

FROST & SULLIVAN
BEST PRACTICES



2026

ASIA-PACIFIC
CUSTOMER EXPERIENCE
MANAGEMENT

**TECHNOLOGY INNOVATION
LEADERSHIP**

Transcom

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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. Transcom excels in many of the criteria in the customer experience management space.

RECOGNITION CRITERIA	
<i>Business Impact</i>	<i>Technology Leverage</i>
Financial Performance	Commitment to Innovation
Customer Acquisition	Commitment to Creativity
Operational Efficiency	Stage Gate Efficiency
Growth Potential	Commercialization
Human Capital	Application Diversity

The Transformation of the Customer Experience Industry

In an intensely competitive business environment, customer experience (CX) has emerged as a decisive factor in differentiating brands. A seamless and positive customer journey not only strengthens brand loyalty, but also enhances satisfaction, retention, and advocacy. As consumer expectations rise, organizations must prioritize delivering superior CX across all digital touchpoints to remain relevant and sustain long-term growth.

To address this, organizations are increasingly embracing advanced digital technologies. Across the Asia-Pacific region, a digital-first mindset is reshaping the CX management landscape. Organizations are gradually moving away from traditional, labor-intensive models that relied heavily on offshore, low-skill support roles. Instead, they are adopting hybrid models that combine artificial intelligence (AI)-powered efficiencies and human expertise. AI-enabled tools such as predictive analytics, chatbots, and virtual assistants enable organizations to anticipate customer needs, personalize interactions, and resolve issues in real time. Similarly, automation and machine learning (ML) technology solutions are streamlining processes, reducing response times, and improving operational efficiency. Organizations that successfully integrate these technologies are not only reducing operational costs and enhancing CX, but also gaining actionable insights from sizable data sets, enabling continuous improvement and innovation.

Transcom: A Cutting-Edge, AI-Enabled Customer Experience Specialist

Established in 1995 and headquartered in Stockholm, Sweden, Transcom has evolved into a leading business process outsourcing (BPO) and CX solutions provider. The company has three decades of industry

experience managing the experience and interactions between brands and customers. With a strategic emphasis on innovation and agility, Transcom delivers a full spectrum of CX services that empower brands to build lasting customer relationships. The company's CX solutions span across omnichannel solutions, customer acquisition, sales and retention, social media content moderation, collections, technical support services, and credit management services. Additionally, the company has more than 33,000 CX specialists across an extensive network of onshore, nearshore, offshore, and virtual (work-at-home) delivery centers throughout 29 countries and more than 85 locations. Over the years, the company has built deep knowledge and expertise across consumer tech, eCommerce, retail, financial services, utilities, logistics, telecommunications, and media verticals.

Formerly focused on the European market, in 2018, the company expanded into North America through the acquisition of Awesome OS, a CX and business process solutions company supporting United States eCommerce clients from its operations in Davao, Philippines, Bogota, Colombia as well as onshore home-based agents; delivering specialized customer service operations, back-office support, website and software development, and graphic design services. Furthermore, Transcom acquired V Cosmos in 2024, a CX solutions provider in India operating from multiple facilities throughout India supporting clients across North America, Asia-Pacific and Europe providing voice-based and non-voice multilingual, and multi-channel CX services.

Transcom's expansive, geographically diverse delivery footprint and industry-specific expertise enables brands to benefit from cost-efficient smartshoring solutions, powered by technology-enabled, multilingual CX expertise. Frost & Sullivan notes that Transcom redefines outsourcing services by connecting deep domain and operational knowledge with industry-specific expertise and state-of-the-art technology, helping organizations uncover new growth opportunities to elevate their clients' business performance.

Revolutionizing Experiences Through AI-Powered Solutions

Organizations encounter several challenges when implementing advanced digital and AI solutions. These include concerns over data security, privacy, and regulatory compliance, as well as feeling overwhelmed by the rapid pace of technological change and the multitude of service providers. Uncertainty around achieving tangible return on investments (ROI) from AI implementations further complicates decision-making, with many struggling to identify which solutions will truly deliver value within their operational or customer contexts. Transcom addresses these issues through a consultative, vendor-agnostic approach—helping clients identify high-impact areas for technology-enabled CX deployment, aligning solutions with business priorities, and co-innovating using secure, scalable technologies.

