FROST & SULLIVAN

2024

COMPANY OF THE YEAR

IN THE GLOBAL AUGMENTED CONNECTED WORKER INDUSTRY

FROST & SULLIVAN

BEST PRACTICES AWARD

2024

Augmentir

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Augmentir excels in many of the criteria in the augmented connected worker space.

AWARD CRITERIA

Visionary Innovation & Performance	Customer Impact
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

Market Landscape: Growth Drivers, Restraints, and Forecasts

Frost & Sullivan's independent research indicates that developed markets' manufacturers encounter labor shortages, with skilled employees retiring and younger workers lacking the essential skills and drive to work in a shop floor system. Furthermore, the tenure of new workers tends to be shorter than the time required to master the job. Given this landscape, augmented connected worker (ACW) solutions help companies reduce the time it takes to achieve job proficiency, minimize complexity, and attract more talent to manufacturing. Additionally, intricate manufacturing tasks have evolved faster than the employees' expertise. Frontline workers experience assemblies or maintenance that are too complicated or variable for automation. Engineers and supervisors are also being pushed to acquire information technology (IT) specialists for software management. With software systems in modern manufacturing plants expanding, solutions (e.g., ACW) that alleviate workers' hassle through systems integration with their daily tasks are becoming more popular. Moreover, ACW solutions are optimum for companies exploring opportunities to magnify their competitive edge, enabling them to significantly improve productivity by handling more minor issues (e.g., tool placed at the wrong place) on the shop floor that vertically integrated systems do not often catch.[1]

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[1] *Growth Opportunities in the Augmented Connected Worker Sector, Global, 2023–2030* (Frost & Sullivan, September 2024)

Despite the various growth drivers, some industry challenges hinder market expansion. With inflation escalating globally (especially in the United States [US] and Europe), interest rates are also rising, resulting in fewer new developments and investments. In addition, manufacturing sectors do not have high IT budgets, discouraging companies from employing emerging technologies (e.g., ACW). With global tensions accelerating, supply chains face disruptions, leading to decreased manufacturing output. Frost & Sullivan highlights the reluctance toward change in the ACW space. Overprotective IT teams (particularly in smaller organizations) do not have visibility into shop floor inadequacies. Moreover, redundancy in functionalities with other vertically integrated systems, adoption of basic, cheaper digitization solutions that do not offer the full spectrum of ACW's capabilities, and limited awareness of ACW's significance also obstruct industry development.

Given this market environment, Frost & Sullivan forecasts the global ACW market to reach $6,359.3 million at a compound annual growth of 31.1% from 2023 to 2030. The ACW market is heterogeneous and fragmented, with over 70 software vendors, and only a few large organizations are market competitors with an established presence in the industrial automation and software space. With industry expansion ascending, vendors must persistently invest in research and development (R&D) to sustain brand recognition, as marginal setbacks could knock them off course. Considering the trends, Frost & Sullivan predicts that vendors who successfully deliver an all-inclusive ACW product (with advanced artificial intelligence [AI] and workflow-building capabilities) will be the most successful during the forecast period, irrespective of their specific use case expertise.[2]

After deep analysis and exhaustive research, Frost & Sullivan's analysts highlight Augmentir as a market transformer and leader in the highly competitive industry.

Augmentir: An Industry Pioneer Boasting an Incomparable Business Infrastructure

Founded in 2018 and headquartered in Horsham, Pennsylvania, Augmentir offers a world-class AI-powered ACW solution (Augmentir™) that enables industrial companies to enhance their frontline workforce's safety, quality, and efficiency. Augmentir™ is a one-of-its-kind software as a service-based ACW platform, delivering many use cases (e.g., operations, autonomous and preventive maintenance, quality, safety, 5S audits, daily and issue management, training, and workforce development). The platform's wide applicability is evident in its ability to serve many industries (e.g., manufacturing, building materials, consumer goods, food and beverage, industrial equipment, chemicals, automotive, mining, oil and gas, pharmaceutical, and life sciences). Augmentir has a broad global customer base, with successful product deployments in over 75 countries, demonstrating a far-reaching impact. This notable base exhibits the company's product excellence, entailing many prominent names, including Colgate-Palmolive Company, BASF, Armstrong World Industries, Coca-Cola Europacific Partners, AkzoNobel, Slip Robotics, Müller Group, Parsons, Mondelēz International, Graphic Packaging International, Inc., Coperion, Duracell, Wacker, and Hunter Industries. Moreover, Augmentir has a robust partner network (including ETQ, UKG, Zebra Technologies, and Fluke Reliability), empowering it to improve technological capabilities and customer value continuously.

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[2] Ibid.

