FROST & SULLIVAN

BEST PRACTICES
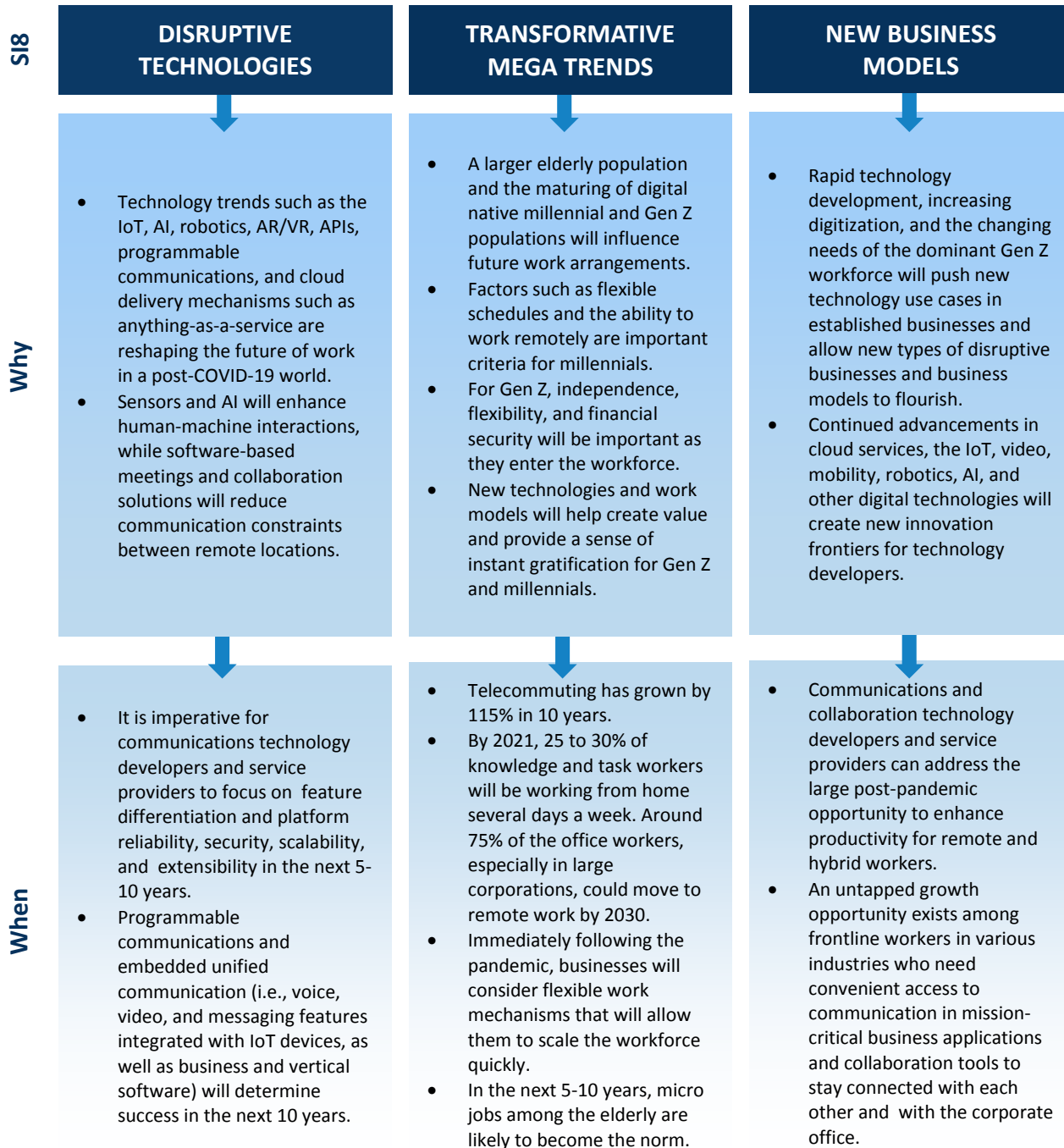
AWARDS

FROST & SULLIVAN

2020 | BEST PRACTICES AWARD

BARCO

2020 GLOBAL
WIRELESS CONTENT SHARING
MARKET LEADERSHIP AWARD

Strategic Imperatives

Frost & Sullivan identifies three key strategic imperatives that impact the connected work industry: disruptive technologies, transformative Mega Trends, and new business models. Every company that is competing in the connected work 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 Barco is a reflection of how well it is performing against the backdrop of these imperatives.