Frost & Sullivan firmly believes that Transcom revolutionizes the CX management industry through its focus on innovation, technology-driven solutions, and operational agility. To sustain this leadership and stay ahead of market shifts, the company focuses on delivering digitally enabled CX and contact center agent experience operations through co-innovation and its cross-functional global innovation hub, T: Labs. T:Labs, Transcom's agile digital innovation and R&D powerhouse, is dedicated to fast-tracking breakthroughs in AI, automation, and emerging technologies. Its mission is to transform cutting-edge technology trends into practical business solutions—such as specialized large language models and next-generation multilingual support—creating seamless, future-ready customer journeys for clients. T:Labs

serves as the company’s structured engine for scaling AI innovation—from rapid experimentation to production-grade deployment. Functioning as a center of excellence (CoE), it unites CX, agent experience (AX), IT, and operations leaders to identify significant business challenges and translate them into high-impact use cases.

Leveraging generative AI (GenAI) tools and internal engineering talent, T:Labs builds prototypes or minimum viable products (MVPs) within days, using either secure client data or synthetic datasets. Its discovery-driven model emphasizes disciplined experimentation: ideas are tested, refined, or retired with clear rationale, while validated solutions are hardened and packaged as repeatable modules. In parallel, T:Labs collaborates with clients as a joint innovation hub, co-developing enhancements on top of existing platforms. Supported by a robust AI governance framework, the lab also empowers frontline leaders to safely create “micro-agents” and automation workflows, multiplying innovation capacity across teams. This combined CoE and innovation approach enables Transcom to accelerate AI adoption and embed

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– Sherrel Sonia Roche
Associate Director,
Customer Experience Research

proven solutions seamlessly into live operations.

Transcom positions itself as a people-first CX specialist, enhanced by AI and automation designed to augment agent capabilities and improve their experience—rather than simply reducing headcount. This approach reflects the company’s competitive edge built on agile scalability, practical AI applications, outcome-driven delivery, and human-centric philosophy. Transcom’s AI-enabled services for Asia-Pacific clients are designed to meet the region’s dynamic market needs, enabling speed, scalability, and multilingual excellence. The company’s automation and AI-enabled solutions portfolio spans the full CX lifecycle, combining proprietary tools with partner technologies to improve efficiency, quality, and experience.

Transcom’s core offerings are built on three integrated layers, each designed with AI and digital capabilities at its core.

Recruitment and Onboarding:

- Transcom utilizes advanced digital recruitment tools to efficiently source and assess candidates. New hires undergo onboarding through Transcom University, the company’s comprehensive training ecosystem and its proprietary AI Agent Trainer. This tool recreates realistic customer interactions, allowing operations teams to customize scenarios by persona and difficulty level. It provides instant scoring and feedback, enabling agents to refine their skills, accelerate readiness for live operations, and minimize errors.

Service Delivery:

- Transcom’s service delivery model is built on a standardized, technology-enabled operational framework that drives efficiency and enhances customer experience. Central to this model is Workforce Management, which ensures accurate staffing and scheduling. The AI-powered quality

assurance platform, Automated Quality Assurance (AQA), evaluates 100% of interactions to deliver precise coaching and continuous performance improvement. Supporting this is T:Perform, a comprehensive performance management platform that promotes accountability and measurable results.

- To ensure clarity in communication, AI-based noise cancellation delivers superior audio quality, while the AI Knowledge Base, which is integrated seamlessly with existing repositories, allows agents to retrieve contextually relevant information instantly. Additionally, Transcom’s advanced accent translation and multilingual capabilities offer real-time, culturally adaptive support, significantly enhancing both customer and agent experience across languages and accents. This integrated system not only streamlines operations, but also reinforces Transcom’s position as a leader in applying AI to deliver scalable, personalized, and seamless customer interactions.

Continuous Improvement and Insights:

- Using tools such as T:Rex, sentiment analytics, and T:Buddy, Transcom analyzes interactions at scale to identify friction points and deliver actionable insights to frontline teams and clients. These insights are customized for each client operation—beyond the vertical level—enabling agile adjustments in processes, training, and technology.

