

FROST & SULLIVAN

*LYTX INC.*

**2022**  
**COMPANY**  
**OF THE**  
**YEAR**

*NORTH AMERICAN*  
*VIDEO SAFETY*  
*SOLUTIONS INDUSTRY*

## 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. Lytx, Inc. excels in many of the criteria in the video safety solutions 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

### Addressing Unmet Needs

Video telematics and fleet management solutions provider, Lytx Inc., has been continually creating breakthroughs in video, data, and platform technologies since its inception. Lytx develops products and

*“Lytx’s new range of driver-centric solutions places drivers at its center of focus. Lytx has a reputation for being one of the first companies to research and develop a line of video telematics products for commercial fleets, a market previously largely untapped, and is now a leading provider of video telematics, analytics, and safety solutions for commercial and public fleets in North America.”*

**– Krishna Chaithanya Bathala**  
Program Manager

experiences for its clients that enable them to save lives, drive revenues, and boost efficiencies. Serving over 4,400 fleets worldwide across 30+ countries, the company accumulated about 63% growth in new customer additions in 2020, and is likely to exceed that growth rate in 2021. Lytx is a leading provider of video telematics, video analytics, and safety solutions for commercial and public fleets in North America.

Lytx’s robust platform and data analytics tools capture and analyze more than 185 billion miles of driving data points. Lytx has been a precursor to other video telematics vendors in pioneering in-vehicle cameras and video telematics for commercial vehicle

fleets. Frost & Sullivan finds that Lytx has a reputation for being one of the first companies to research and develop a line of video telematics products, a market previously largely untapped.

Lytx's new range of driver-centric solutions places drivers at its center of focus. Their solutions include a dedicated Lytx Driver App, offering optimized mobile experiences for drivers on the go with added features like route risk, compliance, document management, and performance metrics. Lytx's Risk Detection Service provides real-time alerts, allows drivers to watch their own driving videos to review their performance, sends push notifications, and reports directly to the fleet manager. Lytx Lab is an initiative to accelerate innovation by collaborating with its customers to continuously develop, test, and refine new product concepts. Among the Lytx Lab projects currently under way are Lytx Camera, which provides access to a network of mobile, road-facing cameras to view near real-time road, weather, and traffic conditions; Route Risk, which adds a layer of expanded risk insights; and Parking, which surfaces data on unsafe vehicle parking.

### ***Leadership Focus***

Lytx's comprehensive and customizable solutions fulfill the needs of fleets of all vocations, sizes, and industries. The company's solutions enable the integration of up to four additional cameras around the vehicle to provide a 360-degree view, crucial to developing video surveillance systems. Lytx's machine vision and artificial intelligence (AI) technologies recognize and capture critical events, such as rolling stops, lane drifting, and unsafe following distances related to critical vehicle and driver safety. Lytx was the first video telematics company to employ machine vision and AI in its Big Data analytics platform to analyze video footage, propelling it to a market leadership position in delivering prioritized insights to help fleets drive more safely and efficiently.

Lytx is not only a marketplace leader, but also a technology leader. The secret to the company's continual technology breakthroughs is its relentless focus and R&D vision, increasing its R&D investments by 27% in 2020 over to its 2019 funding. Lytx's world-class machine vision and AI technology are easily available via the Lytx Vision Platform, Developer Portal, and Integration Network, allowing clients and strategic partners an easy way to access open, scalable, and customizable all-in-one telematics solutions.

Frost & Sullivan attributes Lytx's market leadership largely to its ability to understand the bigger picture of the market when it comes to customer preferences and target audience challenges and requirements. Lytx has cracked the crucial code fleets look for in vendors to fulfill all their functions end-to-end, with an all-in-one user interface to unify data and insights representation. Lytx understands that the market demands robust and intuitive tools with simple yet powerful user interfaces that do not require special training to operate. As the industry moves toward open platforms and APIs that allow customers to integrate with evolving technologies easily, Lytx successfully taps into the trend by ushering customers and strategic partners into a new and advanced era for video telematics and fleet management systems.

### ***Customer Purchase Experience***

Lytx offers customers a variety of options to purchase its products and solutions. The company follows the purchasing models of hardware-as-a-service and insurance subsidies to help customers easily procure solutions and meet their video safety and fleet management needs. Its configurable solutions allow fleets a high degree of flexibility in tuning the technology to suit the unique circumstances of individual fleets, as well as allow customers to scale and quickly adapt to changing conditions.

