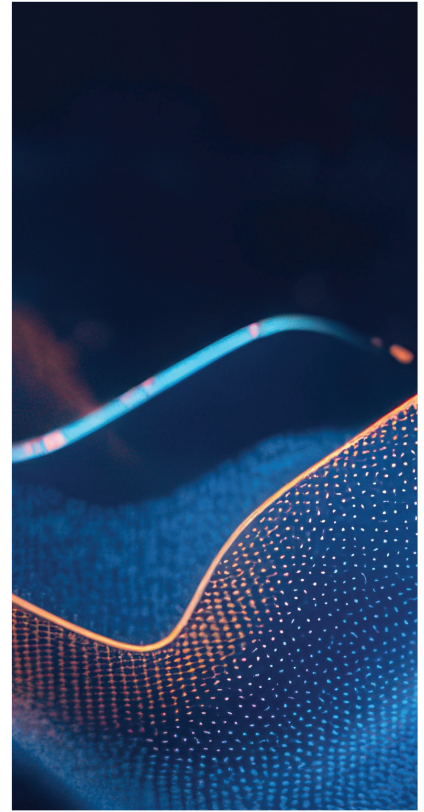
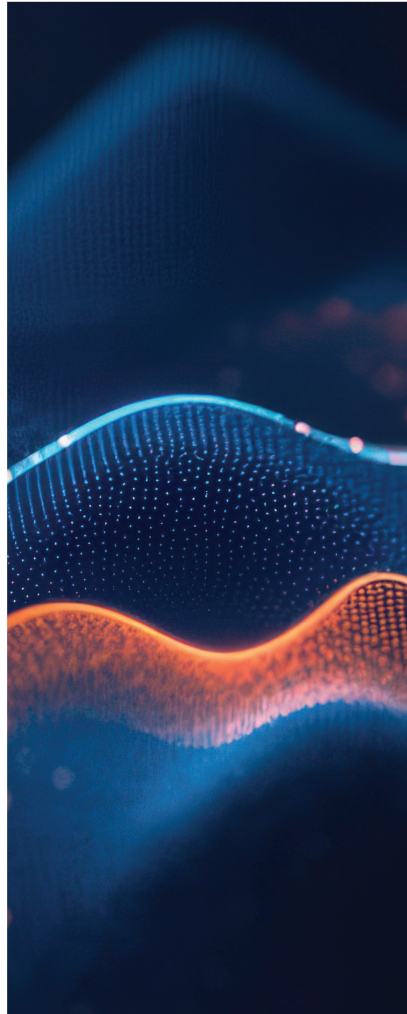


FROST & SULLIVAN
BEST PRACTICES



2026

GLOBAL DIGITAL CUSTOMER
EXPERIENCE ENABLEMENT

COMPANY OF THE YEAR

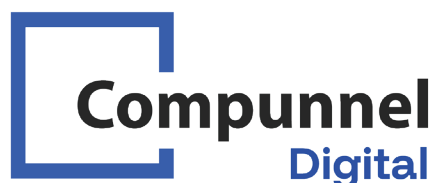


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Best Practices Criteria for World-class Performance

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. Compunnel Inc. excels in many of the criteria in the digital customer experience enablement space.

RECOGNITION CRITERIA	
Visionary Innovation & Performance	Customer Impact
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 Digital Customer Experience Enablement Industry

The global digital customer experience (CX) enablement industry is being reshaped by escalating customer

“Through its data-to-insight architecture, AI operating system (AIOS) framework, and integrated offerings across AI, data, cloud, and quality engineering, the company empowers organizations to operationalize AI, accelerate innovation, and deliver measurable customer and business value. With a differentiated co-innovation model and deep execution expertise, Compunnel consistently bridges the gap between technology ambition and real-world impact.”

