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BEST PRACTICES
AWARDS

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2020 BEST PRACTICES AWARD

EUROTECH
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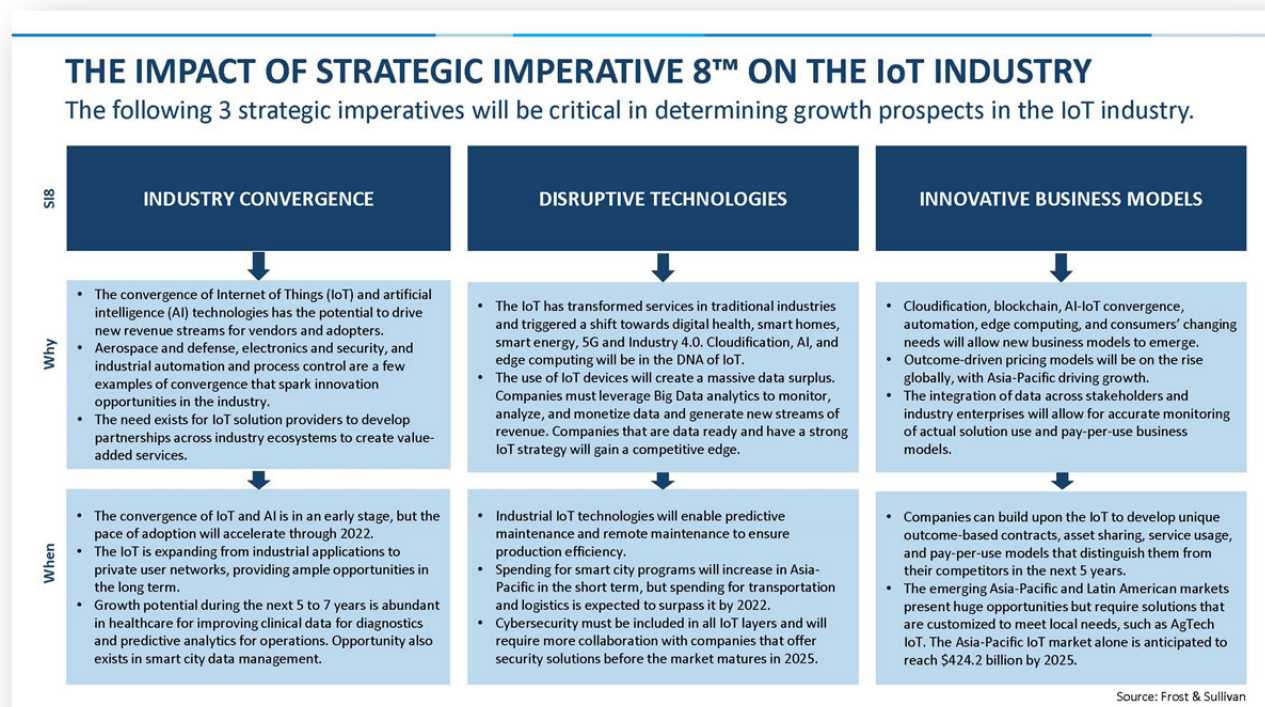
2020 GLOBAL INTERNET OF THINGS COMPETITIVE STRATEGY LEADERSHIP AWARD

Strategic Imperatives

Frost & Sullivan identifies three key strategic imperatives that impact the internet of things industry (IoT): 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 Eurotech is a reflection of how well it is performing against the backdrop of these imperatives.

THE IMPACT OF STRATEGIC IMPERATIVE 8™ ON THE IoT INDUSTRY
The following 3 strategic imperatives will be critical in determining growth prospects in the IoT industry.

INDUSTRY CONVERGENCE	DISRUPTIVE TECHNOLOGIES	INNOVATIVE BUSINESS MODELS
Why • The convergence of Internet of Things (IoT) and artificial intelligence (AI) technologies has the potential to drive new revenue streams for vendors and adopters. • Aerospace and defense, electronics and security, and industrial automation and process control are a few examples of convergence that spark innovation opportunities in the industry. • The need exists for IoT solution providers to develop partnerships across industry ecosystems to create value-added services.	• The IoT has transformed services in traditional industries and triggered a shift towards digital health, smart homes, smart energy, 5G and Industry 4.0. Cloudification, AI, and edge computing will be in the DNA of IoT. • The use of IoT devices will create a massive data surplus. Companies must leverage Big Data analytics to monitor, analyze, and monetize data and generate new streams of revenue. Companies that are data ready and have a strong IoT strategy will gain a competitive edge.	• Cloudification, blockchain, AI-IoT convergence, automation, edge computing, and consumers' changing needs will allow new business models to emerge. • Outcome-driven pricing models will be on the rise globally, with Asia-Pacific driving growth. • The integration of data across stakeholders and industry enterprises will allow for accurate monitoring of actual solution use and pay-per-use business models.
When • The convergence of IoT and AI is in an early stage, but the pace of adoption will accelerate through 2022. • The IoT is expanding from industrial applications to private user networks, providing ample opportunities in the long term. • Growth potential during the next 5 to 7 years is abundant in healthcare for improving clinical data for diagnostics and predictive analytics for operations. Opportunity also exists in smart city data management.	• Industrial IoT technologies will enable predictive maintenance and remote maintenance to ensure production efficiency. • Spending for smart city programs will increase in Asia-Pacific in the short term, but spending for transportation and logistics is expected to surpass it by 2022. • Cybersecurity must be included in all IoT layers and will require more collaboration with companies that offer security solutions before the market matures in 2025.	• Companies can build upon the IoT to develop unique outcome-based contracts, asset sharing, service usage, and pay-per-use models that distinguish them from their competitors in the next 5 years. • The emerging Asia-Pacific and Latin American markets present huge opportunities but require solutions that are customized to meet local needs, such as AgTech IoT. The Asia-Pacific IoT market alone is anticipated to reach $424.2 billion by 2025.