SI8

DISRUPTIVE TECHNOLOGIES	TRANSFORMATIVE MEGA TRENDS	NEW BUSINESS MODELS

Why

• Technology trends such as the IoT, AI, robotics, AR/VR, APIs, programmable communications, and cloud delivery mechanisms such as anything-as-a-service are reshaping the future of work in a post-COVID-19 world. • Sensors and AI will enhance human-machine interactions, while software-based meetings and collaboration solutions will reduce communication constraints between remote locations.	• A larger elderly population and the maturing of digital native millennial and Gen Z populations will influence future work arrangements. • Factors such as flexible schedules and the ability to work remotely are important criteria for millennials. • For Gen Z, independence, flexibility, and financial security will be important as they enter the workforce. • New technologies and work models will help create value and provide a sense of instant gratification for Gen Z and millennials.	• Rapid technology development, increasing digitization, and the changing needs of the dominant Gen Z workforce will push new technology use cases in established businesses and allow new types of disruptive businesses and business models to flourish. • Continued advancements in cloud services, the IoT, video, mobility, robotics, AI, and other digital technologies will create new innovation frontiers for technology developers.

When

• It is imperative for communications technology developers and service providers to focus on feature differentiation and platform reliability, security, scalability, and extensibility in the next 5-10 years. • Programmable communications and embedded unified communication (i.e., voice, video, and messaging features integrated with IoT devices, as well as business and vertical software) will determine success in the next 10 years.	• Telecommuting has grown by 115% in 10 years. • By 2021, 25 to 30% of knowledge and task workers will be working from home several days a week. Around 75% of the office workers, especially in large corporations, could move to remote work by 2030. • Immediately following the pandemic, businesses will consider flexible work mechanisms that will allow them to scale the workforce quickly. • In the next 5-10 years, micro jobs among the elderly are likely to become the norm.	• Communications and collaboration technology developers and service providers can address the large post-pandemic opportunity to enhance productivity for remote and hybrid workers. • An untapped growth opportunity exists among frontline workers in various industries who need convenient access to communication in mission-critical business applications and collaboration tools to stay connected with each other and with the corporate office.

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. Barco excels in many of the criteria in the wireless content sharing space.

AWARD CRITERIA

Growth Strategy Excellence	Technology Leverage
Implementation Excellence	Price/Performance Value
Brand Strength	Customer Purchase Experience
Product Quality	Customer Ownership Experience
Product Differentiation	Customer Service Experience

Growth Strategy Excellence

The dynamic and fast-evolving enterprise collaboration industry is experiencing healthy growth across numerous sectors. Increasing enterprise investments in collaboration technologies are driven by requirements to easily connect and engage distributed employees and teams, to improve workflow efficiencies and enhance organizational agility through faster, more informed decisions.

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>
> *- Robert Arnold, Principal Analyst*

Wireless content sharing enables seamless, reliable and rich collaboration by resolving the numerous connectivity and interoperability issues caused by the broad range of user devices in the workplace, including mobile phones, tablets, PCs and Macs.

In 2019, the wireless content sharing segment of the collaboration industry experienced healthy growth rates—18.2 percent increase in unit sales and 16.6 percent increase in revenues—proving this specific type of solution is well positioned to satisfy customer requirements.

Amid intensifying competition, Barco continues to dominate the wireless content sharing space. Frost & Sullivan recognizes Barco as the clear market share leader in terms of both unit sales and revenues. In 2019, the company commanded 34.7 percent market share of units shipped—more than three-times more market share than the next competitor—and 44.8 percent of total global revenues—more than four-times of that maintained by the second place provider.