- Navin Kumar Jagachandran
Global VP of Customer Experience

expectations, digital channels proliferation, and the growing influence of artificial intelligence (AI). Customer journeys are no longer linear, spanning multiple platforms, devices, and interactions. As such, CX enablement organizations must deliver seamless, real-time, and hyper-personalized experiences at scale. However, despite significant investments in CX technologies and AI, most enterprises struggle to translate ambition into measurable outcomes or scale tangible value from AI initiatives, while only a minority successfully operationalize these capabilities across customer-facing functions. Frost Sullivan points out that this gap is further widened by rapidly evolving expectations for personalization, speed, and consistency, placing intense pressure on

organizations to rethink how they design, deliver, and measure experience.

At the core of these challenges lies a deeply entrenched structural issue identified by Frost & Sullivan: fragmented data ecosystems and disconnected technology stacks. Customer data is typically dispersed

across customer relationship management (CRM), enterprise resource planning (ERP), digital engagement platforms, and service systems, creating silos that prevent a unified view of the customer and hinder effective AI deployment. Organizations often spend extensive AI project time preparing and reconciling data, while insights generated in one function rarely flow across the enterprise, thereby limiting their impact on end-to-end customer journeys. These integration gaps, combined with governance challenges, legacy infrastructure, and low adoption rates, result in “pilot fatigue,” where promising CX initiatives fail to scale or deliver meaningful return on investment (ROI). This convergence of challenges underscores a critical industry reality: success in digital CX enablement is no longer defined by technology adoption alone, but by the ability to unify data, operationalize AI at scale, and consistently translate innovation into meaningful business and customer outcomes.

Founded in 1994 and headquartered in New Jersey, Compunnel Inc. (Compunnel) is a global digital transformation and AI engineering company that helps enterprises to convert fragmented data ecosystems into scalable, outcome-driven intelligence. Through its data-to-insight architecture, AI operating system (AIOS) framework, and integrated offerings across AI, data, cloud, and quality engineering, the company empowers organizations to operationalize AI, accelerate innovation, and deliver measurable customer and business value. With a differentiated co-innovation model and deep execution expertise, Frost & Sullivan recognizes how Compunnel consistently bridges the gap between technology ambition and real-world impact.

Transforming Fragmentation into Scalable Intelligence Leadership

Compunnel’s differentiation begins with its precise targeting of the most persistent structural gap in enterprise digital transformation: the inability to convert fragmented data ecosystems and isolated AI initiatives into scalable, production-grade outcomes. The company directly addresses this challenge by establishing a data-first, insight-led foundation that transforms how organizations operationalize intelligence. Central to this is its Data-to-Insight Factory, a modular, enterprise-grade capability that ingests data from disparate sources (i.e., Internet of Things devices, ERP systems, customer channels, and cloud environments) and systematically converts it into predictive and prescriptive insights. Unlike traditional analytics layers, this capability is engineered for real-time processing, continuous learning, and direct integration with AI models, enabling decision-making that is timely and context-aware.

This data backbone is operationalized through a suite of productized accelerators across four integrated pillars:

- AI & Cognitive (e.g., InsightForge™, AgentWeave™, DocuIntel™, and ModelGuard™): These solutions enable enterprise knowledge extraction, multi-agent automation, intelligent document processing, and governed AI deployment.
- Data Platform (e.g., LakehouseIgnite™ and MeshForge™): Establishes scalable lakehouse architectures, domain-driven data models, and real-time data pipelines for analytics and AI readiness.
- Cloud Engineering (e.g., CloudForge™ and FinOpsVision™): Ensures secure, scalable infrastructure with integrated cost optimization and DevSecOps pipelines.

- Quality Engineering (e.g., autom8IQ™ and DeploySense™): Embeds AI-driven testing, risk prediction, and automated release validation into the software lifecycle.

Together, these offerings form a tightly integrated ecosystem that moves beyond point solutions to deliver end-to-end transformation.

Frost & Sullivan notes that a critical differentiator in Compunnel's product strategy is its AIOS framework, which embeds a value-first, structured approach to AI adoption. By evaluating use-case viability, data readiness, infrastructure maturity, and continuous learning mechanisms upfront, AIOS ensures that solutions are technically robust and aligned with measurable business outcomes. This significantly reduces the risk of stalled pilots and accelerates time-to-production.

