

F R O S T & S U L L I V A N

# BEST PRACTICES

## AWARDS

F R O S T & S U L L I V A N

BEST  
2020 PRACTICES  
AWARD

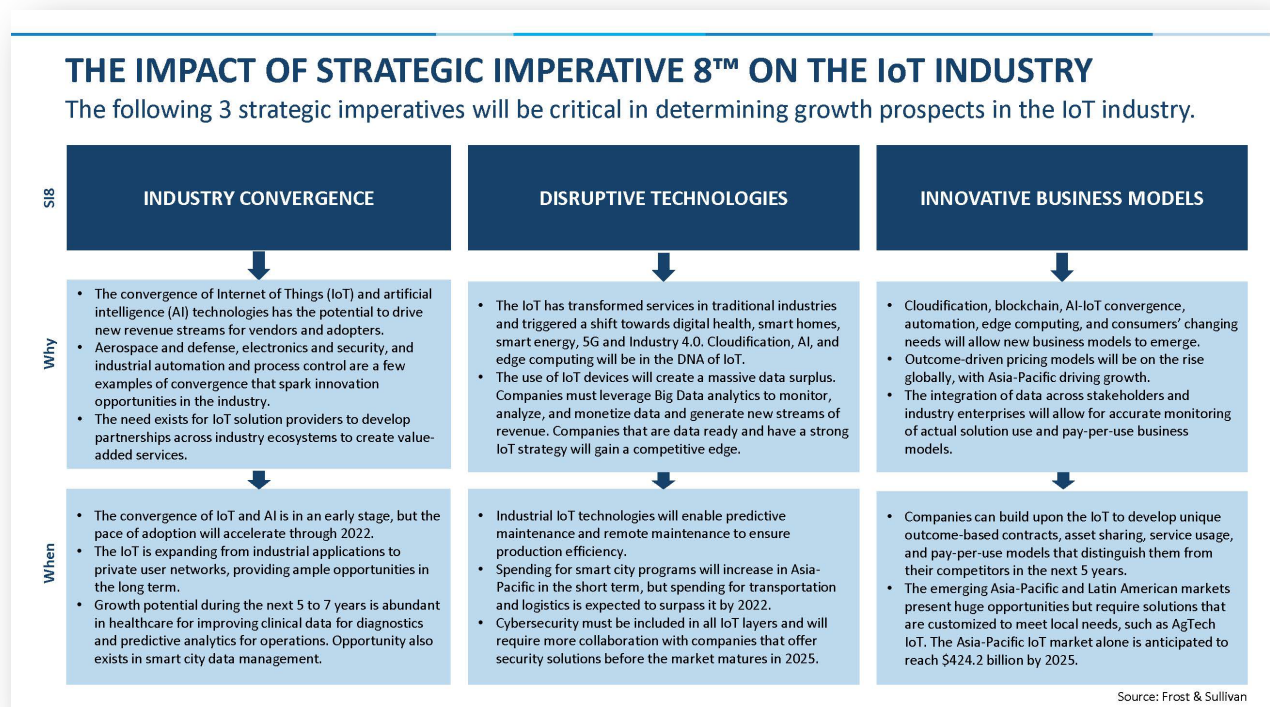


**AT&T** Business

**2020 GLOBAL CELLULAR IOT  
COMPANY OF THE YEAR AWARD**

## Strategic Imperatives

Frost & Sullivan identifies three key strategic imperatives that impact the Internet of Things (IoT) industry: industry convergence, disruptive technologies, and innovative business models. Every company that is competing in the internet of things space is obligated to address these imperatives proactively; failing to do so will almost certainly lead to stagnation or decline. Successful companies overcome the challenges posed by these imperatives and leverage them to drive innovation and growth. Frost & Sullivan's recognition of AT&T is a reflection of how well it is performing against the backdrop of these imperatives.



## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a 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 across two dimensions for each nominated companies. AT&T excels in many of the criteria in the cellular IoT space.

