

SHABODI RECEIVES THE 2023 ENABLING TECHNOLOGY LEADERSHIP AWARD

*Identified as best in class in the North American
enterprise application enablement 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. Shabodi excels in many criteria in the enterprise application enablement space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Customer Impact</i>
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

Commitment to Innovation & Creativity

The rise of advanced network technology like 5G redefines many industries’ growth by providing them with improved speed, bandwidth, lower latency, and increased device density. 5G is the beginning of networks that are both programmable and intelligent. These capabilities began with LTE as per release 14 and continue to advance with 5G/6G and Wi-Fi 6/7. Enterprises currently discuss how 5G deployment would be advantageous, and they craft strategies for implementing private 5G networks. As such, the paradigm is shifting: enterprises now prioritize migration to advanced networks to provide a better user experience and enhance operational capabilities, which requires applications that help them utilize the underlying advanced networks to the fullest.

As a result, developers working in this paradigm must now create applications leveraging 5G capabilities,

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grant enterprises equipment vendor interoperability, and monetize underlying networks’ capabilities. To achieve this, developers require in-depth knowledge about network behaviors, and they should utilize complex interfaces in telecom domains, as many equipment providers differentiate their products and services through a particular set of proprietary interfaces to lock enterprises with a corresponding set of network elements. Rare

are the application developers that can overcome these complex challenges, and their services are expensive.

This is where Shabodi is first to market with a platform that addresses this unmet need. Shabodi's application enablement platform (AEP) overcomes industry challenges by providing simple APIs and enabling abstraction and orchestration capabilities. The company leverages advanced network technologies like 5G to enable application developers to fully utilize the underlying network capabilities without needing expertise in the telecom network domain. 5G technology has allowed service providers to provide personalized services for consumer use cases. Shabodi's innovative and creative application enablement platform makes the most of such network capabilities to provide customized services for enterprise application without letting the burden of network technicalities on the developers. Its AEP helps companies rapidly deploy applications, solutions, and services with minimal disruption to the underlying network infrastructure. Enhancing application development processes, in turn, helps enterprises improve their business performance and increase the security of their applications and application-based services.

Shabodi's AEP provides simple APIs to private or otherwise advanced LTE (Long-term Evolution), 5G, Wi-Fi, and 6G networks—enabling applications to interact with and leverage their capabilities. Shabodi's AEP improves the efficiency of next-generation AR (Augmented Reality), VR (Virtual Reality), XR (Extended Reality), and IoT (Internet of Things) technologies, and enterprise applications' operational security, making them “network-aware,” all this while offering network vendor and operator interoperability with a simple network layer API that enables orchestration and abstraction capabilities.

Shabodi's AEP is a CAPIF (common API framework)-compliant network appliance. Shabodi's patented technology, extends the framework beyond the 5G core and extends to all advanced networks. This exposes network capabilities for application developers in the form of RESTful APIs (respectively: “representational state transfer” and “application programming interfaces”), which help developers take full advantage of the underlying network infrastructure supporting network equipment vendor interoperability. This way, enterprises can build applications not limited to any particular network elements or network equipment vendors. Shabodi's AEP can execute a request on behalf of the application function to enable developers' control of network parameters within 3GPP specifications. This allows applications to dynamically adjust in real-time network slices, QFIs (quality of service flow ID), network traffic flow, other network KPIs, authentication, and service level agreements (SLAs).

As 5G redefines communications technology, Frost & Sullivan believes Shabodi will be a critical partner to system integrators, application vendors, telecom operators, and other enterprises as the company prioritizes innovation & creativity, reliability, efficiency, and flexibility in private LTE/5G/Wi-Fi 6 deployments through its AEP platform.

Commercialization Success

Established in 2020, Shabodi has gained significant traction in the industry. The company recently finished its series A funding and has raised \$13.7 million across three oversubscribed rounds, securing funding from investors such as CEAS Investments, Blumberg Capital, SineWave Ventures, and Counterview Capital, among others. In 2022, Shabodi participated in the US Department of Defense's National Security

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Innovation Network program, which helps startups build commercial relationships with the government. Furthermore, Shabodi is also a key partner with the 5G Open Innovation Lab, which also participated in their recent series A round. Affiliation with such hubs was pivotal for the company as it laid a go-to-market path within the broader 5G ecosystem.

The growing demand for 5G services in the enterprise sector creates plentiful opportunities. Shabodi has worked on several industrial use cases, helping customers deploy advanced 5G applications. For instance, in 2022, Shabodi’s

platform supported AI image processing. It streamed multiple videos using API calls to allocate resources for high-quality videos over a network in a manufacturing plant. In January 2022, the company joined 5G Open Innovation Lab (5GOIL) and later National Security and Innovation Network (NSIN, to enable an ecosystem which will provide enhanced private 5G network-aware applications. Several application vendors in industrial automation, computer vision/AI, robotics, and video analytics collaborate with Shabodi to build applications on Shabodi AEP. In April 2023, Booz Allen Hamilton announced that they developed industry’s first network-aware mobile-medical application for remote rendering of a volumetric video application for emergency response personnel over the private 5G network by using Shabodi AEP’s QoS on-demand API calls to reduce latency, increase the bandwidth to enhance video quality.

With impressive funding and partnerships, Frost & Sullivan believes that Shabodi’s platform will significantly impact enterprises across several industries as 5G becomes a critical growth enabler.

