FROST & SULLIVAN

BEST PRACTICES



2026 GLOBAL AI TRUST & VALIDATION

COMPANY OF THE YEAR

seekr

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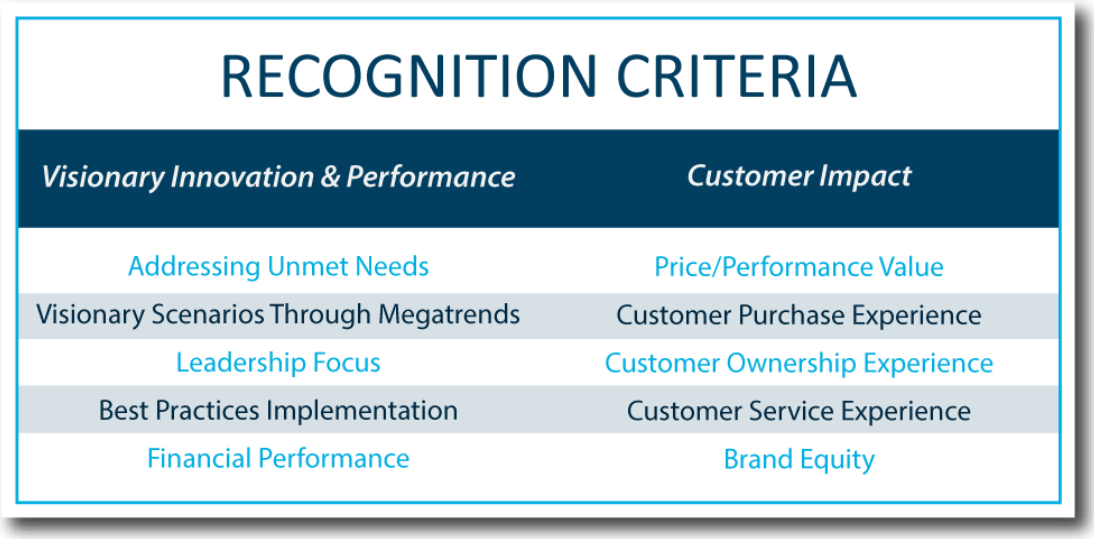
The Growth Pipeline Generator™ 11

The Innovation Generator™ 11

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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. Seekr excels in many of the criteria in the AI trust & validation space.



The Transformation of the AI Trust & Validation Industry

Enterprise AI is moving from isolated experiments toward production environments in which models and agents interact with data, tools, applications, and external systems. This transition is expanding the scope of AI risk. Traditional governance programs centered on documentation, policy definition, and periodic approval are no longer sufficient when autonomous agents can execute multistep workflows and make interconnected decisions between points of human oversight. As a result, organizations increasingly require continuous supervision, operational controls, intervention mechanisms, and evidence that explains not only what an AI system produced but also why it acted as it did.

The market is consequently evolving to include a broader AI Trust & Validation discipline. Governance, risk management, AI operations, security, evaluation, observability, explainability, and cost management are converging as enterprises seek unified control over increasingly diverse AI environments. Organizations are deploying combinations of proprietary, open-source, cloud-based, on-premises, air-gapped, edge, and third-party models, making centralized visibility and consistent validation difficult. Frost & Sullivan observes how this complexity is driving demand for independent, model-agnostic platforms that can create an authoritative view of AI behavior and apply consistent controls across heterogeneous environments.

AI autonomy further raises the standard for trust. A model that performs well on a static benchmark may behave differently under real operational conditions, while an agent can compound a flawed observation through subsequent reasoning and action cycles. Trust therefore requires performance validation,

operational safety, and oversight that scales with the system. It also requires a path to challenge and correct questionable decisions. Frost & Sullivan's research reveals that Seekr effectively addresses this transformation through an architectural framework built around observability, explainability, contestability, and sovereignty, converting trust from an aspirational principle into an operational capability.

