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**COMPETITIVE  
STRATEGY LEADER**

*Transforming Innovation Into High-Growth  
Performance and Competitiveness*

*RECOGNIZED FOR BEST PRACTICES IN THE  
JAPANESE WORKFORCE MANAGEMENT  
SOLUTIONS INDUSTRY*

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## Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. P&W Solutions excels in many of the criteria in the workforce management solutions space.

RECOGNITION CRITERIA	
<i>Strategy Innovation</i>	<i>Customer Impact</i>
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

### Transforming Workforce Management Solutions Through Dynamic Resource Management

Organizations in Japan increasingly realize that customer experience (CX) and employee experience (EX) are interdependent; without meaningful employee engagement, CX cannot be effectively improved. Contact centers are a crucial touch point for customer interaction, engagement, and exceptional service delivery. Contact center employees are the first line of customer relationship management, having a significant impact on customer retention and loyalty. Furthermore, organizations recognize that contact centers have evolved into profit centers, creating opportunities for cross-selling and upselling.

Contact centers are now crucial to an organization's long-term business and revenue growth strategy. There is a growing need to effectively engage with and support contact center employees to ensure the delivery of superior customer service and experience. However, organizations are inundated with challenges such as high employee turnover rates, a lack of skilled resources, high recruitment and training-related costs, and maintaining employee motivation and engagement. This has led to organizations investing in workforce management solutions that improve CX, boost contact center employee productivity, performance, and engagement, and optimize costs.

Founded in 2002 and headquartered in Tokyo, Japan, P&W Solutions is a forward-looking company that delivers comprehensive contact center operations management systems. The company's product solutions and services provide the speed and dependability contact centers require. P&W Solutions's

flagship Sweet Series platform is a comprehensive and highly scalable total management system for contact centers of any size and complexity. The company aims to maximize efficiency in contact center

*“P&W Solutions’s flagship Sweet Series platform is a comprehensive and highly scalable total management system for contact centers of any size and complexity. The company aims to maximize efficiency in contact center operations by harmonizing employee satisfaction, customer satisfaction, and management satisfaction.”*

**– Sherrel Sonia Roche**  
**Associate Director, Asia-Pacific**  
**Customer Experience Research**

operations by harmonizing employee satisfaction, customer satisfaction, and management satisfaction.

Increasingly, contact centers in Japan are seeking ways to gain real-time visibility of their operational metrics. The company leverages artificial intelligence (AI) technology to automate labor-intensive business processes, including recruitment, work scheduling, and time tracking. This has enabled P&W Solutions to successfully improve business efficiency and optimize human resources. The Sweet Series offers unique functions that incorporate the perspective of an organization’s operational improvement, creating value

and core strengths unmatched by competitors. Additionally, the platform offers workforce management capabilities that address organizational challenges such as employee scheduling, time tracking, forecasting, reporting, administration, and compliance with Japan’s workplace laws and industry regulations. The platform also facilitates real-time contact center call volume prediction by prioritizing tasks, allocating resources effectively, forecasting and scheduling work, creating shifts, managing attendance, and evaluating employee plans and performance.

P&W Solutions excels in aligning its product portfolio to respond to evolving market needs with the Sweet Series platform—a comprehensive suite of contact center applications. Sweet Performance Portfolio Management (PPM) is a resource management software that aids employee scheduling, time tracking, absence management, and productivity planning. It also generates reports and a dashboard that tracks employee performance and highlights areas for improvement. The Sweet Seat Manager application automates seat assignment based on the scheduling created on Sweet PPM, displays seat layout, status, and time, in addition to real-time call status linked with private branch exchange and computer telephony integration. To uphold response and connection quality, the Sweet Quality Management application manages call monitoring, productivity checks, and training history, supporting goal setting and quality improvement in contact centers. Sweet Messenger improves team collaboration through the use of real-time communication and collaboration tools, while Sweet Test facilitates testing of potential candidates for employment. Finally, the Sweet Q application facilitates dynamic management by enabling clients to understand real-time statistical data and make informed, actionable decisions. In addition, the company offers the +Grp solution, based on groupware software, to streamline employee time and attendance management workflows. The +Design, a business intelligence application, optimizes scheduling by taking into consideration shift and productivity information. It displays statistics and ratios, including age, work experience, and skills, and supports recruitment planning and the readjustment of work schedules. This empowers enterprise clients to analyze trends, make data-driven decisions based on real-time insights, and identify areas for improvement.

P&W Solutions is committed to continuous technological advancement, focusing on developing solutions that deliver both innovation and transparency. Unlike many AI solutions that operate as black boxes, the Sweet Series AI stands out by offering explainable automation by providing clear, evidence-based reasoning behind its outputs and decisions. This capability not only enhances trust and accountability but also drives measurable operational improvements. In documented cases, the implementation of the Sweet Series has enabled organizations to reduce staffing requirements, particularly among operators and support personnel, by approximately 10% without compromising service quality or performance.

P&W Solutions is recognized in the industry for its ability to deliver cost-effective and comprehensive workforce management functionality and features built on the foundation of continuous business process improvement in contact centers. The platform successfully distinguishes itself through its dynamic resource management capability. A significant feature and strength of the Sweet Series platform is its design philosophy, which pursues multifunctionality and practicality that are truly useful in the contact center industry.