Source: Frost & Sullivan

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. Eurotech excels in many of the criteria in the Global IoT space.

AWARD CRITERIA

Strategy Innovation	Customer Impact
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

Competitive Differentiation

Eurotech clearly identifies and differentiates itself in the Industrial IoT market with a laser focus on IT-OT

> *"IT-OT Integration is the most challenging aspect of IoT deployments. Eurotech has created processes and solutions that simplify this aspect and ensure that their customers achieve expected low total cost of ownership from their IoT deployments."*
>
> *- Dilip Sarangan, Sr. Director of Research, IoT and Digital Transformation*

integration. The company has long standing relationships with both departments at large customer organizations to advise and deploy IoT solutions that help address real world business needs. The company is a true believer in developing and nurturing a large ecosystem of partners that range from OT market leaders to IT market leaders. The true value of IoT is derived from bridging the gap between IT and OT. Eurotech embodies this belief and develops products that adopt open source and open standards to 'uncomplicate' IoT deployments. In contrast to competitors that focus exclusively on technology, Eurotech also places significant emphasis on risk mitigation and the total cost of ownership of IoT deployments to holistically address customer challenges.

Strategy Effectiveness

Eurotech has been highly effective in expanding its ecosystem of partners in IoT in recent years. Over the past 2 years, the company has been highlighted as one of the market leaders in the Frost Radar for IoT Platforms due to its ability to sustain growth and develop innovative solutions for customers. The company now has native integrations with leading cloud service providers including Microsoft and AWS. Frost & Sullivan believes the Eurotech's ability to continue to expand its ecosystem, compete effectively with significantly larger competitors, and capture emerging growth opportunities sets the company apart from competitors in the IoT market.

Customer Experience

Eurotech has delivered these solutions with an enhanced customer experience throughout the deployment and post-deployment journey for its customers, addressing especially the needs of companies and organizations that depend on reliable, long life cycle products and services. The value in working with Eurotech is not just in the superior solutions it delivers, but in the simplicity it offers to its customers when adding new capabilities and applications to an existing deployment. Full life cycle management of the edge systems with a focus on security are the foundation for this level of flexibility. The company has remained at the forefront of every IoT trend in the market from high performance edge computing, to cloud integrations and edge computing platform capabilities. Due to its commitment to open standards and open source coding, the company is particularly nimble and quick in adapting to changes in the market when delivering highly secure solutions to customers.

> "While Eurotech is currently well positioned to continue to capture market share in IoT, the company's real growth potential will be realized when autonomous things and vehicles become a reality in the next 5-10 years. The products and ecosystem that Eurotech has developed have the potential to enable the world of autonomous systems, a lucrative long term growth opportunity."
>
> **- Dilip Sarangan, Sr. Director of Research, IoT and Digital Transformation**

Brand Equity

Eurotech has built a significant presence in the high-performance edge computing market due to traction in transportation, energy, utilities and other industrialized environments. The Eurotech brand has resonated well in IoT due to the need for increased computing capabilities at the edge of the network. One application that will certainly help Eurotech significantly increase its brand equity is the emergence of autonomous things and vehicles. Currently, Eurotech products provide autonomous vehicle manufacturers the high-performance capabilities they need to efficiently process and manage the vast amounts of data collected by vehicles in test and development scenarios for level 5 autonomous driving.

Conclusion

The IoT market is highly competitive with thousands of companies developing and deploying solutions across various vertical markets and applications. The industry has been led by traditional vertical market specialists and a small group of large IT companies. Very few companies have been able to gain traction and compete effectively with these large players. By expanding its ecosystem and developing new products that augment existing solutions, Eurotech is one of the few companies that is now recognized as a genuine leader in IoT solutions.

With its exceptional competitive differentiation and effective growth strategy, Eurotech has earned Frost & Sullivan's 2020 Competitive Strategy Leadership Award.

What You Need to Know about the Competitive Strategy Leadership Recognition

Frost & Sullivan's Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.

Best Practices Award Analysis

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

Strategy Innovation

Strategy Effectiveness: Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

Strategy Execution: Company strategy utilizes Best Practices to support consistent and efficient processes

Competitive Differentiation: Solutions or products articulate and display unique competitive advantages

Executive Team Alignment: Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

Stakeholder Integration: Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

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)