As an early innovator in the enterprise wireless content sharing market, Barco launched its flagship ClickShare product line in 2012 and continues to find success through consistent recognition of shifting customer needs. At the end of 2019, Barco ClickShare wireless presentation solutions were already installed in more than 700,000 meeting rooms across industries worldwide, an increase of 200,000 from 2018, and more than triple the installed base of the nearest competitor.

Implementation Excellence

To remain in the pole position, Barco has consistently focused on identifying, prioritizing and promptly addressing emerging growth opportunities.

Barco demonstrates a strong commitment to its strategy of delivering easy-to-use, yet reliable and robust collaboration solutions. The company is appropriately iterating on the successful ClickShare design to innovate and add more value to its wireless content sharing solutions.

Available in five variants (CS-100, CSE-200, CSE-200+ and CSE-800) to effectively address huddle, small and large meeting rooms across a variety of interaction requirements, the ClickShare wireless presentation portfolio satisfies a wide scope of requirements and budgets that allow customers to standardize their deployments for consistent user, management and support experiences throughout their collaboration environment.

Building on the winning ClickShare design, Barco introduced the innovative ClickShare Conference solutions in 2020. Again offered in several variants (CX-20, CX-30 and CX-50), the ClickShare Conference line addresses multiple room sizes and BOYD needs to create bring-your-own-meeting (BYOM) experiences that enable both video conferencing and shared content to be streamed to room displays and remote participants' devices. The concept unleashes flexibility in professional meetings with support for popular conferencing services, such as Cisco Webex, Microsoft Teams, Zoom and other cloud-based meeting applications, without requiring meeting-room licenses and giving users the autonomy of joining or hosting meetings on a variety of platforms. ClickShare Conference is already gaining traction as the newly-launched line accounted for 24 percent of total ClickShare sales in APAC and EMEA in Q3 2020, and 19 percent of total Q3 2020 ClickShare sales in the US.

Barco has also evolved user access to ClickShare capabilities according to market trends. The still-popular ClickShare Button, at 1.5 million units sold worldwide to date, which wirelessly connects user devices and room computing devices to displays, is now accompanied by the ClickShare app. The downloadable ClickShare app for Windows, Mac, Android and iOS, further addresses BYOD and device fragmentation in meeting rooms. Further, it enables contact-less collaboration by enabling users to join and host content sharing sessions via an app on their own, rather than a shared, computer or mobile device. The ClickShare app strengthens Barco's track record of addressing shifting market demands as is evidenced by the more than 450,000 downloads of the software as of early Q4 2020.

Barco XMS Cloud delivers the centralized management, monitoring and analytics toolset that end-user organizations increasingly demand to support collaboration solutions deployed to their distributed employees. XMS Cloud not only provides administrators with anywhere, anytime control over their ClickShare deployments, but also offers insights into utilization and room occupancy—both critical data for decision makers as they collect information to scale and optimize deployments. The insights also help to determine use of real estate and meeting-room space, which is particularly valuable under fluid capacity allowances stemming from COVID-19 protocols that are expected to endure throughout 2021 at minimum.

Brand Strength

As a trailblazer in the wireless content sharing space with a model of sustainable success, Barco ClickShare is the de-facto standard that many competing products attempt to emulate. In addition to compelling functionality, it is also the Barco brand that differentiates the company.

The Barco brand is respected and well recognized in the collaboration industry. End-user organizations desire to partner with leading providers with proven track records, which is an important factor for Barco's success in comparison to smaller, lesser-known competitors with unproven viability.

Barco presents the scale, stability, resources, accountability and consistent excellence that businesses seek in a technology partner. Offering a robust catalog of projection, display, collaboration and image processing technologies, Barco maintains a worldwide customer base that includes 70 percent of the Fortune 500 companies and 40 percent of the Fortune 1000. Barco's impressive customer roster provides strong validation of ClickShare's value. In addition, Barco maintains a footprint that generates diverse revenue stream across its Healthcare, Entertainment and Enterprise divisions as well as each of its operating theaters in the Americas, Europe and Middle East, and Asia-Pacific.

