in the heart of Silicon Valley, a place where innovation IS the zip code. The TIEC site serves as a state-of-the-art showroom where visitors can experience the future of high-tech, high-touch customer management. Acting as a window into the world of Teleperformance, TIEC is set to present the global infrastructure of the company to showcase its transformative digital capabilities.

To mark TIEC's opening ceremony, Teleperformance's Chairman and Group CEO Daniel Julien said: "*As a trusted partner to many of world's largest tech companies and high-growth startups, we are thrilled to have a physical presence in Silicon Valley. It was a logical location for Teleperformance, not just because it is synonymous with technology and innovation, but because tech companies are early adopters and they are held to a very high standard of service by their customers.*"

The TIEC's aim is to help brands understand customer interactions, how customer interactions are emerging, and to formulate new ways to deliver simpler, faster, and safer interactions and service to customers.

Teleperformance's Professional Services Division

TP's Profesional Services consultancy is designed to provide a deep study of a client's situation and apply analysis toward identifying root causes and successful solutions. The Professional Services team provides clients with deeper, transformative solutions across a wide array of services:

- Customer Experience
- Contact Center Effectiveness
- Business Process Improvement
- Project Management
- Analytics
- Training

Each professional services engagement is <u>customized</u> to the specific requirements inherent in each client portfolio and most importantly, represents a new revenue stream for Teleperformance.

Financial Performance

2019: A Record Year With Stellar Results:

2019 was another record year for Teleperformance as the company demonstrated solid financial performance - far above the industry's average growth rate.

NINE-MONTH AND THIRD-QUARTER *2019* GROUP REVENUE

€ millions	2019	2018	% change	
			Like-for-like	Reported
Average exchange rate (9 months)	€1 = US$1.12	€1 = US$1.20		
9 months	3,916	3,146	+ 11.5%	+ 24.5%
Third quarter	1,352	1,076	+ 13.5%	+ 25.6%

Teleperformance posted its revenue for the third quarter of 2019 (period from July 1 to September 30, 2019):

Accelerated revenue growth in the third quarter

- Third-quarter 2019: €1,352 million, up + 13.5% like-for-like*

- Nine months (to September 30, 2019): €3,916 million, up + 11.5% like-for-like*

- **Full-year 2019 growth target raised**

- Like-for-like* full-year revenue growth of around + 10.0%, vs. "at least + 8.5%" previously

- Confirmed improvement in EBITA margin before non-recurring items of at least + 20 bps**

- **Confirmation of 2022 objectives**

- Average like-for-like* growth of at least + 7% per year over the 2020-2022 period

- Revenue of around €7 billion in 2022, including targeted acquisitions in high value-added services

- Average annual increase in EBITA margin of at least + 10 bps over the period

* At constant exchange rates and scope of consolidation

** Excluding the impact of applying IFRS 16 from January 1, 2019

Source: November 4, 2019 Teleperformance Consolidated Statements and Frost & Sullivan analysis

Third-quarter revenue rose by + 13.5% to €1,352 million like-for-like and year-on-year, making an acceleration compared with the first two quarters of the year. In addition to good business momentum, notably the speed-up in business growth in the English-speaking & Asia-Pacific (EWAP) region in the third quarter, the Group also benefited from a favorable basis of comparison for the quarter. On a reported basis, third-quarter revenue growth came to + 25.6%, lifted by the favorable currency effect and the positive impact from the first-time consolidation of the ex-Intelenet operations.

Addressing Unmet Needs

Differentiated Service Portfolio Delivers Real Value

Today's tech-savvy consumer is utilizing an increasing variety of communication channels to express his or her needs and opinions (i.e., Twitter, Facebook, Instant Messaging, chat, email, phone call, video etc.). Recent research conducted by Frost & Sullivan shows that when it comes to the rise of new channels, the biggest growth opportunity is expected within the social media customer interaction channel, with an expected growth rate well over 20% in the near term.

Teleperformance properly understands that technology is empowering consumers to communicate with enterprises in new ways, fundamentally changing the dynamic between buyer and seller, as consumers gain influence at a maddening pace. With its focus clearly on future consumer trends and buying behaviors, the company's technology-enabled portfolio offers clients a bevy of new and enhanced customer service solutions going forward to 2020.

A partial list includes:

- Teleperformance Platinum
- Teleperformance e-Performance
- Teleperformance Analytics
- Teleperformance Chat & Email Solutions
- Teleperformance Interactive
- Teleperformance Homebase
- Teleperformance Mobility Solutions (Video and Kiosk)
- Teleperformance Non-BPO Interaction
- Teleperformance Contact Center On Demand (CCOD)
- Teleperformance Best Location

These customer experience solutions provide the means by which Teleperformance clients can differentiate themselves across both emerging and traditional channels and through all customer touch points and interactions.