Building Trust into the Architecture to Address Unmet Enterprise Needs

The AI Trust & Validation market currently faces an execution gap. Many organizations can deploy capable AI systems, yet they cannot consistently trace how those systems arrived at an answer, determine whether reasoning withstands scrutiny, or provide recourse when an output is wrong. These shortcomings become acute in regulated and high-consequence environments, where an unexplained decision can delay adoption, weaken accountability, and expose an organization to operational, legal, or reputational risk. Seekr addresses this unmet need by positioning trust as part of the AI architecture rather than as a control added after deployment.

Seekr's SeekrFlow™ platform provides the foundation for building, governing, and deploying secure and explainable AI applications, models, and agents. The company's SeekrGuard™ solution extends this foundation through model evaluation, risk assessment, and certification, while its SeekrIntel™ and SeekrGeo™ solutions , both built on SeekrFlow, apply the architecture to investigations and geospatial reasoning. The complete trust & validation portfolio supports cloud, customer-cloud, on-premises, edge, and air-gapped deployment patterns, allowing customers to bring AI to sensitive data rather than requiring that data to leave the environment they control.

> *"AI autonomy further raises the standard for trust. A model that performs well on a static benchmark may behave differently under real operational conditions, while an agent can compound a flawed observation through subsequent reasoning and action cycles. Trust therefore requires performance validation, operational safety, and oversight that scales with the system. It also requires a path to challenge and correct questionable decisions. Frost & Sullivan's research reveals that Seekr properly addresses this transformation through an architectural framework built around observability, explainability, contestability, and sovereignty converting trust from an aspirational principle into an operational capability."*
>
> ***- Karyn Price,***
> ***Industry Director, ICT***

This approach directly addresses customers whose AI decisions must be defensible to regulators, auditors, executive stakeholders, or affected individuals. Seekr records model-related activity and provides traceability across inputs, context, reasoning paths, tools, and outputs. By combining technical visibility with the ability to challenge and correct a decision, the company moves beyond compliance documentation toward meaningful accountability.

Moving Beyond Observability with Evidence-Based Explainability and Contestability

A central market challenge is that AI observability is sometimes mistaken for explainability. Logs and dashboards may show that an event occurred, but they do not necessarily reveal why a model reached a conclusion or which evidence influenced it. This distinction is critical in high-stakes workflows because

organizations cannot effectively defend or improve decisions if they only possess a record of system activity. Seekr differentiates by separating observability, which answers what happened, from explainability, which answers why it happened, and contestability, which determines what can be done about it.

Seekr's explainability framework examines four sources of influence: training data, runtime context, the model's internal reasoning patterns, and agent behavior. Its context-attribution method removes pieces of context and measures the resulting change in the output to determine which evidence materially affected the decision. Data attribution connects behavior to training sources where the required data is available, while model attribution examines internal patterns that activate during a decision. Agent attribution extends this to agentic workflows by tracing the tools, steps, and actions an agent took to reach an outcome. Seekr applies faithfulness, sufficiency, plausibility, and consistency as validity criteria before presenting an explanation to a user.

> *"Rather than starting with a token budget or assuming that the largest model is the safest choice, Seekr begins with required outcomes, risk tolerance, deployment constraints, and evidence. Smaller, fine-tuned models can then be selected when they outperform larger alternatives for the task that matters to the customer. This approach can reduce resource consumption while maintaining or improving relevant results."*
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Contestability completes this framework by turning explanation into action. Users can identify a problematic decision, override or reverse it, record the correction, and feed the corrections into a continuous improvement cycle. This helps distinguish Seekr from approaches that stop at passive monitoring. Seekr calls this the AI Trust Framework, which Frost & Sullivan notes is a best practice because it connects transparency with remediation and human recourse.

Validating the Right Model for Performance, Risk, and Economic Value

AI buyers frequently face a false choice between capability and cost. The market has often equated larger models with better results, while cost-governance initiatives may impose consumption limits without first establishing which model best fits the specific task. Either approach can create unnecessary expense or reduce output quality. Seekr addresses this challenge by evaluating models against the customer's own operational requirements and identifying the least resource-intensive model demonstrated to meet those requirements.