### Delivering Exceptional Client Service Through a Customized and Localized Approach

Despite the growing momentum toward cloud migration driven by the pursuit of operational efficiency and scalable infrastructure, most Japanese organizations continue to prefer on-premises deployment. The disparate systems and complex legacy technology environments necessitate solutions that are versatile and scalable. This requires service providers to demonstrate deep expertise in transitioning from legacy

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on-premises systems to modern cloud-based environments. Additionally, cloud migration and systems orchestration competencies render a significant competitive edge. An approach that supports seamless integration across diverse environments not only aligns with Japan’s technological advancements but also resonates with its cultural emphasis on reliability and precision. This positions service providers strategically within a market defined by rigorous data privacy regulations and a diverse economic environment.

With over two decades of experience in the Japanese technology industry, P&W Solutions has built expertise in navigating the complex facets of workforce management. The company’s ability to

deliver highly customized and localized workforce management solution capabilities deeply resonates with clients and represents the cornerstone of its success.

Its Sweet Series solution strongly emphasizes employee satisfaction and operational ease, while fostering the fairness and equity that Japanese employees value. This approach is recognized for its effectiveness in addressing common workforce challenges many organizations face, including reducing contact center employee attrition. By going beyond traditional operational optimization, the Sweet Series serves as a

strategic enabler of broader organizational performance, contributing to a more engaged workforce and a more resilient business environment.

P&W Solutions delivers true value by recommending project proposals that provide only the workforce management functionalities a client requires at a given point in time. The company accurately identifies and responds to the operational improvement needs of contact center operators. By thoroughly analyzing and organizing the client's business processes, P&W Solutions customizes and enhances the Sweet Series solution's functionality—ensuring it aligns seamlessly to deliver measurable value.

Furthermore, the company offers more than a simple explanation of the Sweet Series platform and its functions to its clients; it also provides online support, such as disseminating the workforce management concept and ensuring efficient operation. P&W Solutions intentionally designed the platform to be modular rather than uniform, allowing clients to selectively adopt only the features that align with their specific operational needs. This flexible approach empowers each organization to maintain a tailored system configuration that supports its unique workflows and business objectives. This approach has been well-received by clients that value the ability to customize their experience without unnecessary complexity or added cost.

Rather than just delivering solutions in an “as-built” manner, which was common in the past, P&W Solutions takes full responsibility for its ongoing operation. The company also provides complimentary client support along with its maintenance contracts, ensuring that the value and business outcomes derived from its Sweet Series solutions are effectively communicated and meet performance expectations. This commitment reflects P&W Solutions's belief that delivering value does not end at deployment—it extends through the continuous support and accountability its solutions provide. Frost & Sullivan recognizes P&W Solutions for its deep understanding of local clients' customization needs, coupled with a hands-on consulting approach and the ability to customize solutions.

As its technology continues to evolve and meet client requirements, the company never loses sight of the client perspective. P&W Solutions learns from clients' challenges and recommends upgrades or customizations to Sweet Series solutions on an annual basis, with no lag time. In addition, P&W Solutions incorporates client feedback into its product roadmap to optimize growth potential.

The company continues to enhance its offerings, providing a compelling value proposition to its clients in their evolving business environment. This approach is well appreciated by clients and has garnered positive reviews for the company in recent years.

### **Pursuing Focus on Leading the Market**

The dominance of P&W Solutions's brand image in the workforce management solutions industry can be attributed to its product specialization, in-depth local knowledge and expertise, consultative approach, and well-established client relationships. The company's strong client ties and client-centric approach have led to pronounced brand recall and high customer loyalty. Many of its clients attest to the fact that the core solution leads to improved employee satisfaction, operational efficiency, and customer satisfaction. The company's workforce management solutions are highly customized and localized for

system integration with major contact center solution providers in the Japanese market, including Amazon Connect, Avaya, Cisco, Genesys, NEC, and OKI.

One of P&W Solutions's key advantages lies in its organically developed sales channels, which are built primarily through client word-of-mouth rather than the traditional reliance on sales personnel. This approach enables highly targeted proposals that reflect genuine operational needs, rather than generalized requirements. As a result, the company is able to develop practical and unique solutions that resonate deeply with real-world use cases and deliver tangible value. The combination of originality and practicality has proven to be a strong driver of competitive differentiation.

The impact of these strategies is evident in the growing number of direct solutions and service requests, particularly from former clients that have introduced Sweet Series at their new workplaces. The industry recognition and brand reputation have helped P&W Solutions consistently expand its existing client base and acquire new ones.

## Conclusion

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Through its cutting-edge Sweet Series platform, P&W Solutions leads the industry with optimized operational efficiency and employee satisfaction. The company has successfully built client trust and satisfaction over the years by providing an accurate understanding of operational improvement needs, conducting thoughtful process analyses, and customizing platform functionality. Its deep understanding of local challenges and client demands, hands-on consulting approach, customization capabilities, and quick speed-to-solution enable it to build lasting relationships with both existing and prospective clients.

With its strong overall performance, P&W Solutions earns Frost & Sullivan's 2025 Japan Company of the Year Recognition in the workforce management solutions industry.

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

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Frost & Sullivan's Competitive Strategy Leadership Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Recognition Analysis

For the Competitive Strategy Leadership Recognition, 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 offer the best ROI and superior value compared to similar market offerings

**Customer Purchase Experience:** Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

**Customer Ownership Excellence:** Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

**Customer Service Experience:** Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

## Best Practices Recognition Analytics Methodology

### Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

VALUE IMPACT			
STEP		WHAT	WHY
1	<b>Opportunity Universe</b>	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	<b>Transformational Model</b>	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	<b>Ecosystem</b>	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	<b>Growth Generator</b>	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	<b>Growth Opportunities</b>	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	<b>Frost Radar</b>	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	<b>Best Practices</b>	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	<b>Companies to Action</b>	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

\*Board of Directors, Investors, Customers, Employees, Partners

## 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 Generator™

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:***

- Megatrend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