Anticipating Global 2020 Cybersecurity Threats and Protecting Client Data

Given the plethora of data breaches in 2019 alone, it's well known that customer data represents a tempting target for thieves. Today's customers are more concerned than ever about how companies use their data and track their activities online. Agent fraud, within captive or outsourced contact centers, also represents a significant threat.

The Teleperformance security organization operates autonomously from the IT division. Competing service providers, generally, do not have a separate security practice and do not employ this large number of certified security personnel.

The Teleperformance Fraud Risk Assessment (FRA) is an integral part of a four-phase client security enhancement program. The assessment relies on knowledge of fraud trends, common and known security gaps in client applications. Teleperformance maintains a current database of the ways an agent could circumvent controls within an application or process. The FRA typically uncovers security weaknesses and vulnerabilities that the client base never knew existed. Addressing this kind of unmet need is what sets Teleperformance apart from its competitors.

Mitigating Client Risk with a 'Virtual' Site Visit Option

To counteract severe corporate travel restrictions on companies and clients that have contact center sites, particularly in Latin America, Teleperformance has built a unique and secure environment in the U.S. where clients and prospects can safely perform 2 functions:

1. Conduct an extensive, real-time virtual tour in high definition (HD) video, of multiple sites prior to a physical visit.

2. Perform Quarterly Business Reviews (QBRs) from a protected virtual location in North America.

Teleperformance calls this ground-breaking solution, the Virtual Briefing Center (VBC). It is a model of secure network connectivity. Using HD cameras and video conferencing, it offers clients access to an enhanced feature set within TP Observer - the company's proprietary agent optimization toolkit. Deployment and operation of the VBC represents another example of how Teleperformance uncovers unmet and under-served client needs, and creates solutions to address them effectively.

"Teleperformance has added innovation to contact center security that often surpasses the client's internal security controls for fraud prevention and early detection. In short, for companies that absolutely require the highest degree of data and customer information security, Teleperformance is indisputably the industry leader."

Michael DeSalles, Principal Analyst, Frost & Sullivan

Caring for the Environment and its People: TP Corporate Social Responsibility

Teleperformance leadership recognizes that premium brands, in particular, want to be able to sculpt and shape the customer experience. They also wish to be seen as leaders in their local communities. This requires a shared vision and a good cultural fit between outsourcing

vendor and client. It engenders a high level of trust, a synergistic relationship and a great deal of transparency.

To this end, Teleperformance has had its three social responsibility programs at the core its cultural DNA:

1. Citizen of the World (COTW)

2. Citizen of the Planet (COTP)

3. The Global Compact

Teleperformance helps and support the communities in which it operates and also provides disaster relief aid around the world in times of emergency. The company strives to make a positive difference in people's lives and make the world a better place through these three distinct programs.

Employee teams come together to aid those in need in its communities through direct involvement in charitable activities. The company also assumes responsibility for protecting nature and lessening its impact on the environment with COTP actions which are focused on carbon footprint reductions.

Teleperformance University

Located in the Center of Excellence for the Teleperformance Group in Monterrey, Mexico, Teleperformance University offers training in world-wide best practices to potential C-level executives from Teleperformance. During this 6 week program, classes are taught by the respective Subject Matter Expert (SME) in several disciplines. Since innovation is one of TP's core values, participants are encouraged to share new best practices from their respective regions and companies.

Implementation of Global Best Practices

It is worth noting that every Business Process Outsourcing (BPO) company initially deemed eligible for the 2020 Company of the Year Award maintains an international footprint that spans not only North America, but also EMEA, Asia Pacific and Latin America.

European Multilingual Hubs

Teleperformance's network of Multilingual Euro Hubs stretching across the CEMEA region are an example the company's implementation of specific processes and tools that generate a consistent and repeatable level of success. Best practices are shared within a collaborative environment that responds flexibly to both challenges and opportunities. And the hub strategy is based not only on the ability to offer services in up to 30 European languages, but also to help its clients innovate.

Teleperformance Innovation Council

Teleperformance has developed an "Innovation Council", a group of company leaders that includes the CEO. Research & Development (R&D) is based out of six countries – the United States, Portugal, Brazil, Argentina, France, and India. Some fifty employees are dedicated

to global R&D across product, services, and vertical forums. The team focuses on the following themes and shares Best Practices across all 3 global regions:

- Future market trends
- Changing customer demands
- Channel adoption
- New product development (technology for contact centers, etc.)
- Business Intelligence (monitoring markets, feeding global Business Devlopment)
- Strategic sales support

Industry Leading Technology Partners

Telepeformance has partnerships with the leading technology companies in the industry. This includes Cisco, RSA, Computer Associates, and Microsoft to name a few. For its ISO, PCI and HIPAA audits, the company utilizes ScanAlert, BT, and Tevora Business Solutions. These solid technology partnerships offer clients leading-edge technological solutions and full integration with existing applications. Teleperformance continues to maintain ISO 2700x, PCI,HIPAA, Safe Harbor, and compliance with the European Union Privacy Act.