Additionally, Compunnel's architecture is intentionally non-disruptive and augmentation-driven. Instead of replacing legacy systems such as CRM, ERP, or manufacturing execution system platforms, it builds an orchestration layer that unifies data across systems and enables 360-degree visibility across customers or operations. This approach preserves existing investments while unlocking new value through AI-driven insights and automation.

The real-world impact of this architecture is evidenced in a case study highlighting one of Compunnel's AI-enabled healthcare deployments. By embedding a documentation copilot within clinician workflows, leveraging solutions such as DocuIntel and SearchCore, the company was able to transform a traditionally manual, error-prone process into a highly efficient, AI-assisted system. This solution freed up 2.5 hours of physician time daily and decreased documentation errors by 40%, thereby improving compliance and accuracy through governed, traceable outputs.¹

By combining a unified data architecture, advanced AI capabilities, domain-specific accelerators, and a disciplined execution framework, Compunnel effectively closes the gap between potential and realized value in digital transformation.

Redefining Value through Co-Innovation and Outcome-Driven Economics

Compunnel redefines the customer ownership experience by shifting the engagement model from one-time implementation to continuous value realization and co-created innovation. It achieves this through a combination of modular architecture, outcome-driven delivery models, and economically aligned engagement structures that collectively maximize flexibility and ROI.

From a product ownership standpoint, Compunnel's solutions are designed to integrate seamlessly with existing enterprise systems rather than replace them. This reduces total cost of ownership by avoiding large-scale system overhaul investments, while simultaneously enabling faster implementation cycles. The modular packaging of its offerings across data, AI, cloud, and quality engineering, further allows customers to scale capabilities in alignment with business priorities, ensuring optimal price-performance efficiency. This incremental model reduces risk, accelerates decision-making, and ensures that customers retain full control over their transformation journey.

¹ Provided by Compunnel during interview.

A defining feature of Compunnel's economic model is its co-innovation and co-investment framework. In these engagements, the company and the client contribute to solution development, often at a shared financial commitment, which significantly reduces customer cost burdens while accelerating innovation. Moreover, this model extends into revenue-sharing constructs, where solutions built collaboratively can be commercialized across broader markets, creating a mutually beneficial value loop. This model significantly lowers entry barriers and shortens procurement cycles while aligning innovation directly to client's needs, making advanced AI and data solutions accessible without large upfront commitments.

Compunnel further enhances price-performance value through its operational efficiency and talent scalability. With a global workforce of approximately 10,000 and a robust talent acquisition infrastructure, the company deploys specialized skills within days, far exceeding industry norms for onboarding. This rapid mobilization capability minimizes project delays and reduces indirect costs associated with prolonged implementation timelines.

Frost & Sullivan points out that the company's FinOps-driven approach also plays a crucial role in ownership value. By integrating cost intelligence into cloud and AI workloads, Compunnel enables customers to monitor, predict, and optimize infrastructure spending, an increasingly critical requirement as AI-driven workloads drive exponential cost growth.

The value of this ownership model is clearly reflected in a case study of one of Compunnel's insurance sector deployments, where a multi-agent AI system was implemented to automate claims processing. Through orchestrated agents handling triage, document processing, fraud detection, and resolution, the solution achieved 78% autonomous claims processing, reduced processing time from 14-days to just four hours, and delivered approximately \$3.8 million in annual cost savings.² These outcomes illustrate technological effectiveness and significant economic impact: delivering substantial cost efficiency while improving service quality.

Ultimately, Compunnel's ownership experience is defined by flexibility, shared value creation, and sustained economic advantage. By aligning delivery models with business outcomes and embedding cost optimization into its solutions, the company ensures that customers achieve immediate ROI and long-term strategic value from their transformation initiatives.

Simplifying Adoption through Agile, Insight-Led Customer Engagement

Compunnel's customer purchase and service experience is designed to simplify complexity while accelerating time-to-value, particularly in environments where digital transformation initiatives are often perceived as lengthy and high-risk.