*“The company directly touches the lives of more than 1.6 million drivers all over the world, enabling them to learn and become better and safer drivers on the road with powerful data-based insights to guide their decision making, directly influencing driving quality and saving lives.”*

**– Krishna Chaithanya Bathala,  
Program Manager**

Lytx products’ machine vision and AI efficiently aid drivers to drive safer on the roads with powerful data-based insights to guide their decision making, directly influencing the driving quality and saving lives. The company touches the lives of more than 1.6 million drivers globally, enabling them to learn and become better and safer drivers on the road.

Lytx makes continuous efforts to provide customers with the best purchase and ownership experiences. It ensures sustained customer retention through regular

support sessions by its teams of trained professionals to help customers in their planning, installation, implementation, training, and maintenance of its solutions.

### **Customer Ownership Experience**

The company’s comprehensive suite of sales engagement options allows its team to adjust to market demands and each customer’s targeted needs for small, medium, large, and mixed fleets, with diverse application and reporting requirements. The company also offers online training and demo requests to clients worldwide and round-the-clock telephone support for new smaller businesses.

Lytx’s unique customer support strategy offers customers the industry-best, differentiated service experience. Frost & Sullivan finds that Lytx has one of the lowest customer churn rates, and its customer retention rate is among the highest in the industry. It achieves this by investing in specifically-appointed client success and key account management teams dedicated to helping customers identify potential improvement opportunities and implement industry best practices that improve fleet efficiency.

### **Brand Equity**

Lytx is the first choice for video telematics systems for a majority of enterprise fleets, primarily because it offers a comprehensive all-in-one suite of solutions, including ELD, vehicle, driver and fleet management, order management, alongside its marquee offering of video safety systems, dashcams, and robust, advanced machine vision and AI-powered Big Data analytics platform. Company reports indicate that Lytx holds about 88% market share in the North American enterprise and large fleet segments. Lytx’s customers not only come from the enterprise and mid-market segments, but also other various vocations, backgrounds, and industry verticals. These customers rely on Lytx’s solutions to help them keep their drivers and employees safe, train their drivers, provide video evidence and protection for insurance claims, carry out comprehensive video assessments, and operate their fleet operations more efficiently. Lytx methodically focuses on building and strengthening its brand perception. It takes a constructive approach to maintain stringent product quality standards, earning customers’ loyalty as a reliable and trustworthy brand.

### **Growth Potential**

Lytx’s unique market approach capitalizes on multiple sales channels using direct and indirect strategies. Lytx’s sales channels consist of direct sales of its products and an indirect open platform for strategic partners and resellers operating in domestic and international markets. Lytx’s wide range of integration partners and resellers leverage its SurfSight video dashcam solutions which offer open APIs to allow

deep integration with any telematics provider. The intuitive solution is open, scalable, and configurable with built-in API-powered in-cab alerts and distraction detection features, as well as road-facing alerts for risks such as unsafe following distance.

Frost & Sullivan commends Lytx for consistently proving itself to be one of the best growing video telematics companies globally with industry-first innovations, which will augur well for its continued market leadership in the video telematics and video safety solutions market space in North America. Lytx grew at a steady year-over-year (YoY) growth rate of approximately 20% through 2020 to 2021 despite tough market conditions. By the end of 2021, Lytx's total installed base of video telematics solutions and fleet management solutions is forecast to reach approximately 850,000 vehicle subscriptions and grow further in 2022 at healthy growth rates.

## Conclusion

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Lytx has successfully developed the capability to manage millions of cloud-connected vehicles powered by a network of sensors with machine vision and AI, continuously collecting data in and around vehicles. With the aggressive use of advanced technologies, the company transforms these billions of data points into actionable insights and makes fleets across the globe safer and more efficient than ever before.

Each year Lytx raises the bar and sets higher standards for safety systems providers by innovating and introducing groundbreaking technologies, all-in-one solutions, and business strategies in the industry, surpassing its competition. This proven pioneer in the video safety solutions market space for commercial vehicles is an unparalleled innovator and relentless leader driven by a passion to improve road safety and create a world where no commercial driver is ever the cause of a collision.

For its strong overall performance, Lytx, Inc. is recognized with Frost & Sullivan's 2022 Company of the Year Award in the North American video safety solutions industry.

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

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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 ongoing 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 6 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)**