SeekrGuard enables government and enterprise users to evaluate model risk and model fit for a defined application. Customers can create evaluation datasets and custom evaluators, compare models, generate model cards, and assess performance against risk factors relevant to the organization's business or mission. SeekrGuard evaluates accuracy, defined bias and task-specific risk considerations, and task-specific risk before production and on an ongoing basis, allowing organizations to revisit model choices as models, costs, and requirements change. It also supports red-teaming and lifecycle test and evaluation (T&E), so validation continues after deployment, instead of ending at approval.

The result is a differentiated price/performance proposition. Rather than starting with a token budget or assuming that the largest model is the safest choice, Seekr begins with required outcomes, risk tolerance, deployment constraints, and evidence. Smaller, fine-tuned models can then be selected when they outperform larger alternatives for the task that matters to the customer. This approach can reduce resource consumption while maintaining or improving relevant results

Delivering Sovereign, Model-Agnostic AI across High-Consequence Environments

The enterprise AI landscape comprises a variety of systems and solutions. Organizations use multiple clouds, proprietary models, open-source models, internal data platforms, and specialist tools, while regulated buyers may require on-premises, edge, or disconnected deployment. A trust platform tied to a single model provider or infrastructure environment can therefore create new dependencies rather than solve the governance problem. Seekr responds with a model-agnostic architecture and a broad range of deployment choices.

Seekr supports fine-tuning and retrieval using open-source or customer-owned models and can operate in Seekr's cloud, the customer's cloud, on-premises, at the edge, or in air-gapped environments. The company also states that elements of its explainability technology can be applied to closed-source models, although the depth of attribution depends on access to elements such as model weights and training data. This distinction is important: Seekr can provide richer attribution when customers use their own models or fine-tuned open-source models whose underlying information is available.

This deployment flexibility supports customers in government, defense, financial services, insurance, retail, telecommunications, energy and utilities, supply chain and logistics, healthcare, manufacturing, and critical infrastructure. The company's cloud and hardware relationships include availability through AWS Marketplace and AWS GovCloud, Oracle Cloud Infrastructure support, and AMD Instinct GPU alignment. By offering portability without forcing sensitive data into a particular environment, Seekr gives its customers a strong foundation for secure adoption and continuous customer expansion, providing an excellent customer experience.

Creating a Responsive and Flexible Customer Experience

Advanced AI capabilities create value only when customers can adopt them without excessive friction, apply them to their specific operating environments, and continue adapting as business and technology requirements change. Seekr supports this journey through a model-agnostic architecture, flexible deployment options, and an engagement approach centered on each customer's workflows, constraints, and desired outcomes. This combination strengthens the purchase and ownership experience by allowing organizations to select appropriate models and deployment patterns without tying their AI strategy to a single technology provider.

Customers particularly value Seekr's ability to move from an identified business requirement to an actionable deployment path. **Mauricio Ramirez, Chief Financial Officer of Murex, described both the flexibility and speed of the engagement: "What stood out was the flexibility—we're not locking ourselves into one model or betting on which technology will win a market that's changing by the day. We can use the models that make the most sense for our business, move quickly, and start creating real efficiencies for our team and our customers." He added that Murex moved "from back-of-the-napkin**

conversations to putting the pieces in place in a matter of weeks," compared with alternative roadmaps of six to nine months. This experience illustrates how Seekr's model-agnostic approach can reduce purchasing friction while allowing the solution to evolve with the customer's requirements.

Seekr's customer focus also extends to specialized, high-consequence environments in which accuracy, security, explainability, and regulatory alignment are central to adoption. **Mike Stephano, Managing Partner at Stephano Slack, stated: "Seekr is a strong partner in this effort, bringing secure, explainable AI capabilities that support our teams in delivering accurate, compliant, and scalable assurance and advisory services."** The relationship demonstrates how Seekr combines technical capabilities with domain-specific implementation, helping the customer pursue operational improvements while retaining the controls required for professional and regulated services.

Customers in operationally intensive industries similarly point to Seekr's ability to align AI with the work employees perform. **Jeff King, President of Anderson Merchandisers, explained that Seekr provides "advanced vision-language models, industry-specific intelligence, and edge deployment capabilities that operate where the work happens." He added: "The AI sees what our associates see and provides clear, actionable guidance on where to focus. That's the difference between simply auditing the shelf and actively improving it."** This deployment reflects an ownership experience in which the technology complements established expertise and embeds AI guidance directly within the customer's operating environment.