Brand Equity

High Brand Loyalty and Client Customer Satisfaction

Teleperformance boasts a bevy of marquee clients that are the bedrock of a strong, long-standing and loyal client base. The top 20 clients represent over 50% of sales. As noted earlier, Teleperformance serves a wide diversity of industries. This includes brands like AT&T, Barclays, Comcast, Medtronic, American Airlines, Sprint and Toshiba to name just a few. TP has one of the largest and most diversified client bases in the industry, with very positive momentum in Healthcare & Insurance, Financial Services, Travel, the Public Sector and Retail. The average tenure of client relationships (Top 50) is between 10 and 12 years.

Frost & Sullivan research shows that clients, more than any other time, are looking for enduring partnerships with their outsourcing providers. Frost & Sullivan believes that Teleperformance has done an excellent job in 2019 in building lasting relationships with clients that accelerates the growth of their companies and the strength of their brands, while ensuring that commerce and technology advance to benefit economies worldwide.

Teleperformance has garnered over 50 Frost & Sullivan Awards over the last 12 years – in every major region of the world (Europe and Russia, North America, Asia-Pacific, and Latin America) and under numerous categories.

Teleperformance has been recognized for excellence in categories such as:

- Customer Value Enhancement

- Growth Excellence of the Year

- Industry Innovation and Advancement

- Market Leadership

- **Company of the Year**

- Outsourcer of the Year

- Product Differentiation Excellence

- Market Share Leadership

- Competitive Strategy Innovation

- Customer Service Leadership

- Green Excellence

In fact, no other BPO company in its space has been recognized with the variety, type, and number of Frost & Sullivan awards. Teleperformance achieved this milestone based on a combination of factors such as its global footprint, a comprehensive customer contact solutions portfolio, strategic growth initiatives, excellent financial management, a unique security practice, deep industry expertise across geographies, customer service leadership, and global best practices.

Conclusion

Teleperformance's experience, global reach, and awareness of a rapidly changing world and consumer allow it to deliver customer-centric solutions and tangible results for clients. In fact, Teleperformance not only excels at managing its 190,000 employees, it also has developed innovative tools, processes, and products that enable it to provide highly customized, secure, and effective solutions to clients across the globe. Its focus on high quality customer care services, backed by technology expertise, places the company at the apex of service providers world-wide.

It is for these reasons that Frost & Sullivan is proud to present the 2020 Global Company of the Year Award to Teleperformance.

Significance of Company of the Year

To receive the Frost & Sullivan Company of the Year Award requires a market participant to demonstrate excellence in growth, innovation, and leadership. This kind of excellence typically translates into superior performance in three key areas: demand generation, brand development, and competitive positioning. These areas serve as the foundation of a company's future success and prepare it to deliver on the two criteria that define the Company of the Year Award (Visionary Innovation & Performance and Customer Impact).

Understanding Company of the Year

Demand, brand strength, and competitive differentiation 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.

Key Benchmarking Criteria

For the Global Company of the Year Award, we evaluated 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

Best Practice Award Analysis for Teleperformance

Visionary Innovation & Performance

Criterion 1: Addressing Unmet Needs
Requirement: Implementing a robust process to continuously unearth customers' unmet or under-served needs, and creating the products or solutions to address them effectively

Criterion 2: Visionary Scenarios Through Mega Trends
Requirement: Incorporating long-range, macro-level scenarios into the innovation strategy, thereby enabling "first to market" growth opportunities solutions

Criterion 4: Implementation Best Practices
Requirement: Best-in-class strategy implementation characterized by processes, tools, or activities that generate a consistent and repeatable level of success.

Criterion 3: Blue Ocean Strategy
Requirement: Strategic focus in creating a leadership position in a potentially "uncontested" market space, manifested by stiff barriers to entry for competitors

Criterion 5: Financial Performance
Requirement: Strong overall business performance in terms of revenues, revenue growth, operating margin and other key financial metrics

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

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

Our awards team follows a 10-step process (illustrated below) to evaluate award candidates and assess their fit with our best practice criteria. The reputation and integrity of our awards process 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	• 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	• 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	• 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	• 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	• 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	• 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	• 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	• 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	• 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**	Share award news with stakeholders and customers	• 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

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

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.