Together, the three integrated layers form Transcom’s operating model, which is supported by a technology-agnostic CX advisory approach that ensures smooth integration with clients’ existing or third-party technology ecosystems.

Transcom’s agent assist suite represents a strategic investment in AI-enabled CX innovation, designed to empower agents and optimize service delivery. The Copilot suite integrates advanced capabilities designed to enable seamless multilingual interactions across global markets. Key features include AI-powered real-time translation, which eliminates language barriers and allows customers to connect with any agent, anywhere, in any language. It delivers instant voice and text translation with exceptional accuracy for seamless CX. Another critical component is AI Agent Assist, which offers contextual guidance and next-best actions to improve resolution speed and accuracy. AI Knowledge Assist provides agents with instant access to curated information for faster, more reliable responses. Additionally, AI Agent Trainer is a simulation-based learning tool that accelerates onboarding and enhances proficiency through lifelike practice scenarios. These AI tools not only drive operational efficiency and elevate agent confidence but also improve key metrics such as customer satisfaction and average handle time (AHT). These solutions, underpinned by proprietary AI models and partnerships with leading technology providers, position Transcom at the forefront of intelligent CX operations—driving efficiency, scalability, and superior customer outcomes.

Transcom also forges deep, strategic alliances with leading technology solutions providers (for example, its partnership with Google spanning back from 2018), leveraging their expertise to co-develop specialized solutions. The company positions itself as a “Google house”, building its core technology stack on Google Cloud, and co-innovating on products like Gemini and NotebookLM to power AI literacy, secure data handling, scalable cloud infrastructure, and rapid solution prototyping. This partnership enables Transcom to offer clients cloud-only, zero-trust architecture and advanced AI capabilities while keeping data under

strict governance. With Sanas, Transcom has a close, advisory-level relationship, using Sanas speech and accent technologies as a critical enabler for expansion in India and, over time, for multilingual support in other regions. In addition, the company is part of Sabas advisory board and directly influences the product roadmap, particularly for new languages and CX use cases. Together, these alliances enable Transcom to combine enterprise-grade platforms (Google, Genesys etc.) with specialized AI capabilities (Claude, 11labs, Parloa etc.) while maintaining control of data and intellectual property (IP) and strengthening its differentiated, vendor-agnostic AI CX offering.

With a robust AI-driven innovation pipeline, Transcom is at the forefront of integrating next-generation technologies to deliver future-ready solutions for its clients. These capabilities empower enterprises to streamline customer service and elevate experiences through advanced automation, intelligent AI assistance, and data-driven insights. Frost & Sullivan commends Transcom's foresight in adopting AI early, empowering it to capitalize on market opportunities. The company has successfully capitalized on opportunities in the evolving CX landscape while sustaining a competitive advantage by providing clients with customized, value-added CX solutions.

A Tech-Agnostic Approach to CX: Guiding Clients Through Complexity

Transcom maintains a technology-agnostic approach, avoiding reliance on a single proprietary CX or AI platform. Instead, the company focuses on integrating seamlessly with clients' existing technology stacks and augments them with the most suitable solutions from a curated partner ecosystem. The company leverages a combination of proprietary tools, third-party applications, and client-owned systems, prioritizing optimized use cases, smooth integration, and measurable ROI over disruptive rip-and-replace migrations. This flexibility is supported by an actively vetted network of partners and a dedicated CX advisory function that assesses options through business, security, and regulatory lenses. As a result, Transcom positions itself as a trusted advisor, guiding clients through a complex and crowded AI landscape to assemble the right mix of technologies tailored to their specific operational context—rather than promoting a fixed, one-size-fits-all stack.

Blending AI Innovation with Human-Centric and Scalable Service Delivery to Drive Client Success

Transcom stands out in a competitive market through its distinctive blend of advanced AI and digital capabilities, a deeply people-centric culture, and the agility to support both emerging brands and global enterprises. The company's approach extends beyond its extensive, best-in-class capabilities, placing customer value creation at the center of its strategy. Transcom's strategy to deliver measurable value and sustain long-term client relationships rests on three reinforcing pillars: embedded AI capabilities, outcome-aligned commercials (i.e., tied to the client's key performance indicators and ROI), and advisory-led co-innovation. Over the years, the company has built a strong reputation for helping clients achieve critical objectives, including high Net Promoter Scores (NPS), improved customer loyalty and retention, revenue growth, cost efficiencies, and enhanced business performance.

