



**20
25** | **COMPANY
OF THE YEAR**
Driving impact across the customer value chain

*RECOGNIZED FOR BEST PRACTICES IN THE
GLOBAL COMMERCIAL VEHICLE VIDEO
TELEMATICS INDUSTRY*

FROST & SULLIVAN

Table of Contents

Best Practices Criteria for World-class Performance	3
The Transformation of the Commercial Vehicle Video Telematics Industry	3
Addressing Unmet Needs	3
Visionary Scenarios Through Megatrends	4
Leadership Focus	5
Best Practices Implementation	5
Brand Equity	6
Price/Performance Value	6
Customer Ownership Excellence	6
Conclusion	7
What You Need to Know about the Company of the Year Recognition	8
Best Practices Recognition Analysis	8
Visionary Innovation & Performance	8
Customer Impact	8
Best Practices Recognition Analytics Methodology	9
Inspire the World to Support True Leaders	9
About Frost & Sullivan	10
The Growth Pipeline Generator™	10
The Innovation Generator™	10

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. Lytx excels in many of the criteria in the commercial vehicle video telematics space.

RECOGNITION CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Megatrends	Customer Purchase Experience
Leadership Focus	Customer Ownership Experience
Best Practices Implementation	Customer Service Experience
Financial Performance	Brand Equity

The Transformation of the Commercial Vehicle Video Telematics Industry

The global video telematics industry is undergoing a defining transformation—evolving from a niche capability within traditional fleet management to a core enabler of operational intelligence and safety. Fleets worldwide are rapidly upgrading from conventional telematics to video-enabled solutions, recognizing the measurable impact these systems deliver across safety, efficiency, and cost management. From reduced insurance claims and faster driver exoneration to enhanced risk management and safer driving behaviors, the financial and operational returns have been transformative.

At the heart of this revolution lies artificial intelligence (AI)-driven technology, powered by machine vision (MV), machine learning (ML), and deep learning models trained on billions of miles of driving data. These advanced algorithms continuously refine their predictive accuracy, enabling near real-time detection, analysis, and intervention during safety-critical events. The result: a smarter, faster, and more proactive approach to fleet safety and risk management than ever before. The commercial vehicle video telematics industry has truly entered a new era—one defined by AI, contextual awareness, and measurable impact.

Addressing Unmet Needs

Lytx, Inc., a San Diego-based technology company founded in 1998, is an industry pioneer in video telematics and fleet management solutions. For over 27 years, Lytx has continually advanced video, data, and platform technologies—protecting more than 5.5 million drivers across 90+ countries, analyzing more than 311 billion miles of driving data, and helping fleets save over US \$2.2 billion in collision costs each year.

Traditional telematics systems, while data-rich, can lack true visibility into driving patterns and adaptive risk profiles—an unmet need that limited fleet safety and operational progress for decades. Lytx addresses

“Lytx addresses the gap of true visibility into driver behavior and contextual risk by integrating video, AI, and predictive analytics into an intelligent ecosystem that transforms passive monitoring into proactive prevention. Its MV + AI Gen 2 algorithms detect risky behaviors in real time, providing immediate alerts and enabling targeted coaching that preempts accidents and safety events.”

Aaron Roberts Manoharan
Program Manager

the gap of true visibility into driver behavior and contextual risk by integrating video, AI, and predictive analytics into an intelligent ecosystem that transforms passive monitoring into proactive prevention. Its MV+AI Gen 2 algorithms detect risky behaviors in real time, providing immediate alerts and enabling targeted coaching that helps preempt accidents and safety events. By consolidating video, telematics, and analytics into a unified cloud-based platform, Lytx eliminated fragmentation and complexity, allowing fleets of every size to access advanced safety intelligence. Equally important, the system converts vast data streams into actionable insights, helping managers prioritize what matters most and freeing them from the burden of data

overload. Through accessibility, scalability, and reliability, Lytx redefined how the industry addresses visibility, safety, and predictiveness—solving challenges that others long accepted as inevitable.