Augmentir™ is created by the same visionary experts behind multiple software technology revolutions (Wonderware Software, Lighthammer, and ThingWorx), indicating the company's unmatched technological and market knowledge. In 2023, Frost & Sullivan recognized Augmentir for its exceptional performance and contributions in the global ACW solutions space, highlighting its dedication to sustained innovations and higher customer value. Frost & Sullivan remains impressed with the company's business focus and strategies. Augmentir skillfully navigates the market's complex challenges while meeting and exceeding customer expectations with game-changing ACW capabilities. The company illustrates remarkable agility and addresses unmet customer needs by constantly evolving alongside the market. This adaptability enables it to set higher performance and innovation benchmarks, raising the bar for existing and new market players.

Leading Unmatched Customer Value with Visionary Technology

Augmentir closely monitors the industry to identify trends, adopt growth drivers, resolve challenges, and develop purpose-driven products that deliver tangible outcomes. Its feature-rich ACW solution is a comprehensive suite entailing training and skills management, digital work instructions, industrial collaboration, and knowledge and issue management. The company's trailblazing platform allows industrial players to streamline workflows by supporting frontline employees from onboarding to retirement. This all-inclusive ACW software, powered by Augmentir's patented Smart AI foundation, bridges the gap between staff training and task completion. It facilitates real-time data and actionable insights necessary for boosted and long-term operational efficiency, galvanizing quantifiable results, including 37% productivity improvement, 76% training time reduction, 26% rework decrease, and 27% downtime drop. Apart from serving team and training leaders, Augmentir™ helps workers understand their career paths and pinpoint skills gaps. It also sends notifications about new skill requirements, endorsements, and expiring skills, keeping employees informed and updated.[3]

Moreover, customers can digitize their entire skills and training lifecycle, leveraging AI-prompted insights into employees' performance to augment upskilling and reskilling opportunities and training programs. Users can easily track individual and team progress with full visibility into training. Augmentir™ also integrates skill levels into digital work instructions to ensure that only experienced personnel perform specific tasks and frontline operations, amplifying safety and quality. The platform offers customized guidance and support for workers, empowering companies to optimally digitize their frontline work processes with Augmentir's no-code workflow builder. Additionally, users can intelligently deliver digital work instructions tailored to each worker's requirements. With pro-code scalability, customers can build complex workflows and enable swift integration into enterprise systems. Augmentir's™ graphical workflow builder helps digitize customers' complicated frontline processes. The platform also entails Smart Forms, making it easy for users to swiftly copy paper-based documents and create digital forms (including data collection, validation, and workflow branching) according to input and job criteria.[4]

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[3] https://www.augmentir.com/product
[4] Ibid.

Augmentir's low-code capabilities for building digital procedures enable the company to tackle even the most complex use cases. For example, a chemical sector customer had to tailor and manage workflows that included 'permit-to-work' functionality. Only Augmentir's technology could address this requirement. Moreover, one of the world's largest agriscience companies digitized workflows (to determine the optimal seed and fertilizer production temperature) through the company's low-code capability with JavaScript functions. The customer also built the user interface through Augmentir's no-code workflow and digital work instruction builder. These examples indicate the company's excellence when processes are difficult to digitize.[5]

> *"Augmentir offers one of the most comprehensive ACW platforms on the market. Its diverse customer base, outstanding growth rates, advanced AI and skills management capabilities, and innovative product roadmap will ensure that the company maintains its leadership position for years to come."*
>
> *- Agustin Fabris*
> *Research Analyst, Industrial Automation & Software*

Augmentir™ prompts smarter synergies across frontline teams, facilitating the tools for context-based collaboration and connecting workers. For knowledge management, the platform streamlines staff access to all the structured and unstructured information on daily tasks, allowing users to attach content to quick response codes, asset hierarchies, work instructions, and skills. This approach ensures workers get the required data in real time, boosting operational efficiency. Moreover, customers leverage better issue management by raising issues, tracking them, and digitally managing maintenance notifications using a visual Kanban board. They can also monitor operational key performance indicators (KPIs) and send alerts to enterprise plant maintenance systems and computerized maintenance management systems (CMMS).[6]

Augmentir's trailblazing, holistic technology surpasses competitors by helping customers digitize work instructions, checklists, and standard operating procedures (SOPs) while curating transformative digital workflows and integrations that unite the frontline workers with their business' digital thread. This thread signifies unified data flow across a manufacturing enterprise (including individuals, systems, and machines). Augmentir merges previously disconnected employees' activities and data, expediting operations and capitalizing on the new data source to explore growth and innovation avenues. Additionally, customers achieve bi-directional integration with prominent systems (e.g., CMMS, enterprise resource planning, quality management system, manufacturing execution system, customer relationship management, human capital management, and learning management system) through Augmentir's standard connectors. With the company's Managed Integration Services, users can spread the digital thread throughout the organization.[7]