For many Transcom clients, the quality of customer support operations is critical for executing service-based strategies. To deliver on these outcomes, Transcom maintains a robust client ecosystem that includes dedicated account management, advisory, and digital teams, ensuring close daily engagement

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and alignment with key performance indicators. Transcom’s core value proposition of delivering exceptional multichannel customer service and support underpins its long-standing partnerships with leading brands worldwide. This proximity fosters a deep understanding of client pain points and industry challenges, enabling Transcom to design effective solutions and proactively support clients in overcoming obstacles. Furthermore, with a transparent commitment to measurable outcomes, the company leverages models such as total cost of ownership (TCO) and offers continuous AI literacy programs, empowering clients to build sustainable, future-ready operations.

Transcom’s commercial strategy centers on consultative, client-centric engagement rather

than transactional outsourcing. The company has sharpened its sales and marketing focus to elevate brand visibility, expand site and work-at-home capacity, and consistently win clients from larger incumbents. Prospective clients are routinely engaged through technology and partner demonstrations, showcasing embedded capabilities such as AI QA, Agent Trainer, and knowledge insights as core operational tools rather than add-ons—an approach resonating strongly with startups, hypergrowth players, and mid-market technology and eCommerce brands. On the account side, delivery and CX advisory leaders act as strategic partners, co-designing roadmaps, validating use cases and ROI models, and optimizing clients’ existing tech ecosystems through a technology-agnostic lens. Cross-functional collaboration across operations, CX advisory, AI, and IT governance, along with T:Labs, enables rapid prototyping, scalable deployment, and flexible outcome-based commercial models. Transcom’s global advisory and implementation team is supported by more than 250 internal technology experts and consultants, driving transformation by designing actionable technology roadmaps, validating business use cases and ROI, and guiding clients through implementation, integration, and continuous iteration in live operations. The company’s advisory model is deeply customized, encompassing re-platforming, technology stack redesign, process re-engineering, and automation, as well as maximizing returns from existing technology investments. Rather than pushing new platforms, Transcom often helps clients unlock untapped value within their current ecosystems. This framework reinforces Transcom’s role not only as an implementation partner but as a trusted strategic CX advisor driving responsible, outcomes-based innovation.

Transcom delivers its solutions and services through a standardized and well-established operating framework, reinforced by stringent quality assurance protocols. Continuous improvement is not an

isolated initiative but an integral part of daily operations, driving enhancements in service quality and operational efficiency. Transcom focuses on increasing customer retention and creating lifetime value through superior experiences, reducing cost-to-serve by eliminating redundant processes, enabling digital-first journeys, and improving productivity and protecting brand and data through robust security controls and resilient operations. This commitment ensures that service delivery and operational performance are consistently optimized to meet evolving client and customer expectations. Furthermore, the impact of Transcom's delivery service is rigorously measured and validated through industry-recognized metrics such as Customer Satisfaction (CSAT) and NPS, enabling data-driven decisions and sustained value creation. Based on its most recent annual measurement, the company reported a CSAT of 94% and an NPS of 70.

Transcom's strategy is to move beyond traditional labor- and time-based FTE (full-time equivalent) pricing toward outcome-based, flexible models that align tightly with client goals. The company's AI-enabled deployments in the region have delivered compelling, quantifiable business outcomes. For example, in India, Transcom partnered with a leading digital payments platform player, to enhance merchant experiences, optimize digital services, and improve operational efficiency. Managing customer and merchant interactions across calls and chats, Transcom leveraged advanced digital solutions to support the digital payments platform player's vast user base and drive satisfaction.

Proprietary AI Agent Trainer tools played a pivotal role in reducing agent call handle times by 15–20% and significantly boosting early-stage confidence, with 91.7% of agents affirming the training's effectiveness. CSAT scores among agents using these tools reached an impressive 93.4%, underscoring the impact of AI-powered training and operational excellence. This demonstrates Transcom's capability to achieve measurable business outcomes through the strategic application of AI-enabled solutions, reinforcing its commitment to integrating technology with client objectives and converting operational efficiency into tangible business value.