Visionary Scenarios Through Megatrends

Anticipating the megatrends reshaping global mobility, Lytx has consistently aligned its strategy with the future of connected and intelligent transportation. Lytx recognizes that automation, AI, and data-driven ecosystems will become the core infrastructure of modern fleets. Lytx’s platform applies predictive analytics to transform raw data into foresight, detecting risk patterns and enabling intervention long before incidents could occur. Lytx is transforming the landscape of fleet safety with Dynamic Risk, an innovative, multi-dimensional framework that evaluates driving risk in a real-world context. By integrating traditional driver behavior data with environmental and situational variables, such as weather, lighting, and road conditions, Lytx provides deeper, more intelligent risk insights through its advanced suite of safety technologies. Designed for interoperability, Lytx+, in integration with Geotab, extends its intelligence across connected ecosystems and reinforces its position at the center of fleet digitalization. The platform is enabled by deep product integration and data granularity, offering a seamless user experience through unified dashboards and data reporting across fleet management services, including fuel management, routing, compliance, and maintenance solutions, amongst others. Lytx seamlessly integrates with third-party platforms via APIs, connecting with driver dispatch, vehicle maintenance, and fleet telematics systems to enable unified analysis, predictive insights, and intelligent vehicle management. Yet, the company’s vision remains human-centered: Lytx deploys AI to augment and not replace human judgment, empowering drivers and managers with real-time, adaptive decision support. This balance between technological sophistication and human collaboration reflects a nuanced understanding of how AI should serve safety, sustainability, and compliance in the era ahead. By uniting predictive analytics, ecosystem scalability, and human insight, Lytx does not simply respond to megatrends—it defines them.

Leadership Focus

The company's leadership has been central to sustaining this trajectory. Lytx's executive vision combines foresight, discipline, and empathy, all qualities that have turned strategic intent into consistent global impact. Years before AI became mainstream in telematics, its leadership made the decisive investment to embed MV and AI directly into the company's architecture, positioning Lytx as a pioneer of predictive safety. This long-term vision is executed through an operating philosophy rooted in reliability and

"Anticipating the megatrends reshaping global mobility, Lytx has consistently aligned its strategy with the future of connected and intelligent transportation. Lytx recognizes that automation, AI, and data-driven ecosystems will become the core infrastructure of modern fleets. Lytx's platform applies predictive analytics to transform raw data into foresight, detecting risk patterns and enabling intervention long before incidents could occur. Lytx is transforming the landscape of fleet safety with Dynamic Risk, an innovative, multi-dimensional framework that evaluates driving risk in a real-world context."

Aaron Roberts Manoharan
Program Manager

measurable outcomes. Durable hardware, scalable software, and analytics precision form the backbone of its credibility. At the heart of Lytx's success lies a commitment to constant innovation. By anticipating market shifts and advancing its hardware and technology offerings, Lytx has maintained its commanding lead and market share leadership in the global commercial vehicle video telematics market, serving more than 1.3 million subscribers worldwide. Through pioneering products like the Lytx Surfsight™ AI-14 Dash Cam and MV+AI Gen 2 technology, Lytx continues to set the standard for intelligence-driven fleet safety technology. Leadership's focus on customer outcomes shapes every major initiative, ensuring that innovation remains purposeful and results driven. Beyond corporate success, Lytx's leaders influence industry standards through advocacy of responsible AI, interoperability, and safety best practices, demonstrating that market

leadership and ethical leadership can coexist. The company's consistent ability to anticipate change, execute with rigor, and lead with integrity defines Lytx's enduring competitive advantage.

Best Practices Implementation

Executional excellence underpins every aspect of Lytx's operations. The company has institutionalized best practices across technology development, deployment, and customer engagement, transforming innovation into a disciplined system. Its closed-loop AI development framework continuously refines models using live fleet data and feedback, ensuring measurable improvement over time. Integrated workflows connect event detection, risk analytics, and driver coaching into a single process, translating insights directly into behavioral change. Implementation teams follow standardized onboarding playbooks that deliver speed, consistency, and reliability across fleets of any scale. Complementing these operational systems is a strong commitment to responsible data governance and transparent AI practices, reinforcing trust and compliance in every engagement. This culture of repeatable excellence turns best practices into business as usual, setting an operational benchmark for the global mobility technology sector.

Brand Equity

Lytx's reputation extends beyond its technology. It is a trusted global brand built on innovation, integrity, and proof of performance. Its name is synonymous with advanced AI video telematics and predictive safety, reflecting years of leadership and customer trust. Unlike brands that rely on marketing visibility, Lytx's equity stems from results: leading fleets worldwide, such as Walmart, National Grid™, and Ryder associate the brand with measurable returns on investment (ROI). The reliability of the Lytx platform is underscored by its impressive scale—analyzing over 311 billion miles of driving data, protecting 5.5 million drivers worldwide, and helping fleets save more than US \$2.2 billion in collision costs annually. Each deployment offers tangible reductions in collisions, claims, and costs. Partnerships with major ecosystem players such as Geotab amplify its reach and credibility, positioning Lytx as the cornerstone of connected-fleet infrastructure. Just as critical is its ethical reputation: responsible data stewardship and transparent AI practices strengthen the brand's authenticity in an era of heightened privacy and compliance expectations. By combining technological foresight with moral authority, Lytx's brand embodies innovation with accountability and is viewed as an enduring symbol of excellence in intelligent fleet management.