The company takes its unique value proposition to the next level with its workforce intelligence insights, helping users detect productivity opportunities across processes and the workforce. Augmentir's True Productivity™ ranks the best productivity opportunities across all work processes, and True Performance™

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[5] Frost & Sullivan Interview with Augmentir (July 2024)
[6] https://www.augmentir.com/product
[7] Ibid.

determines every worker's aptitude and performance for every task, resulting in highly tailored workforce development investments.[8]

Augmentir™ offers a variety of pre-built connectors to popular enterprise systems (e.g., ETQ, UKG, Workday, SAP, MS Dynamics, and IBM Maximo). Customers can also build their integrations using Augmentir's Integration application programming interface (API) services. The company further stands out with its connector functionality, which runs within the Augmentir environment (as a part of the service level agreement). This feature is advantageous because the customer does not need to spin up an instance to run a connector somewhere or involve their IT team, elevating the customer experience. Moreover, Augmentir's ACW is available on any Android and iOS device and augmented reality smart glasses and headsets.

Augmentir's dedicated R&D efforts center around gathering customer feedback to improve its technology constantly. The company plans to leverage frontline worker engagement data to reward them and provide better experiences, a unique capability in the current market, bolstering its competitive differentiation.

Frost & Sullivan opines that every Augmentir product epitomizes its focus on sustained development and market success. Since its inception, the company has aligned itself with the shifting and fragmented industry environment by creating outcome-driven and progressively advanced solutions. It identified labor shortage as a major problem forcing manufacturers to stop operations. Augmentir mapped out the strategy to tackle this issue and started with data capturing. Then, harnessing its True Opportunity™ product (introduced in 2020), it analyzed the collected data with machine learning (ML) algorithms. Moving ahead, in 2023, Augmentir rolled out its AI-integrated True Proficiency™ to evaluate workers' competence across different jobs and tasks according to their skill sets. In 2024, the company released True Engagement™ to measure workers' engagement levels by picking up signals that usually get overlooked (e.g., promptly alerting a mechanic about a possible machine failure). Continuing its product development trajectory, in March 2024, Augmentir launched Augie™, a generative AI (GenAI) assistant for frontline workers. The company's ability to quickly tackle changing trends with problem-driven solutions is remarkable, showcasing unsurpassed adaptability and market readiness.

Augie™: A Versatile AI Copilot Revolutionizing the Industry with GenAI Capabilities

As an AI-first platform, Augmentir™ was built with an AI engine instead of retrofitting an older platform with AI. Since day one, the company has harnessed ML algorithms for workforce data analysis, strategically positioning itself as the first CW company to introduce a Gen-AI feature copilot. With Augie™, Augmentir takes AI's application beyond mere translating speech/text and establishing work instructions.

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[8] https://www.augmentir.com/product/skills-management

> *"Augie™ is a solid example of the company's incomparable emphasis on continuous innovations, differentiating itself from competing products with broad applicability, efficiency-driven features, and unmatched customer benefits. Frost & Sullivan recognizes Augmentir as a future-oriented company that offers one of the most comprehensive ACW solution portfolios and disrupts the market with improvement-centric capabilities."*
>
> *- Iqra Azam*
> ***Best Practices Research Analyst***

Fully harnessing GenAI and proprietary, purpose-built, and pre-trained large language models, Augie™ boosts operational efficiency, strategic thinking, and decision-making for novice frontline industrial workers. This GenAI assistant uses enterprise-wide data to offer immediate accessibility to important information, tailor support to minimize skill gaps, deliver valuable standard work and skills inventory insights, and highlight opportunities for persistent advancement. Augie™ represents Augmentir's commitment to enabling people to do their best work. It empowers manufacturing staff with augmented tools that ensure higher safety and efficiency through robust security and permissions. Furthermore, the platform helps factory engineers, managers, and operators address problems quickly and avert downtimes.[9]

Conventional smart manufacturing assistants solely rely on information from manufacturing execution systems, missing out on other essential systems for frontline manufacturing success. Augie™ does not face this limitation as it maximizes enterprise-wide data, acquiring solid information (operational, training and workforce management, ACW, and engineering data) alongside other useful information from enterprise systems.[10]