Frost & Sullivan finds that these customer experiences reinforce Seekr's performance across multiple customer impact criteria. Its deployment flexibility contributes to a transparent and adaptable purchase experience; its model-agnostic foundation supports long-term ownership value; and its responsiveness to customer-specific requirements demonstrates a service model built around practical implementation rather than standardized technology delivery. Direct customer advocacy across retail execution, energy logistics, and professional services also strengthens Seekr's brand equity by showing that customers associate the company with flexibility, speed, trust, and operational relevance.

Translating Technical Innovation into Scalable Customer and Market Impact

Trust platforms must demonstrate value beyond compliance. Buyers increasingly expect AI investments to reduce work, improve decisions, recover revenue, control operating costs, or accelerate completion of complex tasks. Seekr connects its trust architecture to these outcomes through workflows involving document analysis, investigations, compliance evidence, geospatial reasoning, cybersecurity triage, and operational reconciliation. Customers can begin with a defined problem and expand on the same platform foundation as additional requirements emerge.

One reported customer deployment with accounting firm Stephano Slack reduced 401(k) auditing time by 90%. Another demonstrated workflow brought together contracts, billing records, routing data, GPS information, and other sources so specialist agents could identify potential missed, duplicate, or phantom charges and assemble findings into a prioritized report. Crucially, the demonstration also exposed the agents' execution graph, reasoning, context, and evidence trail, illustrating how business outcomes and auditability can be delivered together.

Seekr's market momentum reinforces this customer value story. Founded in 2021, the company reports customers and partners across North America, Europe, Africa, and in October 2026 announced office expansion in London. Seekr is currently under contract with four of the five military services of the Department of War as well as other defense agencies and joint commands. The company also reported a $100 million funding round at a $1.2 billion valuation in June 2025.

Sustaining Leadership through Continuous Evaluation and Portfolio Innovation

AI validation cannot be treated as a one-time gate. Models, applications, agents, prices, data, operating conditions, and regulatory expectations continue to change after deployment. Systems that passed an initial review may no longer present the same risk later, particularly when agents retain memory, use tools, execute multistep work, or operate with changing levels of authority. Seekr addresses this challenge through continuous assurance, behavioral monitoring, pre-run governance controls, and human checkpoints tailored to the consequence of an incorrect decision.

The company has expanded its portfolio of products to include SeekrIntel, SeekrGuard, and SeekrGeo, while extending deployment availability and strengthening its security posture. Seekr reports SOC 2 Type II attestation and has achieved CMMC Level 2 Final Status through an authorized CMMC assessment, complementing its focus on government, enterprise, and critical-infrastructure use cases. Its portfolio strategy allows customers to evaluate and certify models, build governed AI workflows, conduct investigations, and apply geospatial reasoning on a shared foundation.

Frost & Sullivan views the combination of innovation velocity, architectural coherence, and customer-oriented expansion as evidence of leadership focus. Seekr is not merely responding to current requirements for model evaluation and compliance. It is preparing for a market in which autonomous AI decisions must be continuously explainable, contestable, economically appropriate, and deployable wherever customers' data and missions require.

Conclusion

AI adoption is reaching a stage where capability without accountability is insufficient. Seekr effectively addresses this challenge with an integrated architecture that makes observability, explainability, contestability, evaluation, and sovereignty part of AI operations from the outset. Its differentiated attribution framework helps organizations understand why systems act, while its contestability model gives users a path to challenge and correct outcomes. The SeekrGuard solution adds task-specific validation and model right-sizing, connecting trust with performance and economic value. Flexible deployment choices support sensitive government, enterprise, and critical-infrastructure workloads, and reported customer outcomes demonstrate that accountable AI can also deliver measurable operational benefits.

With its strong overall performance, Seekr earns the 2026 Frost & Sullivan Global Company of the Year Recognition in the AI Trust & Validation 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 megatrends 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 fueled 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)