The purchase journey begins with a structured discovery and advisory phase, where Compunnel works closely with customers to define transformation goals, assess data and technology readiness, and build a phased execution roadmap. This consultative approach ensures that solutions are tailored directly to a client's most dire need, reducing friction in decision-making and setting clear expectations for outcomes.

² Provided by Compunnel during interview.

Once engaged, Compunnel provides an agile, transparent service experience that continuously incorporates feedback. Support teams manage delivery through structured sprint cycles and reinforce progress with monthly and quarterly strategic reviews that assess performance, outcomes, and improvement opportunities.

Compunnel uniquely applies its own sentiment analysis and feedback frameworks to its customer engagements, creating an independent, data-driven view of service quality and areas for enhancement. High-touch engagement practices further strengthen this feedback-driven model, including dedicated pods, continuous stakeholder alignment, and real-time responsiveness to evolving requirements. The result is a service experience that balances operational rigor with adaptability.

Importantly, Compunnel's ability to integrate AI into every stage of service delivery, from automated testing and predictive quality engineering to intelligent monitoring, ensures consistent performance and faster issue resolution. This operational intelligence reduces downtime, enhances reliability, and improves overall customer satisfaction. Together, these elements create a purchase and service experience that is efficient and deeply aligned with customer success throughout the lifecycle.

Sustained Leadership through Proven Performance and Execution Excellence

Compunnel's financial strength and brand positioning are a direct reflection of its ability to consistently translate strategic innovation into measurable business outcomes. As a privately held organization with substantial revenue and a clear ambition to achieve even greater scale in the near term, the company demonstrates sustained growth driven by client expansion and solution innovation.

A critical indicator of its financial and operational excellence is its exceptionally high client retention rate,

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approaching near-total retention across a base of over 600 to 700 active clients, including a significant proportion of Fortune 500 and Fortune 1000 organizations.³ This retention and existing client's services expansion underscores the company's ability to deliver consistent value and maintain long-term relationships across complex enterprise environments.

Deep, embedded partnerships with leading global organizations across sectors such as banking, healthcare, retail, and manufacturing further reinforce Compunnel's brand equity. The company

demonstrates disciplined execution through its structured frameworks, including the AIOS methodology, data-to-insight factory model, and integrated engineering capabilities. These frameworks ensure repeatability, scalability, and governance across engagements, enabling consistent delivery outcomes even in highly complex environments.

³ Provided by Compunnel during interview.

Additionally, the company's emphasis on addressing industry-wide challenges, including fragmented experience stacks, low AI adoption rates, talent shortages, and rising operational costs, reflects a forward-looking approach to innovation. Its solutions are designed to anticipate and mitigate systemic barriers to digital transformation, positioning customers for long-term success.

Compunnel's financial trajectory, strong client loyalty, and disciplined implementation frameworks collectively reinforce its standing as a market leader capable of delivering strategic impact and operational excellence.

Conclusion

Compunnel Inc. (Compunnel) distinguishes itself as a market leader by systematically resolving one of enterprise digital transformation's most critical gaps, translating fragmented data and underperforming artificial intelligence (AI) investments into scalable, production-grade outcomes through its integrated data-to-insight architecture and AI operating system framework. By combining advanced multi-agent AI innovation with a modular, non-disruptive design and a highly differentiated co-innovation model, the company consistently delivers measurable customer value in the form of accelerated time-to-insight, significant cost efficiencies, and enhanced operational performance. These capabilities produce exceptional client retention, strong financial momentum, and a disciplined execution model that ensures adoption, governance, and long-term scalability. Moreover, by delivering seamless, insight-driven, and continuously evolving engagement across the entire lifecycle, Compunnel ensures that customer experience becomes a measurable driver of efficiency, satisfaction, and long-term loyalty.

Together, Compunnel's ability to align innovation with tangible business impact, while embedding itself as a strategic partner in its clients' growth journeys, firmly establishes its leadership.

With its strong overall performance, Compunnel earns the 2026 Frost & Sullivan Global Company of the Year Recognition in the digital customer experience enablement 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

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)