Moreover, as a multi-modal, Augie™ equips employees with applicable, context-aware insights (through SOPs, work procedures, manuals, machine readings, past job histories, engineering documents, training materials, peer- and user-generated content, recorded collaborations, and tribal knowledge). It greatly enhances learning by providing operators with material when required. Augie™ serves as a front-end for retrieving the system-collected data, acting as a copilot for plant managers. The platform also makes troubleshooting smoother with direct access to summarized tasks- or job-related facts. Users can enrich leader standard work (LSW) with proper visibility on at-risk KPIs, AI-enabled insights into the areas where operations are succeeding/failing, and measure training efficiency.[11]

Augie™ augments daily management through natural language access to risks related to everyday activities. With AI-prompted insights into performance metrics, the platform is a tool for sustained success. By addressing queries (such as what skills gaps are in customers' plant schedules), Augie solves the 'shutdown point' problem for manufacturers. Moreover, integrated GenAI assistants convert tribal knowledge into digital corporate assets immediately shareable across the organization. Additionally, Augie™ eliminates reliance on spreadsheets and manual production tracking. Its GenAI assistants outline customers' scheduled work against their workforce's skills and performance levels. These capabilities decrease bottlenecks and downtime precipitated by staffing problems.[12]

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[9] https://www.augmentir.com/blog/say-hello-to-augie
[10] Ibid.
[11] Frost & Sullivan's Interview with Augmentir (July 2024)
[12] Ibid.

With this new, game-changing platform, Augmentir expands into the human resources (HR) system market while serving organizational teams (including HR leaders, operations, and environment, health, and safety [EHS]) with many use cases. The company unveiled several new updates to Augie in September 2024. It also launched the industry's first Gen AI Suite for the industrial frontline workforce, bringing Augie's transformative power to all aspects of the Augmentir platform, including Augie assistants for troubleshooting, operations, data insights, reporting, content creation, as well as making Augie accessible via an API within the company's extensibility framework (GenAI as-a-Service).

With all features combined, Augmentir's new technology prompts measurable benefits for customers, refining manufacturing operations and performance while supporting and guiding frontline workers. Augie™ is a solid example of the company's incomparable emphasis on continuous innovations, differentiating itself from competing products with broad applicability, efficiency-driven features, and unmatched customer benefits. Frost & Sullivan recognizes Augmentir as a future-oriented company that offers one of the most comprehensive ACW solution portfolios and disrupts the market with improvement-centric capabilities.

Strategic Initiatives Bolster Industry Leadership

As a growth-centric company, Augmentir proactively explores new opportunities, product development and upgrades, partnerships, and customer acquisitions, exponentially magnifying its business infrastructure. The company aligns with big partners that have a CW strategy. Since the inception of the Augmentir platform, the company has been at the forefront of AI innovation in the ACW sector. These developments enhanced True Productivity™ and True Proficiency™ and expedited True Engagement™'s release. In addition, the upgrade galvanizes better potential for manufacturers seeking digitized and optimized frontline operations. In April 2023, Augmentir made its CWS available for SAP® Plant Maintenance (PM). This solution connects SAP PM with shop floor employees through AI-powered mobile tools (that digitize and streamline maintenance teams) and maximizes Augmentir's embedded smart AI for next-level workforce analytics and insights. Many Fortune 500 manufacturing companies (e.g., Colgate-Palmolive) implement Augmentir with SAP PM for refined maintenance programs. With Augmentir's user-friendliness and frictionless integration into Colgate's global SAP, the customer digitized its maintenance, changeover, EHS lockout/tagout procedures, and quality checklists through structured workflows. Colgate-Palmolive saved up to 30 minutes (per shift) and reduced 120 minutes between maintenance notification and order closure.[13]

Augmentir also announced a new round of funding (led by Gardner Lewis Asset Management) and organizational growth in April 2023. The company used this investment to expand its global sales and marketing initiatives and propel product development. Notably, Augmentir raised significant capital when other market players were struggling. It also realized an employee growth rate of over 50%.[14]

Furthermore, in September 2023, Augmentir rolled out its Customer Advisory Board (CAB), uniting visionary leaders from different manufacturing sectors. The CAB includes experts from Graphic Packaging International, LLC, Hunter Industries, Sargento Foods Inc., Colgate-Palmolive, Hitachi Energy, and Duracell

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[13] https://www.augmentir.com/news/augmentir-brings-ai-to-sap-plant-maintenance-with-its-connected-worker-solution
[14] https://www.augmentir.com/news/augmentir-announces-new-round-of-funding-and-organizational-growth

(joined in August 2024). Augmentir fortifies and expands its product innovation roadmap by maximizing these experts' matchless knowledge. The CAB serves as a platform where Augmentir and its customers collectively contribute to the manufacturing industry's future pivotally, emphasizing intelligent partnerships as key to innovation and creating a strong sense of customer ownership. Additionally, the CAB empowers Augmentir to pioneer game-changing strategies and efficiently tackle the industrial market's requirements (e.g., higher safety and productivity and condensed downtime).

