



*AT&T Recognized as the*

**2021**

**Company of the Year**

Global

Cellular IoT Industry

*Excellence in Best Practices*

## 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. AT&T excels in many of the criteria in the cellular IoT space.

AWARD CRITERIA	
<i>Visionary Innovation &amp; Performance</i>	<i>Customer Impact</i>
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

### **AT&T Leads the Cellular IoT Market Demonstrating Sustained Industry-leading Growth**

AT&T has been the dominant market leader in cellular IoT over the past 5 years. In Q3 2021, the company reported almost 91 million connected devices on its network, a 20 percent increase over Q3 2020. The

*“AT&T continues to drive innovation and lead the cellular IoT market. The company is a leading partner of most large automotive OEMs and an integral enabler of connected cars.”*

**- Dilip Sarangan, VP of Research, IoT & Digital Transformation**

company has weathered the storm during the pandemic by aggressively investing in network enhancements and new devices. With the overall cellular IoT market expected to grow at roughly 15 percent in 2021, AT&T continues to lead the industry in growth. In particular, AT&T has experienced impressive momentum in the automotive industry and now has relationships with over 40 automotive brands including General Motors, Volkswagen, Tesla, and

others accounting for over 49 million connected cars on the road globally.

### ***Innovating for the Future with 5G and multi-access edge computing (MEC)***

The emergence of 5G networks is expected to create tremendous opportunities to build enterprise value in a range of industries. As the number of connected devices grows, and these devices' connectivity requirements increase, existing technologies may not meet the requirements cost-effectively. 5G is poised to become a superior future alternative. With the ability to connect millions (and billions) of devices globally using different types of spectrum, the 5G network built by AT&T is prepared for the next generation of IoT. AT&T's network leverages millimeter wave spectrum which dramatically increases the number of IoT devices that can use cellular connectivity to transmit data. Most IoT devices either transmit small packets of data (both frequently as in the case of asset tracking) or small packets of data once a day (such as smart meters). A combination of 5G and multi edge computing (MEC) capabilities can enable a wide range of use cases for IoT , create new revenue streams, and maximize growth opportunities.

Another advantage to low power networks such as NB-IoT and LTE-M is battery life. Devices that connect using these networks use very little power and can run for months to years before the battery has to be replaced. This is especially valuable in challenging environments such as underground or remote locations where it is difficult for human supervision. Many of these solutions are available in areas where cellular networks exist, however, costs are significantly lower than 5G or even 4G-LTE connectivity. This expands addressable market and number of IoT use cases AT&T can target to enhance future growth.

### ***Customer Purchase Experience***

AT&T has long built relationships with Operations and IT departments at enterprises to sell connectivity solutions. Over the past few years, these relationships have helped the company continue to grow its IoT business. The company provides end-to-end solutions in IoT – from consulting to deployment to post-deployment managed services. It has built a large developer community to build new IoT applications. The company leverages its large ecosystem of partners and developers to build solutions for its customers. In addition, AT&T is an integral part of other vendor's ecosystem of partners. The company has long-standing relationships with the largest cloud service providers and systems integrators across a wide range of vertical markets.

With its innovation centers around the United States, the company has worked closely with its customers to develop and deploy new solutions. Its innovation center in Plano focuses on IoT solutions, while the innovation center in Atlanta focuses on connected car and autonomous vehicles and the Palo Alto innovation center has long had a focus on innovations in the network. With these world class innovation centers focused on network and IoT innovations, AT&T continues to be at the forefront of IoT solution development.

### ***Implementation of Best Practices***

An enterprise deploying an IoT solution has to solve many challenges from both the operational and IT perspectives. These challenges are amplified by the risks associated with an IoT solution; decisions of “build vs. buy” and the high level of fragmentation in the industry (i.e., the ability to support a solution over a long period of time) are core considerations that cannot be ignored. Moreover, Frost & Sullivan believes that upward and downward integration capabilities, the flexibility of the IoT platform, and the

*“The role of cellular connectivity in IoT solutions is expanding rapidly as countries claw their way back from the effects of the pandemic. Digitization of the supply chain has never been more important and AT&T’s efforts and solutions are the first step to normalize supply chain disruption and ensure the availability of essential products for consumers.”*

**- Dilip Sarangan, VP of Research, IoT & Digital Transformation**

strength of the partner’s ecosystem should be critical criteria in the vendor selection process. Making these decisions early can help an enterprise generate a positive return on investment (ROI) at a faster pace.

With the pandemic raging on globally, the supply chain for a wide range of products has never been under as much stress as it is today. Solutions such as AT&T’s can not only help alleviate some of the stress for these supply chains, but also digitally transform processes to enhance efficiency and enable the resumption of normal operations as countries emerge from the

effects of the pandemic.

AT&T’s IoT platform has proven to help organizations increase the success of their IoT deployments. Their large ecosystem of partners, long-term solution support, ability to integrate with connected devices at the edge, and enterprise management solutions in the cloud differentiate AT&T from competitors. As enterprises look to digitize their supply chain with IoT asset management solutions, Frost & Sullivan recognizes AT&T as an innovative, proven, and reliable partner.

## Conclusion

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In the era of digital transformation, enterprises are only beginning to tap into the true opportunity and benefits of cellular IoT. In this environment, AT&T is dramatically reducing the complexity of deployments and accelerating the progress of cellular IoT. 2021 continues to be a challenging year for IoT solution development and deployments. However, AT&T continues to demonstrate the IoT investments the company has made over the past decade are paying off, even under these unique circumstances. With a pandemic creating global disruption, tempering the ability of many industries to efficiently innovate and develop new solutions, AT&T continues to outperform the industry in growth and invest of billions of dollars in network improvements.

With an end-to-end solution portfolio that significantly simplifies IoT deployments for customers, AT&T is recognized with Frost & Sullivan’s 2021 Company of the Year Award in the global cellular IoT 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

