Eurotech Group Recognized for

2021

Enabling Technology Leadership

Global IoT Edge
Computing Industry
Excellence in Best Practices

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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. Eurotech excels in many of the criteria in the IoT edge computing space.

AWARD CRITERIA

Technology Leverage	Customer Impact
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

Commitment to Innovation

Edge computing is one of the most significant trends in the IoT market as enterprises aim to automate their systems and processes to make near-real time, data-driven decisions. While edge computing is not a new phenomenon, 'IoT + Edge' introduces a new layer of complexity by adding a large number of devices that collect data. The 'edge' is the domain of operations departments which aim to streamline processes and operations.

> *"Eurotech continues to innovate and deliver solutions for "IoT at the edge" by reducing the complexity of integration. Its unique ability to provide comprehensive integration services and edge computing capabilities sets the company apart from competitors in the industrial market."*
>
> *- Dilip Sarangan, VP of Research, IoT & Digital Transformation*

Eurotech clearly identifies and differentiates itself in the Industrial IoT market with a laser focus on the integration of information technology (IT) and operations technology (OT). The company has long standing relationships with both IT and OT departments' at large customer organizations. Eurotech is recognized as a leader in innovative IoT solutions that enhance productivity and address real world business needs. The company is a true believer in developing and nurturing a large ecosystem of partners that range from OT market leaders to IT market leaders. The true value of IoT is derived from bridging the gap between IT and OT. Eurotech embodies this belief and develops products that embrace open source and open standards to 'uncomplicate' IoT deployments. In contrast to competitors that focus exclusively on technology, Eurotech places significant emphasis on risk mitigation and the total cost of ownership (TCO) of IoT

deployments to holistically address customer challenges.

Customer Ownership Experience

Eurotech has consistently delivered IoT solutions with an enhanced customer experience that extends throughout the full customer journey, from the initial deployment to post-deployment activities. The value in working with Eurotech is not only recognized from the quality of their solutions, but also from the simplicity customers experience when adding new capabilities and applications to an existing deployment. The company focuses on enabling the outcomes of deployments efficiently, addressing challenges like life cycle management, security and software / hardware integration. Integration is efficiently achieved on the back end by seamless integration into IT-infrastructures on premise but also native integration with cloud infrastructures like AWS IoT and Azure IoT.

Eurotech uses a Zero Trust security model to secure all assets connected to the customer network. Moreover, the company deploys IoT solutions with zero touch provisioning (legacy and new assets), and open low-code frameworks to add a layer of simplicity to all IoT deployments. The company does design edge solutions (hardware and software stack) to meet demanding security standards like PSA Level 1 and IEC 62443-4-2.

The company has remained at the forefront of every IoT trend in the market from high performance edge computing, to cloud integrations and edge computing platform capabilities. Due to its commitment to open standards and open source coding, the company is particularly nimble and quick in adapting to changes in the market when delivering highly secure solutions to customers.

Customer Purchase Experience

Eurotech has been highly effective in expanding its ecosystem of partners in IoT in recent years. Over the past 2 years, the company has been recognized as one of the market leaders on the *Frost Radar for IoT Platforms* due to its ability to sustain growth and develop innovative solutions for customers. The company now has native integrations with leading cloud service providers including Microsoft and AWS. Frost & Sullivan believes the Eurotech's high-security framework, seamless IoT deployment process, and dedication to innovation with emerging applications (ex. autonomous vehicles and things) sets it apart from its competitors, and attractively positions the company for sustained future growth.

> *"IT-OT integration is a critical component of any IoT deployment. The fact that Eurotech reduces the complexity of these deployments puts them on a pedestal. Their model for integration is one that other companies strive to achieve"*
>
> *- Dilip Sarangan, VP of Research, IoT & Digital Transformation*

Brand Equity

Eurotech has built a significant presence in the high-performance edge computing market, enabling Edge AI applications, due to traction in industrialized environments. The Eurotech brand has resonated well in IoT due to the need for increased computing capabilities at the edge of the network. One application that will certainly help Eurotech enhance its brand equity is the emergence of autonomous things. Currently,

Eurotech products provide autonomous vehicle manufacturers with the high-performance capabilities they need to efficiently process and manage the data collected by connected vehicles.

Moreover, the company is focused on several vertical markets in the industrial sector that need ruggedized hardware and software solutions in harsh environments. These verticals include industrial automation, transportation, healthcare, energy, grids/utilities, and communications infrastructure.

Conclusion

IoT is still a market of incumbents despite thousands of small companies vying for enterprise mindshare. Eurotech has leveraged innovation in hardware and software integration to create a niche for itself in this highly fragmented market to deliver quality solutions for customers across a wide range of vertical markets and applications. By helping incumbent players bridge the gap between IT and OT, Eurotech has established itself as a vital ecosystem partner in IoT. With its strong overall performance, Eurotech earns Frost & Sullivan's 2021 Global Enabling Technology Leadership Award in the IoT edge computing market.

What You Need to Know about the Enabling Technology Leadership Recognition

Frost & Sullivan's Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

Best Practices Award Analysis

For the Enabling Technology Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

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

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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™.

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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)**

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