Price/Performance Value

Delivering measurable value has always been central to Lytx's proposition. Its unified video-telematics platform combines AI-powered analytics, high-reliability hardware, and seamless software to create a total-cost-of-ownership advantage unmatched in the industry. Rather than competing on price alone, Lytx differentiates through performance and proven ROI. Customers achieve quantifiable gains—fewer collisions, lower insurance costs, reduced downtime, and improved driver efficiency—all translating to rapid payback. The hardware's long lifecycle and minimal maintenance contribute to uptime, while over-the-air updates and scalable integrations prevent cost inflation as technology evolves. Flexible deployment options and interoperability with existing systems, such as Geotab, further increase economic efficiency by maximizing existing investments. By combining performance, reliability, and adaptability, Lytx delivers a holistic value equation that balances innovation and affordability, setting the benchmark for price-to-performance leadership in global fleet intelligence.

Customer Ownership Excellence

Lytx's customer ownership philosophy completes the value chain. The company's relationships extend far beyond deployment, and are built on partnership, trust, and shared success. From onboarding to ongoing optimization, every customer touchpoint is designed to accelerate adoption and embed continuous improvement. Dedicated account teams, proactive support, and real-time analytics empower fleets to maintain peak performance throughout the product lifecycle. Lytx's innovation model is uniquely customer-centric: through Lytx Lab, insights from fleet operations feed directly into product design and AI refinement, ensuring the platform evolves in step with user needs. Its driver-coaching ecosystem demonstrates this collaboration in action, turning behavioral data into sustained performance improvements that reduce risk and enhance driver satisfaction. Underpinning these relationships is transparent data governance that reinforces customer confidence and ensures ownership clarity. Through empathy, responsiveness, and measurable outcomes, Lytx transforms customer management into customer partnership, defining excellence in long-term value creation. Lytx continues its dominance in

offering video telematics solutions through its enterprise-grade DriveCam® VEDRs, while also offering Surfsght® dashcams through its strategic reseller partners.

Conclusion

Lytx stands as the definitive benchmark for innovation, leadership, and measurable impact in the global fleet intelligence industry. Its pioneering fusion of video telematics, AI, and predictive analytics has transformed fleet safety from a reactive function into a proactive science, delivering quantifiable reductions in risk, cost, and operational friction. Guided by visionary leadership and grounded in disciplined execution, Lytx has built an ecosystem that unites hardware reliability, data intelligence, and human insight to produce real-world outcomes at scale. Every element of its business model, from its closed-loop innovation framework to its ethical data governance, demonstrates strategic consistency, technological maturity, and a relentless focus on customer value. By aligning its platform with global megatrends in AI, connected ecosystems, and sustainability, Lytx has built a future-ready foundation that advances both fleet performance and driver well-being. Its trusted brand, measurable ROI, and enduring customer partnerships form a self-reinforcing cycle of excellence, with innovation fueling performance, performance building trust, and trust sustaining leadership. Together, these attributes make Lytx not just a leader in commercial video telematics but an industry architect, setting the global standard for how intelligence, integrity, and impact converge to create safer, smarter, and more connected mobility.

With its strong overall performance, Lytx earns Frost & Sullivan's 2025 Global Company of the Year Recognition in the commercial vehicle video telematics industry.

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

Frost & Sullivan's Company of the Year 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 Company of the Year Recognition, 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 to create growth opportunities across the entire value chain

Visionary Scenarios Through Megatrends: Long-range scenarios are incorporated into the innovation strategy by leveraging mega trends and cutting-edge technologies, thereby accelerating the transformational growth journey

Leadership Focus: The company focuses on building a leadership position in core markets to create stiff barriers to entry for new competitors and enhance its future growth potential

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate consistent, repeatable, and scalable success

Financial Performance: Strong overall business performance is achieved by striking the optimal balance between investing in revenue growth and maximizing operating margin

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

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

<http://www.frost.com>.

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™

broadest range of innovative growth opportunities
of which occur at the points of these perspectives.

Analytical Perspectives:

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

