



*OSIsoft Recognized for*

**2021**

**Competitive Strategy Leadership**

Global Municipal Water and Wastewater

Enterprise Asset Management Industry

*Excellence in Best Practices*

## 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 company. OSIssoft excels in many of the criteria in the Global municipal water and wastewater enterprise asset management 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

### Strategy Effectiveness and Competitive Differentiation

At the core of OSIssoft’s PI System is the strategic understanding that in order to properly leverage digital capabilities to obtain strategic insight into municipal water and wastewater networks, an increasing quantity and variety of source locations must be absorbed into a single intelligent platform. Legacy silos in personnel, equipment and hardware, software systems, and location inhibit a utility’s ability to obtain

*“OSIssoft delivers on the customer need for an industry partner to improve data governance and provide an agnostic data management platform that incorporates the growing volume of data and number of assets and systems used in the water and wastewater utility industry.”*

**- Seth Cutler, Principal Consultant**

granular and broad insight into network performance efficiently. In addition, utility partners often inhabit a silo and provide a specific solution to a utility need or challenge, such as hardware (e.g., meters or pumps) or automation and control systems. Attempting to operate throughout the value chain and deliver a fully integrated system is not their core competence and often not in their strategic interest; however, this is the native competence of OSIssoft’s PI System.

PI System is an edge-to-cloud data management system that collects, stores, and manages operations data from hundreds, even thousands, of different types of assets and is compatible with software solutions from numerous leading global enterprise asset management (EAM) vendors. OSIssoft delivers PI System through a seamless hybrid architecture

comprising three integrated product portfolios, PI Core, PI Edge, and PI Cloud, that gathers critical data anywhere in an operating environment and makes it available to engineers, analysts, data scientists, developers, and decision makers in any location. Instead of working with engineering consultants to create custom data management systems, OSIsoft delivers a jump start to water utilities to advance their intelligent data management. By focusing on delivering an advanced data management platform, Frost & Sullivan observes how OSIsoft has clearly differentiated itself from EAM solution vendors, hardware manufacturers, and engineering consultants and is a neutral partner to water and wastewater utilities that seek to streamline and pull together disparate pieces of data to generate advanced operational insights.

### ***Stakeholder Integration***

In the continuous push for revenue growth and added value, market participants often look for nearby and parallel business expansion opportunities. These actions, however, can have the unintended effect of moving an organization too far from its core value proposition and undermining customer outcomes. Organizations that historically have competence in one component of the value chain find it challenging to interface seamlessly with the other links in that chain.

Unlike established market participants that may attempt to deliver a data management solution that incorporates their own and competitors' assets and systems, Frost & Sullivan notes that OSIsoft works to be the central integrator, pushing stakeholder collaboration rather than competition. OSIsoft's PI System can integrate data from over 450 asset and interface types, and the company works with leading software and EAM partners, such as Esri, IBM, Oracle, and Microsoft. Furthermore, numerous utility stakeholders can use the PI System to overcome traditional business silos and improve intelligent operational decision making.

### ***Performance Value and Customer Ownership Experience***

Over 150 water utilities in more than 25 countries use OSIsoft's PI System. The company has gained this customer footprint because of the benefits realized through the PI System's performance. For example, the system helps water and wastewater utilities deliver on critical outcomes, such as lowering energy consumption, improving process productivity, maintaining asset health, ensuring regulatory compliance and safety, reducing leakage and non-revenue water losses, and preventing and reducing overflow incidents. Instead of being overwhelmed by data, utilities can nicely leverage the PI System to reduce the complexity and streamline analysis. Through automated reporting and real-time dashboards, organizations, such as Detroit Water & Sewerage Department (DWSD), have improved their operational insights and decision making. OSIsoft notes that these improved operational insights and decision making delivered \$500,000 in savings to DWSD between 2012 and 2015, with an additional \$2 million expected by the end of 2020. Thames Water Utilities Limited built an internal Intelligence Hub, with the PI System playing a central role in its operation and supporting 19 critical applications to improve operator efficiency and support customer engagement. Thames Water reported that the Intelligence Hub has delivered millions in cost savings for the utility.

Many organizations deliver pinpoint solutions along the value chain that help water and wastewater utilities save money and gain efficiencies; however, Frost & Sullivan's independent analysis confirms

that OSIssoft's ability to reach across assets, facilities/networks, and software solutions to aggregate and compound data in historical and predictive analysis delivers a greater impact than many technology peers can deliver.

### **Brand Equity**

Strong, positive customer outcomes worldwide provide OSIssoft with an excellent industry reputation. Ultimately, the company achieves customer loyalty and a strong brand image by improving its customers' reputation. As each utility minimizes disruptive events and improves their own customer

*"Understanding the complexity that digitalization efforts were set to create, OSIssoft has been a global leader in helping customers successfully incorporate pinpoint assets and isolated systems into a collective system solution that delivers deep insight and improved operational decision making."*

*- Seth Cutler, Principal Consultant*

satisfaction levels, utility perception of OSIssoft's PI System increases.

The success of a wastewater utility in reducing overflows and minimizing leakage and pipe bursts saves money, limits public disturbance, and improves environmental outcomes. OSIssoft's PI System helps water and wastewater utilities deliver on their public mandate to provide reliable, affordable, and high-quality water services continuously. Utilities are keenly aware of the fallout when their ability to deliver services is undermined. Industry partners that

reliably and consistently help them deliver on their commitments benefit from strong brand loyalty and an enviable reputation, with OSIssoft, through the PI System, as one of these industry partners.

### **Conclusion**

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Frost & Sullivan applauds the way that OSIssoft's PI System properly assists water and wastewater utilities worldwide to address their challenge of achieving resilient, efficient, and sustainable operations. With increasing budget constraints, climate change and instability, regulatory demands, and workforce turnover, OSIssoft helps customers overcome these challenges by streamlining the ever increasing volume of data through an advanced data management platform.

With its strong overall performance, OSIssoft has earned the 2021 Frost & Sullivan Competitive Strategy Leadership Award.

## What You Need to Know about the Competitive Strategy Leadership Recognition

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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)**