## AWARD CRITERIA

<i>Visionary Innovation &amp; Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

### ***AT&T Leads the Cellular IoT Market Demonstrating Sustained Industry-leading Growth***

AT&T has been the dominant market leader in cellular IoT for the past 5+ years. In Q3 2020, the company reported almost 76 million connected devices on its network, a 22 percent increase over Q3 2019. The company has weathered the storm during the pandemic by aggressively investing in network enhancements and new devices. With the overall cellular IoT market expected to grow at roughly 16 percent in 2020, AT&T continues to lead the industry in growth. In particular, , AT&T has experienced impressive momentum in the automotive industry , and now has relationships with 32 global car companies including General Motors, Volkswagen, Tesla, and others accounting for over 36 million connected cars on the road globally.

*“Covid-19 has completely disrupted expectations on the markets that were expected to grow in IoT. While markets such as manufacturing have suffered, markets demanding cellular IoT solutions such as supply chain, asset tracking, and public safety have thrived. AT&T is well-positioned to capitalize from this trend and continue to lead the market over the next few years.”*

***- Dilip Sarangan, Sr. Director of Research,  
IoT & Digital Transformation***

### ***AT&T Continues to Expand in Cellular IoT with a Comprehensive End-to-End Product Portfolio***

AT&T boasts a comprehensive product portfolio to help customers manage their IoT solutions. The company can manage a wide range of connectivity options with software and hardware solutions that address a wide range of applications and vertical market segments. With its unparalleled network security, AT&T ensures that its customers can deploy a flexible, open, and scalable IoT solutions that grows as their needs change and grow, all while ensuring peace of mind.

## ***AT&T Uncomplicates IoT for its Customers***

AT&T continues to innovate and remove the complexity from IoT deployments for its customers. The AT&T Gateway provides a single point of integration of IoT devices, third party applications and

*“IoT by nature is complicated. Uncomplicating it is the silver bullet that will accelerate adoption of IoT technologies and advance the industry. AT&T has made significant strides in ensuring that organizations can realize the unlimited potential promised by IoT”*

***- Dilip Sarangan, Sr. Director of Research, IoT & Digital Transformation***

platforms, disparate networks, and IoT platforms. The IoT Console provides a unified dashboard of all these devices and solutions on one panel to allow customers to use best-in-class systems that integrate seamlessly. In addition, AT&T is in the process of launching Azure Sphere to enable secure, simple, and scalable connectivity.

## ***Continuous Innovation Will Help AT&T Maintain its Leadership Position***

While the company has enjoyed an extended run as the market leader in cellular IoT, AT&T continues to innovate to maintain and grow that position. The company has dedicated innovation centers across the United States that each focus on specific innovations to advance the industry: 5G Innovation in Plano, TX, Connected Car in Atlanta, GA, Healthcare Innovation in Houston, TX, and Manufacturing in Chicago, IL. In addition, the company collaborates on innovation centers with its partners such as Microsoft, Google, AWS, IBM, Samsung, etc. and university partners.

## **Conclusion**

In the era of digital transformation, enterprises are only beginning to tap into the true opportunity and benefits of cellular IoT. In this environment, AT&T is dramatically reducing the complexity of deployments and accelerating the progress of cellular IoT. 2020 has been a challenging year for IoT solution development and deployments. However, AT&T continues to demonstrate the IoT investments the company has made over the past decade are paying off, even under these unique circumstances. With a pandemic raging globally, tempering the ability of many industries to efficiently innovate and develop new solutions, AT&T continues to outperform the industry in growth and invest of billions of dollars in network improvements.

With a transformational platform that significantly simplifies IoT deployments for customers, AT&T is recognized with Frost & Sullivan’s 2020 Company of the Year Award in the global cellular IoT Industry.

## What You Need to Know about the Company of the Year Recognition

---

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Visionary Innovation & Performance*

**Addressing Unmet Needs:** Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

**Visionary Scenarios Through Mega Trends:** Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first to market solutions and new growth opportunities

**Leadership Focus:** Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

**Best Practices Implementation:** Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

**Financial Performance:** Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty



## 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 on-going growth opportunities and strategies for our clients is fuelled by the Innovation Generator™. [Learn more.](#)

### Key Impacts:

- **Growth Pipeline:** Continuous flow of Growth opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 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)**