Continuing its upward trajectory, in October 2023, ETQ and Augmentir collaborated to release the ETQ Reliance CWS, extending quality management to the factory floor. Integrating the ETQ Reliance Quality Events application and Augmentir's ACW platform, the two companies deliver a holistic worker quality solution for the manufacturing industries.

Augmentir's ability to secure new ventures every year is remarkable. It sustained the growth momentum in 2024 with new partnerships. For example, in June, the company announced its technology partnership with UKG (a provider of HR, payroll workforce management, and culture solutions). This synergy incorporates UKG Pro Workforce Management™ and Augmentir™, helping manufacturing customers connect time, attendance, scheduling, and workforce data better. Manufacturers also acquire real-time, accurate employee information and AI-based insights into work performance, amplifying workforce efficiency and training and support for frontline workers.[15]

In July, the company and Fluke Reliability entered into a partnership agreement to integrate Augmentir™ with the latter's AI-powered enterprise asset management solution for higher productivity, enriched employee experiences, and improved maintenance, repair, and operations (MRO). This strategic collaboration helps customers' MRO teams to empower integrated digital operations on the plant floor, with Augmentir™ magnifying efficiency (through digital tools) and Fluke Reliability improving decision-making. Collectively, both companies work toward giving superior end-user experiences while advancing customers' overall operations. As an extension of this agreement, Fluke Reliability has added Augmentir to its Industry and Technology Partner Program, establishing room for more prominent collaborations in the future.[16] Lastly, in August, Augmentir joined Zebra Technologies' Zebra PartnerConnect program to natively support its ACW solution on Zebra Technologies' mobile computers, tablets, and wearable scanners, increasing the proficiency of manufacturing employees.

Augmentir is thriving in 2024, with several customer contracts lasting three years, securing long-term subscription revenues. Its most recent customer acquisitions include:

- Armstrong World Industries (one of the world's most significant building material companies)
- BASF (the world's largest chemical company)
- Coca-Cola Europacific Partners (the world's largest independent Coca-Cola bottler)
- Müller Group (one of the world's largest dairy groups)
- One of the world's largest agricultural processors and food ingredient providers (a Fortune 50 company)
- The world's most admired food services company (Fortune's ranking)

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[15] https://www.augmentir.com/news/augmentir-announces-technology-partnership-with-ukg
[16] https://www.augmentir.com/news/fluke-reliability-partners-with-augmentir-to-bring-connected-workers-to-industrial-maintenance-repair-and-operations

- One of the world's largest energy management and automation companies (and Time magazine's "world's most sustainable company")

Augmentir is among the few vendors reporting joint initiatives for its ACW platform from the HR and operations sectors, indicating that the company is well-positioned to maximize future growth avenues.

Frost & Sullivan believes that Augmentir's value-driven, outcome-oriented, and user-centric best practices translate into longstanding and nurturing stakeholder relations, further cementing its industry position as a technology and people leader. Its elaborate list of advancements, customer acquisitions, partnerships, and noteworthy client success stories prove its ability to deliver exponentially beneficial customer outcomes. Frost & Sullivan acknowledges CAB as an ingenious platform that strengthens client relationships while partnering with customers on new solutions and providing an outstanding customer ownership experience. Augmentir's upward momentum in a highly competitive global market demonstrates its unsurpassed capacity to continuously and quickly create solutions that meet and exceed industry expectations.

Conclusion

Augmentir is a transformative leader in the highly competitive augmented connected worker (ACW) market, maximizing constant innovation, strategic collaborations, and customer-centric best practices. It successfully addresses complex industry challenges and unmet customer needs with the world's only artificial intelligence (AI)-enabled ACW solution, Augmentir™. The company persistently surpasses competitors with its relentless focus on research and development, customer feedback, and ability to evolve alongside the market. Harnessing the power of generative AI and growth-driven initiatives, Augmentir well-equips itself to deliver robust customer value and benefits while achieving exponential business expansion globally. Augmentir offers one of the most comprehensive ACW platforms on the market. Its diverse customer base, outstanding growth rates, advanced AI and skills management capabilities, and innovative product roadmap will ensure that the company maintains its leadership position for years to come.

Augmentir earns Frost & Sullivan's 2024 Global Company of the Year Award for its strong overall performance in the augmented connected worker industry.

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

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, 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 by a robust solution development process

Visionary Scenarios Through Mega Trends: Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

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

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

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

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 Engine™

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:

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