

# COMPETITIVE STRATEGY LEADERSHIP



## Best Practices Criteria for World-Class Performance



- Strategy Effectiveness*
- Strategy Execution*
- Competitive Differentiation*
- Executive Team Alignment*
- Stakeholder Integration*



- Price/Performance Value*
- Customer Purchase Experience*
- Customer Ownership Experience*
- Customer Service Experience*
- Brand Equity*

## The company demonstrates a strong overall performance

“The North American Competitive Strategy Leadership Award in the managed software-defined wide area network industry is awarded to Verizon.

Verizon is leading the managed software-defined wide area network market due to its focused strategy, helping it to outpace competitors. Businesses acknowledge the complexity around implementing SD-WAN themselves and rely on Verizon’s portfolio, which offers the most innovative services backed up by strategic partnerships and expertise in the market. Ultimately, the company develops and implements its strategies with its clients in mind, securing its position as a trusted partner and market leader.

- Valentina Barcia, Best Practices Research Analyst

**In the half-century since its founding, Frost & Sullivan has become a widely recognized leader in the growth consulting industry - A Global Growth Partnership Company.**

## Best Practices Award Recognition

Best Practices Awards recognize companies demonstrating outstanding achievement and superior performance. The Competitive Strategy Leadership Award recognizes the company with a stand-out approach to achieving top-line growth and a superior customer experience.