Application Diversity

The company’s AEP considers all aspects of application development on advanced networks such as LTE, 5G, 6G, Wi-Fi and beyond. Shabodi is changing the paradigm of network utilization and application development. Before Shabodi’s AEP, application developers could only leverage pre-configured network specifications (determined in the management plane via configuration tools or OSS/BSS) and change or manipulate them through vendor-specific interfaces at edge, core, or RAN. There was no flexibility to chase these specifications based on real-time network requirements.

With Shabodi’s AEP and end-to-end orchestration, application developers can work with multi-component, multi-vendor, and multi-network environments, allowing their applications to go beyond network awareness. Shabodi’s platform grants enterprises across various industry verticals the capacity to transform their network utilization and reduce operational costs. The company already empowers many mission-critical use cases for various industries, including manufacturing, mining, warehousing, ports, and logistics.

Customer Service Experience

Shabodi is a forward-looking company that digitally transforms enterprises by enabling them to develop

and deploy secure, reliable, and efficient next-generation applications on advanced network infrastructure. Thanks to its impeccable technological expertise, the company has positioned itself to become an esteemed partner to many telecom carriers, equipment and application vendors, system integrators, and many other enterprises across various industries.

Indeed, enterprises look forward to lessening the burden of managing the technical stacks of 5G operational functionalities and prefer deploying a completely customized and holistic solution to address their underlying 5G network operational requirements. Application developers face two challenges: taking advantage of programmable networks' potential and hiring and training a skilled workforce knowledgeable in the software development and network domain.

With Shabodi's application enablement platform, enterprises need not worry about network functionalities and technicalities, and software developers can focus entirely on application development. Shabodi enables them to develop open applications that can be easily deployed and re-deployed on any of Shabodi's private networks. This empowers enterprises with reduced go-to-market time with their "network-aware" applications. For instance, a typical mining operation requires seamless communication between workers and equipment that are hundreds of kilometers under the surface and on the surface. It is quite a challenge with traditional Wi-Fi, primarily when the AGVs, haulers, or drills are operated remotely or autonomously. Machinery could stall, requiring human intervention to investigate, which jeopardizes the workforce's safety and hampers productivity.

However, with 5G and edge connectivity, harnessing network programmatic capabilities and optimizing performance becomes easier. For instance, if a piece of equipment requires a specific speed and hyper-precision location coordinates compared to when that equipment is in an idle state, the application developer's challenge is configuring the network requirement for such types of equipment in real time without crashing the underlying network. Shabodi helps its customers to address these situations without requiring the developer to have underlying network vendor API knowledge or telecom expertise.

With Shabodi's AEP, enterprise customers can:

- Leverage the broad set of advanced network API capabilities, which are far more than just increased bandwidth.
- Deploy "network-aware" applications that interact with the network in real time.
- Vendor interoperability capabilities

These capabilities of Shabodi's application enablement platform have made it significantly popular amongst its customers. Frost & Sullivan believes that early adoption of Shabodi's application enablement platform will help the customers to ensure higher ROIs and enhanced production capabilities.

Brand Equity

Shabodi's market adaptability and visionary leadership are reflected in its impressive portfolio. Since its establishment in 2020, Shabodi has used its influential application enablement platform to build a distinguished reputation among the leading industry players in the 5G ecosystem. Moreover, with impressive funding from significant venture capital firms, Shabodi is already getting noticed by many well-known companies.

The company has raised US\$ 10.3 million in its series A funding led by CEAS Investments and SineWave ventures, with participation from existing investors Blumberg and Counterview Capital. In 2021, Shabodi raised \$3.2 million in an oversubscribed seed round led by Blumberg and Counterview Capital. Prior to that Shabodi participated in Forum Venture's spring 2021 accelerator and onboarded strategic angel investors from Cisco, Lexmark and Yahoo. Moreover, the company has developed a great partnership ecosystem. As part of the 5G Open Innovation Lab and NSIN (National Security Innovation Network) programs, Shabodi has built relevant associations with some of the leading industry companies, technology experts, government agencies, and other enterprises. Such active participation in industrial programs has helped the company to lay a solid foundation for future partnerships and collaborations.

With its great technological capabilities, Shabodi has gained traction and looks forward to deploying mission-critical use cases for its platform. Frost & Sullivan lauds Shabodi's impressive influence in the industry and attributes it to the company's ability to address the industry's unmet needs and become a successful and critical partner to the network equipment providers, system integrators, mobile network operators, and enterprises.

Conclusion

5G is far more than a faster generation of communication technology: it supports a fundamental shift in how new-generation applications will be built. Shabodi's application enablement platform offers a comprehensive solution with the right infrastructure, capabilities, and technological expertise for enterprise customers' 5G-integrated digital transformation.

Shabodi acts as a bridge between next-generation applications and advanced network infrastructures by offering a developer-friendly platform to give enterprise customers the power to monetize their 5G services, accelerate ROI, and help them unlock the full potential of 5G.

For its overall solid performance, Shabodi is recognized with Frost & Sullivan's 2023 Enabling Technology Leadership Award in the North American 5G enterprise application enablement industry.

What You Need to Know about the Enabling Technology Leadership Recognition

Frost & Sullivan's Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

Best Practices Award Analysis

For the Enabling Technology Leadership Award, Frost & Sullivan analysts independently evaluated the below criteria.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: The company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: The company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: The company develops and/or integrates technology that serves multiple applications and multiple environments

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

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Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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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)**