Asia-Pacific as a Strategic Engine for Transcom's Global CX Expansion

Transcom has a solid footing in the industry and has significantly shifted its services portfolio toward digital and nearshore and offshore delivery. The company demonstrates high-growth potential through strategic expansion efforts in key geographic locations (United States, Colombia, Argentina, Egypt, India, and the Philippines), reinforcing its investment in cutting-edge technology-driven solutions and customer-focused approaches. Globally, Transcom's revenue for the financial year ending December 2025 reached €742.7 million, supported by new client acquisitions, expanded automation and AI adoption, a strategic shift toward offshore delivery, and efficiency improvements through optimized overhead and site capacity. The company enjoyed 56% digital & AI penetration with existing clients (up from 43% in Q4 2024) and 80% digital & AI penetration in new business pipeline (up from 32% in Q4 2024). Furthermore, the company's English-speaking market segment continued its exceptional performance, serving as the primary engine for expansion. The company has set ambitious long-term objectives, targeting double-digit organic and inorganic growth by 2026. These goals are driven by a strategic focus on expanding relationships with high-growth clients in the eCommerce, technology, travel, healthcare, and financial services sectors, alongside continued investment in nearshore and offshore delivery capabilities. The company remains committed to profitable growth through client-centric strategies and operational

excellence, underpinned by a strong organizational culture and experienced leadership. Transcom maintains a strong commitment to delivering digitally enabled and AI-enabled solutions, with a strategic focus on AI applications that offer clear use cases and demonstrable ROI. This approach has been a key driver behind the company's success in securing new business and advancing cost optimization initiatives.

Transcom's growth in Asia-Pacific is accelerating through agile deployment of advanced AI and cloud technologies, rapid site launches in Gurugram and Manila, and a focus on high-growth verticals. India and the Philippines serve as core offshore hubs within Transcom's North America-focused delivery strategy, enabling competitive, scalable, and regulatory-aligned CX solutions across technology, eCommerce, travel, healthcare, and financial services. Backed by a fast-expanding, AI-trained workforce, these operations manage increasingly complex support functions—driving cost-efficient scalability and 24x7 global coverage.

Milestone partnerships, such as with a leading Indian based digital payments and financial services company, have doubled Transcom's footprint in India through the launch of its Pune site, which employs 600 full-time employees. In the Philippines, Transcom's positioning as a flagship English support center is reinforced by a strong reputation for employee growth, career development, and well-being initiatives. In addition, Transcom's partnership with Sanas has been pivotal, not only supporting growth in India, but also enabling multilingual capabilities essential for regional and global clients. These advancements are underpinned by ongoing investments in digital transformation and AI literacy, with thousands of agents in Asia-Pacific trained on Google Gemini and NotebookLM (more than 27,000 employees trained globally), thereby solidifying a high standard of technology adoption and agent readiness.

Together, these efforts have driven measurable performance gains, including increased project wins, profitability, and client growth linked to AI-driven de-linguaging and reduced TCO, while strategic investments in sales and commercial teams continue to build pipeline momentum and expand the company's offshoring impact.

Conclusion

Frost & Sullivan concludes that Transcom truly understands that innovation and growth opportunities drive future success. The company's focused go-to-market strategy has enabled it to consistently outpace competitors and position itself as a market leader. By proactively harnessing AI technologies, Transcom delivers differentiated solutions that enhance customer interactions, optimize operational efficiency, and drive measurable business growth. Strategic partnerships and targeted geographic expansions further strengthen its capabilities, ensuring clients benefit from both global expertise and local agility.

As a result, Transcom stands out as a trusted CX transformation partner, offering scalable, secure, and forward-looking solutions that resonate with multinational and regional brands across the dynamic Asia-Pacific market.

With its strong overall performance, Transcom earns the 2026 Frost & Sullivan Asia-Pacific Technology Innovation Leadership Recognition in the customer experience management industry.

What You Need to Know about the Technology Innovation Leadership Recognition

Frost & Sullivan's Technology Innovation 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 Technology Innovation Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

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

Commitment to Creativity: 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: Company displays a proven track record of taking new technologies to market with a high success rate

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

Business Impact

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

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.

STEP		VALUE IMPACT	
		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

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)**