Product Differentiation

Barco carved out a niche and then served as a leading force to create the wireless content sharing market with its ClickShare product line. Its long-term success has, accordingly, influenced a range of similar products from competitors. However, few portfolios can match the range of ClickShare options available today, at eight distinct models. Barco competitors often attempt to address a wider variety of environments or use cases than their products are designed for and thus fail to meet expectations.

The new ClickShare Conference line, launched at ISE in early 2020, is unique in the market. While there are now only few wired and wireless alternatives to ClickShare that strive to enable BYOM, Barco was once again the first to market to offer a broader range of options than others can provide. Therefore, ClickShare Conference is anticipated to enjoy success in a number of scenarios: in meeting rooms not budgeted for full integration with conferencing services; in environments where access to multiple conference services is required; and in organizations that do not wish to lock into a single conferencing service; among others.

XMS Cloud was introduced earlier and is maturing at a pace faster than many competing cloud management platforms designed for wireless content sharing products. Barco had anticipated this need and proactively moved to address it while a number of competitors remained noncommittal to robust

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cloud-based management tools until COVID-19 forced even greater workforce distribution than ever before. As a result, Barco is steadfastly improving on its solution while competitors continually attempt to catch up.

In comparison to the vast majority of its competition, Barco is firmly entrenched within its markets and is steadily progressing on its stated objective of becoming "a successful hardware + software + service company, to capture more of the lifecycle opportunity of its solutions and as a result enhance the relationships with its customer base".

Technology Leverage

Barco is committed to incorporating leading-edge technologies into offerings that enhance product performance and value. This extends beyond its in-house development to leverage third-party technologies and expertise as well. The new ClickShare Alliance Program furthers this strategy.

The ClickShare Alliance Program spans three different partnership levels. The Compatible level verifies technical interoperability of third-party meeting-room solutions with ClickShare. The Certified level is additive to the Compatible level, and adds quarterly testing and validation of partner products. The Strategic level further integrates Barco and partner products for superior user, administrator and ownership experiences. Each Alliance Program level offers partners specified co-marketing and joint business development benefits.

Announced in September 2020, the ClickShare Alliance Program has garnered impressive early momentum. Today the program comprises several dozen partners. Meeting-room peripheral partners include Jabra, Logitech, Poly, Sennheiser, Shure and nearly a dozen other providers. Meeting-room display partners include LG, Sharp, Sony and others. Platforms support partners include BlueJeans, Cisco, Google, LogMeIn, Microsoft, Pexip and Skype.

As a whole, the ClickShare Alliance Program promises to simplify deployments, reduce costs and enhance administration of multi-vendor meeting solutions that continue to be a popular choice for end-user organizations.

Conclusion

Barco continues to anticipate shifting demands in the business collaboration industry and address them in a timely fashion. As such, the company maintains its dominant share in the global wireless content sharing market. With its strong overall performance, Barco has earned Frost & Sullivan's 2020 Market Leadership Award.

What You Need to Know about the Market Leadership Recognition

Frost & Sullivan's Market Leadership Award recognizes the company that achieved the greatest market share resulting from outstanding performance, products, and services.

Best Practices Award Analysis

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

Growth Strategy Excellence: Company demonstrates an ability to consistently identify, prioritize, and pursue emerging growth opportunities

Implementation Excellence: Company processes support efficient and consistent implementation of tactics designed to support the strategy

Brand Strength: Company is respected, recognized, and remembered

Product Quality: Products or services receive high marks for performance, functionality, and reliability at every stage of the life cycle

Product Differentiation: Products or services carve out a market niche based on price, quality, or uniqueness (or some combination of the three) that other companies cannot easily replicate

Technology Leverage: Company is committed to incorporating leading-edge technologies into product offerings to enhance product performance and value

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 are proud to 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 of high quality

The Growth Pipeline Company™

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)**